

# Building an Artificial Turf Installation Business Enterprise: A Detailed Sample Plan

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GreenLawn Pro Enterprises, LLC (Phoenix, AZ; founded March 15, 2024) is a field-operational artificial turf installer targeting water-constrained Southwest markets. Marcus Delgado (ex-Southwest Turf Systems; managed \$8.2M annual projects) leads the venture. We charge \$6.00-\$8.50/sq. ft. for certified installations, targeting \$660,000 Year 1 revenue at 48% gross margin. June 2024.

## SECTION 1: EXECUTIVE SUMMARY

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Phoenix homeowners lose \$420 annually maintaining natural grass (Arizona Municipal Water Users Association, 2023), while 12 states enforce lawn watering restrictions. GreenLawn Pro solves this with STC-certified installations using proprietary DryBase drainage, reducing water use by 100% versus natural grass. Our pilot phase secured 32 projects at \$5,850 average revenue (98% satisfaction).

We operate on project-based pricing: \$3,500-\$150,000 per job with 48% gross margin. Revenue derives from 70% residential (\$5,500 avg project), 30% commercial (\$35,000 avg). Fixed costs of \$445,500 require 169 projects annually to break even. We achieve profitability in Month 18 via \$58.60 CAC (145 leads/month from \$8,500 Google Ads spend).

We seek \$450,000 (\$250,000 equity, \$200,000 SBA 7(a) loan) covering 100% of \$666,800 startup costs. Funds deploy as: 22% equipment (\$148,000), 9% inventory (\$60,000), 7% marketing (\$45,000). This capital enables 120 Year 1 projects, \$1.5M Year 3 revenue, and 22% IRR over 5 years.

## SECTION 2: COMPANY OVERVIEW

GreenLawn Pro operates as an Arizona LLC for liability protection and pass-through taxation. Phoenix location targets 1.2M households in water-restricted zones (AZ DWR, 2024) with median income \$85,000. Ownership: Marcus Delgado (60%), Jasmine Reed (25%), David Tran (15%).

Delgado managed 220+ turf projects/year at Southwest Turf Systems (2019-2023), achieving 28% EBITDA margin. Reed reduced Lowe's commercial supply chain costs by 14% (\$2.1M annual savings) via vendor consolidation. Tran generated \$4.3M in home services leads at 5.2% conversion rate.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, AZ ROC license	Complete	N/A
Apr 2024	FieldTurf USA distributor agreement	Complete	Secure 3M GL insurance
May 2024	Pilot phase (32 projects)	Complete	Scale to 10 projects/week
Jun 2024	SBA loan application	Pending	Close \$200k financing
Jul 2024	Hire 2 field crews	Planned	Complete STC certification
Dec 2024	120 total projects	Planned	Secure Lennar MOU
Mar 2025	Tucson satellite launch	Planned	Recruit COO
Sep 2025	Break-even (169 projects)	Planned	Expand to Las Vegas

## SECTION 3: MARKET ANALYSIS

TAM = \$5.2B (U.S. artificial turf installation, Grand View Research 2024). SAM = \$1.8B (Southwest region: AZ, NV, NM, UT, CO, TX). SOM = \$54M (Phoenix/Tucson/Albuquerque corridor), calculated as 0.3% of SAM based on Year 3 capacity of 250 projects x \$6,000 avg revenue.

Target residential customers: Homeowners aged 45-65 in ZIP codes with >\$100k income (287,000 households in Phoenix MSA), spending \$3,500-\$15,000. Commercial targets: HOAs managing 50+ units (1,200 entities in AZ) with \$25,000-\$150,000 budgets. 67% cite water savings as primary purchase driver (NRDC 2023).

Key trends: 6.8% CAGR market growth (2023-2030); 40% of new Phoenix homes include synthetic turf; 12 states enacted water restrictions; 22% annual increase in "xeriscape" Google searches (SEMrush 2024).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Residential (500-2k sq.ft.)	850M	7.1%	0.4%	Lowest entry cost; 70% of pilot projects
HOA Common Areas	320M	6.3%	0.8%	12 architect partnerships secure 8 projects/quarter
School Playgrounds	180M	5.9%	0.5%	Proprietary drainage meets ADA standards
Commercial Renovations	95M	8.2%	1.2%	\$12/sq.ft. pricing beats competitors by 15%

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Residential	3.8B	1.3B	39M	70% of TAM/SAM; 3% SOM penetration
Commercial	1.4B	500M	15M	30% of TAM/SAM; 3% SOM penetration
Total	5.2B	1.8B	54M	Sum of segments

## SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Turf Masters AZ (\$1.2M revenue, 15% Phoenix market share), Southwest Greens (\$4.7M revenue, sports-field focus). Indirect: DIY kits (Home Depot, \$1.80/sq.ft. turf) and landscapers (maintaining natural grass at \$1,200/household/year). No competitor offers 10-year warranty with monsoon drainage.

Competitive advantages: 1) STC-certified installers reduce warranty claims by 35% (vs. industry 22% failure rate); 2) DryBase drainage processes 1.2" rain/hour (industry avg: 1.0"); 3) 10-year warranty (vs. 5-7 years standard); 4) \$58.60 CAC (vs. \$82 industry avg) via targeted digital.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Turf Masters AZ	1.2M	\$7.20/sq.ft.	Local brand recognition	Max 8 projects/week capacity	Scalable crew model (12 projects/week)
Southwest Greens	4.7M	\$12.50/sq.ft.	Sports field expertise	Commercial-only focus	Residential+commercial at \$6.00-\$8.50
Ecolawn Turf	2.8M	\$8.10/sq.ft.	CA brand strength	No AZ presence	Local Phoenix operations
DIY Kits	320M	\$1.80/sq.ft. (turf only)	Low upfront cost	57% failure rate (STC 2023)	Professional installation warranty
Landscapers	78B	\$1,200/yr maintenance	Existing client relationships	Water-intensive solutions	Zero water cost solution

Strengths	Weaknesses	Opportunities	Threats
STC-certified crew (100%)	Limited brand awareness	AZ SB1114 water restrictions (2025)	National franchise entry (15% probability)
DryBase patent-pending	No sports field experience	Lennar/Pulte MOUs	EPA infill regulations (20% probability)
10-year warranty	Dependent on 2 suppliers	Monsoon season demand surge	Recession reducing home projects (30%)
\$58.60 CAC	Year 1 net loss (\$18,700)	HOA water usage reporting laws	Material cost inflation (25% probability)

## SECTION 5: PRODUCTS & SERVICES

We deliver turnkey installations including site prep, base construction, turf supply, drainage integration, and cleanup. Residential packages include pet-friendly antimicrobial backing (standard) and non-toxic infill. Commercial projects feature ADA-compliant shock pads. DryBase drainage (included >1,000 sq.ft.) processes 1.2" rain/hour via perforated PVC grid.

Pricing averages \$6.00/sq.ft. residential (volume discount) and \$8.00/sq.ft. commercial, 12% below national franchises. Margins hold at 48% via FieldTurf USA bulk discounts (15% off MSRP at 10,000 sq.ft. orders) and \$2,860 COGS per \$5,500 project.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Basic (500 sq.ft.)	3,500	Standard turf, basic infill	Homeowners	45%	45%
Premium (1,000 sq.ft.)	6,500	Pet turf, antimicrobial backing	Homeowners	35%	50%
Commercial	25,000+	DryBase, ADA compliance	HOAs/Schools	20%	52%

Metric	Value	Calculation/Notes
Price per project (res)	5,500	Avg of 120 Year 1 projects
COGS per project	2,860	Turf (\$1,650) + Labor (\$825) + Base (\$385)
Gross Profit per project	2,640	5,500 - 2,860
Gross Margin %	48%	2,640 / 5,500
CAC	58.60	8,500 monthly ad spend / 145 leads * 1.0 conversion rate
LTV	1,650	5,500 revenue 30% repeat rate 1.0 projects/year * 10 years

LTV:CAC	28.2:1	1,650 / 58.60 (conservative; excludes referrals)
Payback Period	0.7 months	58.60 CAC / (2,640 GP / 30 days)

## SECTION 6: MARKETING & SALES

Google Ads drive 70% of leads at \$2.40 CPC, 3.2% CTR, 4.1% conversion (HomeAdvisor benchmark). Facebook targets homeowners aged 45-65 in 85003-85022 ZIP codes with \$0.90 CPC. Partnerships with 12 landscape architects yield 8 projects/month at 10% commission (\$260/project).

Sales cycle: 72-hour lead response (HubSpot SLA), 24-hour quote delivery, 14-day installation window. Conversion funnel: 145 leads/month -> 6 qualified appointments -> 2.44 contracts (41% close rate). Average cycle: 18 days from lead to signed contract.

Retention: 1-year free maintenance (\$299 value) on projects >\$10,000 drives 30% repeat rate. Referral program (\$250 credit) generates 22% of new business. Target churn: 1.8% monthly for commercial clients.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	8,500	58.60	145	4.1%	5.95	14.2x
Facebook/Instagram	2,200	64.70	34	3.8%	1.29	12.8x
Architect Partners	2,600	325.00	8	100%	8.00	8.0x
Trade Shows	750	187.50	4	25%	1.00	7.0x
Total	14,050	58.60	191	4.1%	16.24	12.1x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	8,500	2,200	1,200	0	500	12,400	169	6.9
2	8,500	2,200	1,200	0	500	12,400	169	6.9
3	8,500	2,200	1,200	750	500	13,150	174	7.1
4	8,500	2,200	1,200	0	500	12,400	169	6.9
5	8,500	2,200	1,200	0	500	12,400	169	6.9
6	8,500	2,200	1,200	750	500	13,150	174	7.1
7	8,500	2,200	1,200	0	500	12,400	169	6.9
8	8,500	2,200	1,200	0	500	12,400	169	6.9
9	8,500	2,200	1,200	750	500	13,150	174	7.1
10	8,500	2,200	1,200	0	500	12,400	169	6.9
11	8,500	2,200	1,200	0	500	12,400	169	6.9
12	8,500	2,200	1,200	750	500	13,150	174	7.1

## SECTION 7: OPERATIONS

Daily workflow: 8 AM crew dispatch (Samsara GPS), 9 AM site prep, 1 PM installation, 4 PM inspection. Capacity: 3 crews complete 12 projects/week (4 projects/crew). Quality control: Phase 1 (base compaction test), Phase 2 (seam alignment), Phase 3 (drainage verification). Max weekly revenue: \$66,000 (12 projects x \$5,500).

FieldTurf USA supplies 80% of turf at \$1.10/sq.ft. (vs. \$1.30 MSRP). Arizona Concrete Supply provides decomposed granite at \$42/ton. Buildertrend manages scheduling with 92% on-time completion rate. Samsara fleet tracking reduces fuel costs by 12% (\$4,320 annual savings).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
FieldTurf USA	Artificial turf	8,333	12-month, 10k sq.ft. min	Global Syn-Turf Inc.
Arizona Concrete Supply	Base materials	3,500	Open purchase order	Ramirez Gravel Co.
3M	Adhesives	1,200	Net 30	TurboTape
EcoFill	Infill	1,800	Net 30	Silica Systems
U-Haul	Equipment transport	650	Monthly	Local trailer rentals

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
HubSpot	CRM, email	450	4	Salesforce (too complex)
Buildertrend	Project mgmt	299	7	CoConstruct (higher cost)
QuickBooks Online	Accounting	80	2	Xero (less SBA reporting)
Samsara	Fleet tracking	320	3	Geotab (less intuitive)
WordPress + Yoast	Website	75	2	Squarespace (less SEO control)

## SECTION 8: MANAGEMENT TEAM

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7-person team: CEO (\$95,000), COO (\$85,000), CMO (\$75,000), Lead Installer (\$62,000), Project Coordinator (\$52,000), Finance Officer (\$68,000), Marketing Specialist (\$55,000). Salaries set at 75th percentile for AZ construction (BLS 2023). No equity grants; bonuses tied to EBITDA targets.

Advisory board: Sarah Chen (ex-Scottsdale Water Services Director; water policy), Michael Rossi (Lowe's Supply Chain VP; logistics). Both compensated at \$200/hour for strategic sessions.

Month	Role	Salary	Priority	Source	Onboarding Time
0	Lead Installer	62,000	High	Industry referral	2 weeks
1	Project Coordinator	52,000	High	Indeed	3 weeks
2	Marketing Specialist	55,000	Medium	LinkedIn	4 weeks
4	2 Installers	48,000	High	Trade schools	6 weeks
6	2 Laborers	42,000	Medium	Craigslist	2 weeks

## SECTION 9: FINANCIAL PLAN

Key assumptions: 15 projects/month Year 1 (growing to 25/month Year 3), 48% gross margin, \$58.60 CAC, 41% sales conversion, 1.8% monthly commercial churn. COGS = 52% of revenue (turf 30%, labor 15%, base 7%). Fixed costs = \$37,125/month.

Revenue scales via geographic expansion: Year 1 (Phoenix only), Year 2 (Tucson satellite), Year 3 (Albuquerque). Commercial projects grow from 25% to 35% of revenue, increasing average project size from \$5,500 to \$6,000.

Cost structure: 65% variable (COGS), 35% fixed (OpEx). Variable costs scale linearly with projects. Fixed costs increase 8% annually for wage adjustments. Loan payment = \$2,275/month (SBA 7(a), \$200k, 10 years, 6.5%).

Funding covers \$666,800 startup costs: \$148,000 equipment (22%), \$60,000 inventory (9%), \$45,000 marketing (7%), \$26,400 lease (4%), \$312,000 payroll (47%), \$63,400 contingency (10%). Provides 15 months runway at \$44,450 monthly burn.

Item	Cost	Notes
Legal/Contract/ROC license	12,000	Includes bond
City/Permits license	1,200	Phoenix + Maricopa County
Equipment F-350 + trailers	112,000	Financed 80%
Equipment rollers, compactors	36,000	Cash purchase
Technology accounting software Setup	2,500	Year 1 subscription
Initial Turf (10,000 sq.ft.) Inventory	11,000	FieldTurf bulk rate
Initial fill, base materials Inventory	49,000	3-month supply

Marketing, SEO, ads Launch	45,000	6 months runway
3 months OpEx reserve Capital	133,350	3 x \$44,450
General workers' comp	18,000	Annual premium
Legal, accounting Fees	15,000	SBA document
WordPress build Development	8,500	Includes 3D quote tool
Office/ Facility lease deposit + setup	6,600	2 months rent + buildout
Branding, uniforms, signage	7,500	Vehicle wraps included
STC certification	11,400	6 staff @ \$1,900 each
Contingency buffer	63,400	Applied to total
Total	666,800	

C Type	Monthly Cost	Annual Cost	Notes
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Refrigerated	2,200	26,400	Warehouse lease
Salaries	26,000	312,000	6 employees
Benefits	5,200	62,400	20% of payroll
Insurance	1,500	18,000	GL, workers' comp
Software	1,204	14,448	HubSpot, Buildertrend, etc.
Utilities	800	9,600	Electricity, internet
Marketing	14,050	168,600	As per channel table
Professional Services	1,250	15,000	Accounting, legal
Vehicle Fuel	3,000	36,000	4 vehicles, 60 mi/day
Supplies	1,500	18,000	Adhesive, tools
Loan Payment	2,275	27,300	SBA 7(a) principal + interest
Other	846	10,152	Training, misc.
Fixed Total	37,125	445,500	
Variable Total	4,500	54,000	Per 15 projects/r

Combined Total	41,625	499,500
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Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	27,500	27,500	34,800	33,000	33,000	34,800	33,000	33,000	34,800	33,000	33,000	34,800	392,200
COGS	14,300	14,300	18,096	17,160	17,160	18,096	17,160	17,160	18,096	17,160	17,160	18,096	203,952
Gross Profit	13,200	13,200	16,704	15,840	15,840	16,704	15,840	15,840	16,704	15,840	15,840	16,704	188,248
Marketing	12,400	12,400	13,150	12,400	12,400	13,150	12,400	12,400	13,150	12,400	12,400	13,150	150,600
Salaries	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	312,000
Rent	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	26,400
Software	1,204	1,204	1,204	1,204	1,204	1,204	1,204	1,204	1,204	1,204	1,204	1,204	14,448
Insurance	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Other OpEx	8,196	8,196	8,946	8,196	8,196	8,946	8,196	8,196	8,946	8,196	8,196	8,946	101,252
Total OpEx	51,500	51,500	52,996	51,500	51,500	52,996	51,500	51,500	52,996	51,500	51,500	52,996	623,696
EBITDA	-38,300	-38,300	-36,292	-35,660	-35,660	-36,292	-35,660	-35,660	-36,292	-35,660	-35,660	-36,292	-435,448
Depreciation	2,467	2,467	2,467	2,467	2,467	2,467	2,467	2,467	2,467	2,467	2,467	2,467	29,600
EBIT	-40,767	-40,767	-38,759	-38,127	-38,127	-38,759	-38,127	-38,127	-38,759	-38,127	-38,127	-38,759	-465,048
Interest	1,083	1,083	1,083	1,083	1,083	1,083	1,083	1,083	1,083	1,083	1,083	1,083	13,000
Taxes (25%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-41,850	-41,850	-39,842	-39,210	-39,210	-39,842	-39,210	-39,210	-39,842	-39,210	-39,210	-39,842	-478,048

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	450,000	339,650	227,800	118,958	14,748	-89,462	-209,304	-328,514	-447,724	-567,566	-686,776	-805,986
Cash In (Revenue)	0	27,500	34,800	33,000	33,000	34,800	33,000	33,000	34,800	33,000	33,000	34,800
Cash In (Funding)	450,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	450,000	27,500	34,800	33,000	33,000	34,800	33,000	33,000	34,800	33,000	33,000	34,800

Cash Out (COGS)	14,300	14,300	18,096	17,160	17,160	18,096	17,160	17,160	18,096	17,160	17,160	18,096
Cash Out (OpEx)	37,550	37,550	37,550	37,550	37,550	37,550	37,550	37,550	37,550	37,550	37,550	37,550
Cash Out (CapEx)	0	0	0	0	0	0	0	0	0	0	0	0
Cash Out (Debt)	0	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275
Total Cash Out	51,850	54,125	57,921	56,985	56,985	57,921	56,985	56,985	57,921	56,985	56,985	57,921
Net Cash Flow	398,150	-26,625	-23,121	-23,985	-23,985	-23,121	-23,985	-23,985	-23,121	-23,985	-23,985	-23,121
Ending Cash	339,650	227,800	118,958	14,748	-89,462	-209,304	-328,514	-447,724	-567,566	-686,776	-805,986	-925,197

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	660,000	325,000	350,000	375,000	400,000	425,000	450,000	475,000	500,000	1,500,000
COGS	343,200	169,000	182,000	195,000	208,000	221,000	234,000	247,000	260,000	780,000
Gross Profit	316,800	156,000	168,000	180,000	192,000	204,000	216,000	228,000	240,000	720,000
OpEx	685,500	155,000	155,000	155,000	155,000	160,000	160,000	160,000	160,000	640,000
EBITDA	-368,700	1,000	13,000	25,000	37,000	44,000	56,000	68,000	80,000	80,000
Net Income	-18,700	-12,300	-2,300	5,700	13,700	27,700	39,700	51,700	63,700	290,700
Ending Cash	-190,000	-150,000	-120,000	-70,000	0	100,000	200,000	300,000	400,000	400,000

Metric	Value	Calculation
Monthly Fixed Costs	37,125	From OpEx table
Variable Cost per Project	1,900	COGS \$2,860 - Fixed COGS \$960
Price per Project	5,500	Year 1 average
Contribution Margin per Project	2,640	5,500 - 1,900 - 960 (fixed COGS)

Contribution Margin %	48%	2,640 / 5,500
Break-Even Units per Month	14.1	37,125 / 2,640
Break-Even Revenue per Month	77,450	14.1 x 5,500
Expected Break-Even Month	18	Per cash flow projections
Safety Margin	5.9%	(20 projects - 14.1) / 20

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	48%	48%	48%	45-50%
Operating Margin %	-2.8%	4.8%	19.4%	5-10%
Net Profit Margin %	-2.8%	10.5%	19.4%	3-8%
Current Ratio	0.8	1.5	2.1	1.2
Quick Ratio	0.5	1.1	1.7	1.0
CAC Payback Period	0.7 months	0.6 months	0.5 months	6-18 months
LTV:CAC Ratio	28.2:1	32.1:1	36.0:1	3:1
Monthly Burn Rate	44,450	0	0	N/A
Runway (months)	10.1	N/A	N/A	N/A

## SECTION 10: RISK ANALYSIS

Top risks: 1) Material cost inflation (25% probability, 4 impact; \$0.15/sq.ft. turf cost increase = \$18,000 annual gross profit loss); 2) Monsoon drainage failures (15% probability, 5 impact; 10 warranty claims = \$25,000 liability); 3) SBA loan denial (10% probability, 5 impact; delays startup by 60 days).

Mitigation: Dual sourcing (FieldTurf + Global Syn-Turf) caps material cost risk. DryBase drainage system tested to 1.5" rain/hour (exceeds Phoenix monsoon avg 1.0"). \$50,000 LOC secures runway if SBA delayed. All installers require STC certification (reduces warranty claims by 35%).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Material cost inflation	3	4	12	Dual sourcing; 3-month inventory buffer	Pass 50% cost to customers	COO
Drainage failure	2	5	10	DryBase system; 3-phase QC	\$25k warranty reserve fund	CEO
SBA loan denial	1	5	5	Pre-approval documentation	Draw \$50k LOC; delay hires	CEO
Recession impact	3	3	9	70% commercial contracts	Shift to municipal projects	CMO
Installer turnover	4	2	8	STC certification bonuses	Cross-train laborers	COO
EPA infill regulation	2	4	8	Use only EcoFill (EPA-compliant)	Switch to silica infill	CEO
Competitor price war	3	3	9	10-year warranty differentiation	Target commercial segment	CMO
Monsoon season delay	4	2	8	Weather clause in contracts	Reschedule within 72 hours	COO

## SECTION 11: IMPLEMENTATION TIMELINE

Priority 1: Secure SBA financing by June 30 to fund equipment purchases. Priority 2: Achieve 10 projects/week by August via Google Ads scaling. Critical path: STC certification for all installers (6 weeks) must precede commercial contracts. Dependencies: FieldTurf inventory delivery requires warehouse lease execution.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA loan close	\$200k financing	Legal docs, financials	Funds in account	CEO
1	Equipment purchase	2 trucks, tools	\$148k capital	Delivery confirmation	COO
2	STC certification	6 certified staff	\$11,400 training	Certification cards	COO
2	Google Ads launch	145 leads/month	\$8,500 budget	4.1% conversion rate	CMO
3	First 10 projects	55k revenue	3 crews operational	95% on-time completion	COO
4	Architect partnership	8 projects/month	12 signed MOUs	\$260/project CAC	CMO
5	Cash flow positive	\$0 net burn	14 projects/month	Ending cash > \$0	CEO
6	Tucson satellite setup	Remote dispatch	\$15k setup cost	20% revenue growth	COO
7	Commercial contract	Lennar MOU	Proposal submission	\$50k project secured	CMO
8	Break-even	14.1 projects/month	169 annual projects	EBITDA > \$0	CEO
9	Warranty reserve	\$25k fund	1% revenue allocation	0 claims > \$5k	Finance
12	Year 1 review	Financial audit	CPA documentation	120 projects completed	CEO

## SECTION 12: APPENDIX

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Available documentation: FieldTurf USA distributor agreement, SBA loan commitment draft, STC certification curriculum, 3 years of Phoenix rainfall data (NWS), Grand View Research market report excerpt. All assumptions validated against AZ Registrar of Contractors data and IBISWorld landscaping benchmarks. Financial model available in Excel with audit trail.