Sample Business Plan to Help You Start a Animal removal Venture

WildGuard Wildlife Solutions LLC

Limited Liability Company founded January 2024 in Denver, CO. Jordan Reed: 15-year veteran managing $3.2M/yr operations at Critter Control of Colorado. We provide humane wildlife removal at $620 average ticket price to 1,050 customers in Year 1, targeting $702,000 revenue. Date: October 26, 2024.

1. EXECUTIVE SUMMARY

750,000 US homes annually suffer wildlife intrusions requiring $480 average repair (National Wildlife Control Operators Association). WildGuard solves this via licensed humane removal at $350-$2,500/job with 2-year exclusion warranty. We capture 0.23% of Colorado Front Range's $1.8M annual wildlife control spend by targeting 10-30-year-old housing stock in zip codes 80205/80216 where raccoon infestations occur in 12% of homes (Denver Public Health data).

Revenue model: 75% residential jobs ($620 avg), 20% commercial ($1,250 avg), 5% municipal contracts ($30,000 avg). Gross margin 58% from $260/job COGS (35% labor, 7% materials). Achieve $702,000 Year 1 revenue with $407,160 gross profit. Break even at 212 jobs/month by Q3 Year 3 when net margin reaches 14%.

Seek $350,000 funding: 57% equipment ($200k), 17% marketing ($60k), 14% working capital ($48.5k), 11% licensing/insurance ($38.5k), 1% software ($3k). Enables 1,050 jobs in Year 1, 95% customer satisfaction (measured via post-service NPS), and expansion to Colorado Springs by Month 18. Projected 3.2x ROI by Year 5 exit.

2. COMPANY OVERVIEW

Colorado LLC formed January 2024 with S-Corp tax election. Denver location chosen for 2.9M population and 18% annual wildlife call growth (Colorado Parks & Wildlife data). Ownership: Jordan Reed 60%, Lisa Tran 30%, Denver Green Ventures 10%.

Jordan Reed (CEO): Managed 12 technicians at Critter Control handling 1,400 jobs/year with 92% retention. Lisa Tran (CFO): Structured $1.8M SBA loan portfolio at Liberty Mutual with 1.2% default rate. Dr. Elena Martinez (Biologist): Published 7 peer-reviewed papers on urban wildlife relocation success rates.

Date	Milestone	Status	Next Steps
Jan 2024	LLC formation	Complete	File S-Corp election
Feb 2024	WCO license #WCO-8842	Complete	Renew annually
Mar 2024	2,500 sq ft lease signed	Complete	Build dispatch center
Apr 2024	6 technicians hired	Complete	Complete OSHA training
May 2024	ServiceTitan CRM live	Complete	Integrate with QuickBooks
Jun 2024	First 35 jobs completed	Complete	Optimize scheduling
Dec 2024	1,050 jobs	Target	Achieve 78% conversion rate
Jun 2025	Boulder satellite launch	Target	Hire 2 additional technicians

3. MARKET ANALYSIS

TAM: $2.1B US wildlife control industry (IBISWorld 2024). SAM: $180M Mountain West region (CO/WY/UT/NM) calculated at 8.6% of national market. SOM: $4.2M (2.3% of SAM) from Colorado Front Range where 287,000 homes (12% of 2.39M) require annual wildlife services based on Denver metro housing stock age and wildlife density metrics.

Target customers: Homeowners in 10-30-year-old homes (72% of inventory) with $150k-$400k value. Commercial clients: Property managers spending $2,500-$5,000/year on wildlife prevention. Municipal budgets: $10,000-$50,000/year per contract for park/storm drain maintenance. 68% call during April-June breeding season (CO Parks data).

Market trends: 1) Urban sprawl increasing wildlife conflicts 9.3%/year (USDA 2023), 2) Climate-driven migration raising bat infestations 14% YoY in CO (CU Boulder study), 3) 73% homeowners demand humane removal (NWCOA survey), 4) Municipal contracts growing 11% annually as cities address public health risks.

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Residential Attic	1,080,000	8.5%	0.35%	Focus on high-infestation zip codes
Commercial Roofs	420,000	11.2%	0.8%	Exclusive contracts with property managers
Municipal Parks	300,000	11.0%	1.3%	Denver Parks RFP win rate 22%
Preventative Plans	200,000	15.0%	1.2%	30% attach rate to service jobs

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
National	$2,100,000,000	-	-	IBISWorld Report WC31191
Mountain West	-	$180,000,000	-	8.6% of national market
CO Front Range	-	-	$4,200,000	2.3% SAM capture via zip code targeting

4. COMPETITIVE ANALYSIS

Market fragmented with 85% local operators. Critter Control (franchise) holds 18% Front Range share at $400-$800/job but has 27% technician turnover (Glassdoor). Skedaddle entering CO with $1.2M ad spend but lacks state-specific protocols. General pest control companies (Orkin) handle 32% of wildlife calls but subcontract at 40% margin loss.

Competitive advantages: 1) 2-year exclusion warranty (vs industry 1-year) reducing callbacks by 37% based on Critter Control data, 2) Digital reporting with post-service photos increasing NPS by 22 points, 3) Biologist oversight cutting relocation failures by 29% (per Martinez case studies), 4) GPS-tracked vans achieving 2.1-hour avg response time (vs 4.7 industry avg).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Critter Control	$1.8M	$650 avg	Brand recognition	27% tech turnover	Higher retention via bonuses
Colorado Wildlife	$420k	$520 avg	Local reputation	No digital reporting	Real-time service tracking
Skedaddle	$0 (entering)	$580 avg	National ad spend	No CO license yet	State-certified protocols
Orkin	$280k (CO wildlife)	$490 avg	Cross-sell base	Subcontracted work	Direct technician control
Handymen	$110k avg	$320 avg	Low price	87% non-compliant	Full regulatory compliance

Strengths	Weaknesses	Opportunities	Threats
Licensed WCO team	Limited brand awareness	CO Springs expansion	Skedaddle ad blitz
2-yr warranty	No weekend service (Y1)	Municipal RFPs	Regulatory changes
Biologist oversight	6-technician capacity	Insurance partnerships	Rabies outbreak
Digital transparency	$350k funding gap	Franchise model	Economic downturn

5. PRODUCTS & SERVICES

Core service: Humane removal using live traps (Nuisance Wildlife Supply Co. Model 720) with relocation >5 miles to CO Parks-approved sites. Process: 1) Inspection ($0 fee), 2) Trapping (24-72hr timeline), 3) Sanitation (EcoLogic repellents), 4) Exclusion (stainless steel mesh). Commercial clients receive digital reports with thermal imaging of entry points.

Pricing set at 12% below Critter Control based on $50k annual savings from in-house technicians vs subcontracting. Preventative plans priced at 30% of avg repair cost to drive retention. Commercial pricing includes 15% volume discount for 10+ properties.

Tier	Price	Features	Target Customer	Revenue %	Gross Margin
Residential Basic	$525	1 animal type, 1 entry point	Homeowners	52%	61%
Commercial Standard	$1,250	2 entry points, digital report	Property managers	28%	59%
Municipal Contract	$30,000/yr	Quarterly sweeps, 24/7 hotline	Cities	12%	55%
Preventative Plan	$299/yr	2 inspections, priority scheduling	All segments	8%	78%

Metric	Value	Calculation/Notes
Price per service	$620	Weighted avg of 75% res, 20% comm
COGS per service	$260	Labor $217 (35%), Materials $43 (7%)
Gross Profit per service	$360	$620 - $260
Gross Margin %	58%	$360 / $620
CAC	$87	$60k marketing / 690 customers

LTV	$1,025	$702 avg revenue * 1.46 years lifespan
LTV:CAC	11.8	$1,025 / $87
Payback Period	2.9 months	CAC / (Gross Profit * Monthly Margin)

6. MARKETING & SALES

Google Ads primary channel with $5,000/month budget targeting "raccoon removal Denver" CPC $2.40 (SEMrush data). Conversion rate 4.1% yields 145 leads/month at $34.48 CAC. SEO drives 32% organic traffic targeting 18 keywords with 50+ difficulty score. Nextdoor campaigns generate 22% of residential leads at $18.75 CAC.

Sales cycle: 1) Lead responds in <15 min (87% capture rate), 2) Inspection within 24hr (94% show rate), 3) Quote delivered same-day (78% close rate vs 65% industry avg), 4) Service within 48hr. Average cycle 3.2 days. Commercial sales require 2.7 touches via property manager outreach.

Retention via 30-day SMS survey (91% response rate), 15% referral discount, and loyalty program (3rd inspection free). Target 5.2% monthly churn (vs 7% industry) through maintenance plan attach rate of 30%. Expansion revenue from 22% of commercial clients adding services.

Channel	Monthly Budget	CAC	Leads/Mo	Conv. Rate	Customers/Mo	ROI
Google Ads	$5,000	$34	145	4.1%	57	9.5x
Nextdoor	$1,200	$19	63	5.8%	37	18.2x
SEO/Content	$800	$0	46	3.2%	15	24.1x
Partnerships	$500	$12	42	6.3%	26	28.3x
Direct Mail	$500	$28	18	3.7%	7	5.4x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	5000	500	800	0	500	6800	124	35
2	5000	800	800	0	500	7100	138	42
3	5000	1000	800	500	500	7800	152	48
4	5000	1200	800	1000	500	8500	167	55
5	5000	1500	800	1500	500	9300	182	62
6	5000	1500	800	2000	500	9800	197	70
7	5000	1500	800	2000	500	9800	212	78
8	5000	1500	800	2000	500	9800	227	86
9	5000	1500	800	2000	500	9800	242	94
10	5000	1500	800	2000	500	9800	257	102
11	5000	1500	800	2000	500	9800	272	110
12	5000	1500	800	2000	500	9800	287	118

7. OPERATIONS

Daily workflow: 6:30AM dispatch huddle, 7:00AM technician dispatch (max 4 jobs/day at $127/job labor cost), 5:00PM CRM updates. Capacity: 72 jobs/day with current team. ServiceTitan routes optimize for 2.1-hour avg response time. Inventory: 48 live traps rotated per job with 72-hour cleaning protocol.

Primary supplier: Nuisance Wildlife Control Supply Co. (traps at $185/unit, 30-day terms). Backup: Animal Capture Equipment Inc. ServiceTitan chosen for $299/month over FieldEdge due to wildlife-specific workflows. Geotab GPS at $28/unit provides real-time emergency alerts.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Nuisance Wildlife Supply	Traps/PPE	$3,200	Net 30	Animal Capture Equip
ServiceTitan	CRM/Dispatch	$299	12-mo	FieldEdge
Geotab	GPS Tracking	$56	24-mo	Verizon Connect
Colorado Wildlife Rehab	Relocation	$1,200	Per job	Rocky Mtn Wildlife Center
Dover Insurance	Liability	$1,000	Annual	Liberty Mutual

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
ServiceTitan	CRM/Dispatch	$299	8	FieldEdge ($249), Jobber ($199)
QuickBooks Online	Accounting	$50	2	Xero ($30)
HubSpot	Marketing	$800	3	Mailchimp ($200)
Geotab	Fleet Tracking	$56	2	Verizon Connect ($75)
Calendly	Scheduling	$12	8	Acuity ($23)

8. MANAGEMENT TEAM

Flat structure with CEO overseeing operations, CFO managing finance. Technician pay: $22/hr + $15/job bonus. Target total compensation at 45% of revenue. Year 1 payroll budget: $696,000 (82% of OpEx).

Advisory board: Dr. Martinez ($1,500/month retainer), Mark Chen (ex-CFO Terminix, SBA loan structuring), Sarah Kim (Denver real estate attorney). All compensated via equity options.

Month	Role	Salary	Priority	Source	Onboarding Time
1	CEO	$7,500	Critical	Founder	Immediate
1	CFO	$3,333	Critical	Founder	Immediate
1	6 Technicians	$26,400	Critical	Craigslist	2 weeks
3	Marketing Dir	$4,583	High	LinkedIn	3 weeks
6	Field Ops Dir	$5,000	Medium	Internal promo	1 week
9	Admin Assistant	$3,000	Low	Indeed	2 weeks

9. FINANCIAL PLAN

Key assumptions: 35 jobs Month 1 growing to 118 by Month 12 at 10.2% monthly increase. Avg revenue per job $620 rising to $635 by Year 2. Monthly churn 5.2%. COGS 42% of revenue. Fixed OpEx $46,000/month. Technician capacity: 4 jobs/day.

Revenue growth driven by Google Ads scaling to 287 leads/month by Year 1 end and municipal contract wins (target 3 by Month 10). Commercial segment grows to 28% of revenue by Year 2 via property manager partnerships.

Cost structure: 58% variable (COGS), 42% fixed (OpEx). Payroll grows at 7.3% monthly vs revenue 10.2% indicating operating leverage. Marketing scales to 8.6% of revenue by Month 12 from 9.7% in Month 1.

$350,000 funding covers $200k equipment (2 vans, traps), $60k marketing (12-month runway), $48.5k working capital (6 months), $38.5k licensing/insurance, $3k software. Provides 18-month runway to $1.15M Year 2 revenue.

Category	Item	C	Notes	
Legal/Formation	LLC filing	$500	CO Secretary of State	
Licenses/Permits	WCO license	$8,500	CO Dept Ag + local permits	
Equipment	2 Ford Transit vans	$96,000	$48k each, fleet discount	
Equipment	Traps/PPE	$32,400	180 traps @ $185, PPE kits	
Equipment	Restoration tools		$22,000	HEPA vacs, sealants
Technology	ServiceTitan setup	$2,500	Implementation fee	
Initial Supplies	EcoLogic repellents	$8,000	6-month inventory	
Marketing Launch	Branding	$15,000	Logo, website, collateral	
Marketing Launch	Google Ads reserve	$10,000	Prepaid ad credits	
Working Capital	6 months OpEx	$48,500	$8,083/mo buffer	

Insurance	General liability	$12,000	$2M policy annual	
Professional Fees	Accounting setup	$2,500	QuickBooks configuration	
Office Setup	Warehouse buildout	$15,000	Storage, dispatch center	
Training	OSHA certification	$3,500	6 technicians @ $583	
Contingency	10% buffer	$35,000	Unplanned regulatory costs	
Total		**$350,000**		

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	$2,500	$30,000	2,500 sq ft warehouse
Salaries	Fixed	$58,000	$696,000	8 FTEs including bonuses
Benefits	Fixed	$8,700	$104,400	15% of payroll
Insurance	Fixed	$1,000	$12,000	Liability + workers comp
Software	Fixed	$1,247	$14,964	ServiceTitan, HubSpot, etc
Utilities	Fixed	$400	$4,800	Electric, internet
Marketing	Fixed	$5,000	$60,000	Google Ads, content
Professional Services	Fixed	$1,200	$14,400	Biologist consultant
Fuel/Maintenance	Variable	$3,200	$38,400	$0.38/mile at 8,400 mi/mo

Supplies	Variable	$4,500	$54,000	Traps, repellents per job
Loan Payment	Fixed	$417	$5,000	SBA 7(a) at 8.5% over 10 yrs
Other	Fixed	$500	$6,000	Training, contingencies
Fixed Total		**$77,547**	**$930,564**	
Variable Total		**$7,700**	**$92,400**	
Combined Total		**$85,247**	**$1,022,964**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1 Total
Revenue	21700	24800	27900	31000	34100	37200	40300	43400	46500	49600	52700	55800	453000
COGS	9114	10416	11718	13020	14322	15624	16926	18228	19530	20832	22134	23436	189260
Gross Profit	12586	14384	16182	17980	19778	21576	23374	25172	26970	28768	30566	32364	263740
Marketing	6800	7100	7800	8500	9300	9800	9800	9800	9800	9800	9800	9800	106000
Salaries	58000	58000	58000	58000	58000	58000	58000	58000	58000	58000	58000	58000	696000
Rent	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	30000
Software	800	800	800	800	800	800	800	800	800	800	800	800	9600
Insurance	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	12000
Other OpEx	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Total OpEx	71100	71400	72100	72800	73600	74100	74100	74100	74100	74100	74100	74100	878000
EBITDA	-58514	-57016	-55918	-54820	-53822	-52524	-50726	-48928	-47130	-45332	-43534	-41736	-614260
Depreciation	12500	12500	12500	12500	12500	12500	12500	12500	12500	12500	12500	12500	150000
EBIT	-71014	-69516	-68418	-67320	-66322	-65024	-63226	-61428	-59630	-57832	-56034	-54236	-764260
Interest	354	354	354	354	354	354	354	354	354	354	354	354	4250
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-71368	-69870	-68772	-67674	-66676	-65378	-63580	-61782	-59984	-58186	-56388	-54590	-768510

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	350000	301632	254762	207890	160216	112540	65162	18582	-26418	-70402	-113588	-156176
Cash In	21700	24800	27900	31000	34100	37200	40300	43400	46500	49600	52700	55800
Funding	350000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	371700	24800	27900	31000	34100	37200	40300	43400	46500	49600	52700	55800
Cash Out	419368	71770	74872	78674	81976	84578	86780	89182	91584	93986	96388	98790
Total Cash Out	419368	71770	74872	78674	81976	84578	86780	89182	91584	93986	96388	98790
Net Cash Flow	-47668	-46970	-46972	-47674	-47876	-47378	-46480	-45782	-45084	-44386	-43688	-42990
Ending Cash	301632	254762	207890	160216	112540	65162	18582	-26418	-70402	-113588	-156176	-198166

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	702000	325000	350000	375000	400000	425000	450000	475000	500000	1850000
COGS	294840	136500	147000	157500	168000	178500	189000	199500	210000	777000
Gross Profit	407160	188500	203000	217500	232000	246500	261000	275500	290000	1073000
OpEx	914400	225000	230000	235000	240000	245000	250000	255000	260000	980000
EBITDA	-507240	-36500	-27000	-17500	-8000	1500	11000	20500	30000	93000
Net Income	-507240	-42000	-31000	-20000	-9000	1000	8000	15000	22000	46000
Ending Cash	-198166	-240166	-271166	-291166	-300166	-299166	-291166	-276166	-254166	-210166

Metric	Value	Calculation
Monthly Fixed Costs	$77,547	From OpEx table
Variable Cost per Service	$260	COGS breakdown
Price per Service	$620	Weighted average

Contribution Margin per Unit	$360	$620 - $260
Contribution Margin %	58%	$360 / $620
Break-Even Units per Month	216	$77,547 / $360
Break-Even Revenue per Month	$133,920	216 * $620
Expected Break-Even Month	Month 32	Per cash flow projections
Safety Margin	12.5%	(244 jobs - 216) / 244

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	58%	59%	58%	55-65%
Operating Margin %	-72%	-3.5%	5%	-20% to 15%
Net Profit Margin %	-72%	-3.5%	2.5%	-20% to 12%
Current Ratio	0.8	1.1	1.4	1.2
Quick Ratio	0.6	0.9	1.2	1.0
CAC Payback	2.9 mo	2.5 mo	2.2 mo	3-8 mo
LTV:CAC	11.8	13.2	14.5	3:1
Monthly Burn Rate	$63,520	$0	$0	N/A
Runway	5.5 mo	12.0 mo	18.0 mo	6+ mo

10. RISK ANALYSIS

Top risks: 1) Regulatory violation (probability 3/5, impact 5/5) from improper bat handling under MBTA causing $50k fines. 2) Technician injury (probability 4/5, impact 4/5) from roof falls averaging $18k workers comp claim. 3) Skedaddle ad blitz (probability 4/5, impact 3/5) capturing 15% market share at 20% lower prices.

Mitigation: 1) Biologist conducts quarterly compliance audits with $5k budget, 2) Mandatory OSHA training + $2M liability insurance, 3) Pre-emptive community partnerships with 10 HOAs by Month 6 locking in 300 contracts. Contingency: Relocation site backup plan approved by CO Parks.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
MBTA non-compliance	3	5	15	Biologist audits, staff certification	Suspend operations until compliant	CEO
Technician injury	4	4	16	OSHA training, PPE enforcement	Backup tech roster, safety bonus	Ops Dir
Skedaddle price war	4	3	12	HOA contracts, loyalty program	Temporarily match pricing for 60 days	CEO
Slow customer acquisition	3	4	12	Google Ads A/B testing	Deploy $10k contingency to high-ROI channels	Marketing Dir
Rabies outbreak	2	5	10	CDC protocols, PPE compliance	Partner with CO Health Dept for testing	Biologist
SBA loan denial	2	3	6	Pre-qualified with 3 lenders	Use founder equity bridge	CFO
Vehicle accident	3	3	9	Geotab monitoring, defensive driving	Rental fleet agreement with Enterprise	Ops Dir
Supplier disruption	2	2	4	Dual sourcing for traps	Switch to backup vendor in 48hrs	CFO

11. IMPLEMENTATION TIMELINE

Critical path: Month 1-3 equipment procurement and technician hiring. Month 4-6 achieving 78% sales conversion through digital reporting. Month 7-9 securing first municipal contract. Dependencies: WCO license required before operations; ServiceTitan integration must precede marketing launch.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Equipment procurement	2 vans, 48 traps	$150k budget	100% delivery by Day 15	CFO
2	Technician hiring	6 certified staff	Recruiting budget $8k	OSHA certification complete	CEO
3	ServiceTitan launch	CRM fully integrated	$2.5k setup fee	100% job tracking	Marketing Dir
4	First 100 jobs	Customer database	Marketing spend $7.1k	78% conversion rate	Sales
5	Google Ads optimization	145 leads/month	$5k budget	CAC < $35	Marketing Dir
6	Break-even analysis	Financial model	CFO time	212 jobs/month target	CFO
7	HOA partnerships	3 signed contracts	Sales time	$9k monthly revenue	CEO
8	Preventative plans	30% attach rate	Marketing campaign	$8,970 monthly revenue	Marketing Dir
9	Municipal RFP win	1 city contract	Proposal budget $2k	$30k annual revenue	CEO
10	Process documentation	SOP manual	Ops Dir time	100% compliance audit	Ops Dir
11	Staff expansion	2 additional techs	Hiring budget $6k	118 jobs/month capacity	CEO
12	Year 1 review	Financial report	CFO time	1,050 jobs completed	CFO

12. APPENDIX

Available documentation: CO WCO license #WCO-8842, ServiceTitan case studies, CO Parks relocation agreements, 12-month cash flow model with sensitivity analysis. All assumptions validated against NWCOA 2024 industry report and Denver metro housing data.