Auto glass repair Market Entry: A Sample Business Plan Template

ClearView Auto Glass Solutions, LLC (Texas LLC formed January 15, 2024) provides mobile windshield repair and replacement services in Austin, TX at $0 out-of-pocket for insured customers and $49-$699 self-pay. Targeting $320,000 Year 1 revenue with 65% gross margins, we capture 0.5% of Austin's $14.2M serviceable market by completing 1,200 jobs.

SECTION 1: EXECUTIVE SUMMARY

14.2 million US windshield claims filed annually (IBISWorld 2023) with 38% growth in mobile service demand since 2020 (J.D. Power), yet 62% of Austin drivers report >2-hour wait times for repairs. ClearView solves this with 100% mobile service, 2-hour response guarantee, and ADAS recalibration. We generate revenue through insurance billing (82% of Year 3 revenue) at $250 average ticket and self-pay services at 35% COGS.

Revenue model: 70% replacements ($399-$699), 30% repairs ($49). Gross margin 65% maintained via drop-ship glass procurement (PPG/Carlite) and 3-5 jobs/tech/day. Break-even at 112 jobs/month (Month 14) with $18,167 fixed costs. Year 3 net margin 8% on $850,000 revenue.

Seeking $350,000: $224,000 SBA 504 loan (fleet), $76,000 owner equity, $50,000 seed investment. Funds deploy 4 mobile units, ADAS calibration systems, and 6 months working capital. Milestones: In-network with 10 insurers by Month 6, $850,000 revenue by Year 3, 95%+ NPS. Projected 22% IRR by Year 5 exit.

SECTION 2: COMPANY OVERVIEW

Texas LLC formed January 15, 2024 for liability protection and pass-through taxation. Austin location chosen for 2.4M MSA population, 94% vehicle ownership, and median $82,000 household income. Ownership: Marcus Delgado (60%), Rachel Kim (25%), Austin Ventures Fund I (15% convertible note).

Marcus Delgado (CEO): Drove $4.2M regional revenue at Safelite (2018-2023), reduced claims processing time 22% via digital workflows. Rachel Kim (COO): Scaled HVAC mobile startup to 12 vans, achieving 99% on-time service rate. James Wu (Lead Tech): Certified installer for PPG/Carlite with 99.7% first-time calibration pass rate.

Date	Milestone	Status	Next Steps
Jan 2024	Texas LLC formation	Complete	Secure insurance carrier agreements
Feb 2024	SBA 504 loan approval	Complete	Deploy 2 initial mobile units
Mar 2024	State Farm/Allstate network contracts	Complete	Onboard 2 technicians
Apr 2024	Google Ads campaign launch	Complete	Achieve 50 jobs/month
Jun 2024	ADAS calibration certification	Pending	Complete Bosch DAS-3 training
Sep 2024	Break-even target	Pending	Expand to 4 mobile units
Dec 2024	Year 1 revenue target ($320K)	Pending	Negotiate Uber fleet contract
Jun 2025	San Antonio market entry	Pending	Secure 2 additional technicians

SECTION 3: MARKET ANALYSIS

TAM: $7.1B US auto glass market (IBISWorld 2023). SAM: $280M Texas market (5.2% CAGR). SOM: $14.2M Austin MSA (0.5% capture in Year 1, 5% by Year 3). Calculation: 2.4M population x 87% vehicle ownership x 1.2% annual windshield claims x $570 average ticket = $14.2M.

Primary customers: 35-55 year olds with $75K+ household income (68% of target), 92% with comprehensive insurance. Fleet segment: 12,000 Austin Uber/Lyft drivers (32% glass damage rate annually per J.D. Power). Budget: $0-$699; 82% use insurance coverage.

Market trends: 1) ADAS recalibration required in 68% of vehicles (AAA 2023), commanding 15% price premium; 2) Mobile service adoption grew 38% since 2020; 3) Insurance carriers now mandate OEM glass (PPG/Carlite) for 73% of claims; 4) Hail damage claims up 22% in Central Texas (NOAA 2023).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Insured Repairs	$8.5M	5.2%	1.2%	82% revenue mix; 30-min service advantage
Insured Replacements	$4.9M	4.8%	0.8%	ADAS certification drives 15% premium
Self-Pay Repairs	$480K	3.1%	3.5%	$49 price point vs $75 DIY kits
Fleet Contracts	$280K	12.0%	18.0%	Uber MOU secures 2,200 drivers

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	$7.1B	N/A	N/A	IBISWorld 2023 report
Texas Market	N/A	$280M	N/A	5.2% of US market; TX vehicle density
Austin MSA	N/A	N/A	$14.2M	2.4M pop x 87% vehicle ownership x 1.2% annual claims x $570 avg ticket

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Safelite ($3.1B revenue) holds 32% national market share but averages 4.2-hour response time in Austin. Mobile Glass TX (local) generates $1.2M revenue with 3 vans but lacks ADAS capability. Glass.com partners average 3.7/5 Google rating due to inconsistent quality. Industry average gross margin: 58% (Safelite 2023 10-K).

ClearView advantages: 1) 2-hour response time (vs 4.2 industry avg) via GPS-optimized routing; 2) ADAS recalibration on 100% of replacements (vs 32% competitors); 3) 99.7% first-time insurance claim acceptance rate (vs 88% industry); 4) $49 chip repair (vs $75 competitors) due to urethane kit standardization.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Safelite	$3.1B	$550 avg ticket	National insurance contracts	4.2-hr avg response time	2-hr guarantee; mobile-only
Mobile Glass TX	$1.2M	$520 avg ticket	Local brand recognition	No ADAS calibration	Bosch DAS-3 certification
Glass.com Partners	$850K	$500 avg ticket	Online lead volume	3.7 Google rating	4.9+ target; quality control
5 Star Auto Glass	$620K	$490 avg ticket	Retail location convenience	Mobile limited to repairs	Full mobile replacement service
DYI Kits	$220M	$20-$50	Low price	Void ADAS warranties	OEM-certified repairs

Strengths	Weaknesses	Opportunities	Threats
ADAS certification (100% coverage)	Limited fleet (4 vans)	Hail season demand spikes (Mar-May)	Safelite price matching
99.7% claim acceptance rate	No retail location	Uber fleet contract ($280K SAM)	Insurance policy changes
$49 chip repair (lowest in market)	New brand awareness	ADAS recalibration premium (+15%)	Technician turnover (25% industry avg)
2-hr response guarantee	Dependent on insurance billing	Mobile service growth (38% since 2020)	Urethane supply chain volatility

SECTION 5: PRODUCTS & SERVICES

Core service: On-site windshield repair using VacPan suction systems and Permatex urethane kits. Chips repaired in 30 minutes with resin injection (OEM-approved for ADAS integrity). Replacements include OEM glass installation, 1-hour cure time, and Bosch DAS-3 ADAS recalibration. Digital job logs with photo verification ensure insurance compliance.

Pricing: $0 out-of-pocket for insured repairs (billed to carrier); $49 self-pay. Replacements: $399-$699 self-pay (vehicle-dependent), $0 deductible via insurance. Fleet program: $99/month for 1-10 vehicles (covers 2 repairs). Margins: 85% on repairs ($7 COGS), 60% on replacements ($160 COGS), 92% on fleet ($8 COGS).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Chip Repair	$0 (insured)/$49 (self)	30-min service; ADAS-safe	Private owners	30%	85%
Windshield Replacement	$0 (insured)/$399-$699	OEM glass; ADAS recalibration	Private owners	55%	60%
Side/Rear Window	$0 (insured)/$150-$400	Mobile installation	Private owners	10%	65%
Fleet Program	$99-$499/month	Priority scheduling; 2 repairs	Ride-share fleets	5%	92%

Metric	Value	Calculation/Notes
Price per unit	$250	Year 3 avg: ($49 x 30%) + ($550 x 65%) + ($275 x 5%)
COGS per unit	$87.50	Glass: $65; Urethane: $12; Labor: $10.50
Gross Profit per unit	$162.50	$250 - $87.50
Gross Margin %	65%	$162.50 / $250
CAC	$85	$30,000 marketing / 353 customers (Year 1)

LTV	$750	$250 x 3 jobs x 1 / 10% annual churn
LTV:CAC	8.8:1	$750 / $85
Payback Period	1.3 months	$85 CAC / ($162.50 GP x 40% monthly revenue capture)

SECTION 6: MARKETING & SALES

Go-to-market: Digital channels (70% of leads) targeting "mobile windshield repair Austin" (1,900 monthly searches). Google Ads CPC $4.20, conversion rate 4.1% yielding 145 leads/month at $58.60 CAC. Fleet partnerships generate 22% of leads via Uber Greenlight Center MOU ($25/lead referral fee).

Sales cycle: 1) Lead (digital/referral); 2) Insurance verification (92% acceptance rate via ClaimFast); 3) Scheduling (2-hour avg arrival); 4) Service; 5) Digital receipt/NPS survey. Conversion rate: 68% from quote to job. Sales cycle: 2.1 days avg.

Retention: ClearView Rewards ($10/referral), free annual inspections, SMS hail alerts. Target churn: 8% annually (vs 15% industry). Expansion: 22% of customers add side window service within 6 months.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$3,500	$58.60	145	4.1%	6	276%
Facebook/Instagram	$1,200	$72.00	50	3.3%	2	125%
Insurance Partners	$0	$0	80	68%	54	N/A
Fleet Partnerships	$500	$22.73	22	68%	15	315%
Community Events	$300	$60.00	5	40%	2	167%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$3,500	$1,200	$500	$300	$0	$5,500	302	29
2	$3,500	$1,200	$500	$300	$0	$5,500	302	29
3	$3,500	$1,200	$500	$300	$0	$5,500	302	29
4	$3,500	$1,200	$500	$300	$0	$5,500	302	29
5	$3,500	$1,200	$500	$300	$0	$5,500	302	29
6	$3,500	$1,200	$500	$300	$0	$5,500	302	29
7	$3,500	$1,500	$500	$300	$200	$6,000	352	34
8	$3,500	$1,500	$500	$300	$200	$6,000	352	34
9	$3,500	$1,500	$500	$300	$200	$6,000	352	34
10	$3,500	$1,500	$500	$300	$200	$6,000	352	34
11	$3,500	$1,500	$500	$300	$200	$6,000	352	34
12	$3,500	$1,500	$500	$300	$200	$6,000	352	34

SECTION 7: OPERATIONS

Daily workflow: 1) 6:00 AM dispatch via Salesforce; 2) Techs complete 3-5 jobs/day using Samsara GPS routing; 3) Digital job logs with photo verification; 4) End-of-day inventory reconciliation. ADAS calibration performed on-site using Bosch DAS-3 (30 minutes). Capacity: 4 vans x 4.5 jobs/day x 22 days = 396 jobs/month.

Key vendors: PPG Glass (OEM windshields, 30-day terms), Carlite (aftermarket, 2% discount for 10+ units), Texas Auto Fleet Solutions (Sprinter vans, 70% SBA financing). Technology: Salesforce ($125/user/month), Jobber ($49/van/month), ClaimFast ($0.99/claim).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
PPG Glass	OEM windshields	$8,500	Net 30; 2% discount	Carlite
Carlite	Aftermarket glass	$3,200	Net 15; 5% volume discount	PPG
Texas Auto Fleet	Sprinter van financing	$4,667	10-yr SBA 504 loan	Local dealerships
Dow Automotive	Urethane kits	$1,200	Annual contract	Permatex
Samsara	Fleet GPS	$320	Month-to-month	Verizon Connect

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Salesforce FSL	Dispatch/scheduling	$500	3	ServiceTitan
Jobber	Tech mobile app	$196	4	Housecall Pro
ClaimFast	Insurance billing	$297	1	ISO ClaimSearch
Samsara	Fleet tracking	$320	4	Verizon Connect
Bosch DAS-3	ADAS calibration	$0	4	Hawkeye Pro

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (operations/strategy), COO (logistics), Billing Coordinator (1 FTE), 4 technicians (2 FTE + 2 contractors). Compensation: $85K base for CEO, $75K for COO, $48K + $8/hr commission for technicians. Health stipend: $400/month for FTEs after 90 days.

Advisory board: David Chen (ex-Safelite VP Operations, 0.5% equity), Maria Lopez (Texas Insurance Commissioner advisor, $150/hr consulting). Key consultants: Glass repair certification trainer ($1,200/session).

Month	Role	Salary	Priority	Source	Onboarding Time
1	Insurance Billing Coordinator	$42,000	High	Indeed	30 days
3	Lead Technician	$48,000 + commission	High	Trade schools	45 days
6	2nd Technician	$48,000 + commission	Medium	Referrals	30 days
9	Dispatch Manager	$55,000	Low	Internal promotion	60 days
12	San Antonio Tech	$45,000 + commission	Low	Local hires	30 days

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (growing 8% monthly), 68% quote-to-job conversion, $250 average revenue per job, 35% COGS, 8% annual churn. Marketing spend: $5,500/month Months 1-6, $6,000 Months 7-12. Fixed costs: $18,167/month (salaries $10,000, rent $2,800, software $1,113).

Revenue drivers: Insurance billing penetration (82% Year 3), ADAS premium (15% higher pricing), fleet contracts (5% revenue Year 3). Growth: 8% monthly customer acquisition, 22% expansion revenue from side window add-ons.

Cost structure: 65% fixed costs (salaries, rent, software), 35% variable (glass, urethane, fuel). Scaling: Adding 2 technicians in Year 2 increases variable costs 32% while fixed costs rise 18% for dispatch manager.

Funding: $350,000 covers $348,000 startup costs and $2,000 operating buffer. Runway: 14 months to break-even. Milestones: Month 6 - 10 insurance contracts, Month 12 - $320K revenue, Month 18 - San Antonio launch.

Category	Ite	Cost	Notes
Equipment & Tools	4 ADAS calibration systems	$74,000	$18,500 each
Equipment & Tools	Glass installation kits (per van)	$6,000	$1,500 x 4
Equipment & Tools	Safety gear/tools	$8,000	Cones, PPE, VacPan systems
Equipment & Tools	Diagnostic tablets	$10,000	4 x $2,500
Fleet Acquisition	4 Sprinter vans	$320,000	$80,000 x 4
Facility Buildout	Shelving/security	$18,000	Climate- storage

Technology	Salesforce setup	$5,000	Field Service Lightning
Technology	Jobber/ClaimFast licenses	$2,000	Annual prepay
Technology	Website/CRM	$4,000	Custom developm
Marketing	Branding/website	$12,000	Vehicle wraps, SEO
Marketing	Google Ads launch	$8,000	Months 1-3 spend
Working Capital	6 months operating expenses	$50,000	$8,333/m x 6
Professional Fees	Legal/accounting	$15,000	Formatio SBA prep
Insurance	Annual premiums	$18,000	General liability, fleet
Contingency	10% buffer	$34,800	10% of $348,00
TOTAL		$348,000	

Category	T	Monthly Cost	Annual Cost	Notes

Rent	Fixed	$2,800	$33,600	1,200 sq. ft. warehous
Salaries	Fixed	$10,000	$120,000	CEO/CO Coordina
Benefits	Fixed	$1,500	$18,000	15% of payroll
Insurance	Fixed	$1,500	$18,000	Liability, fleet, workers comp
Software	Fixed	**$1,113**	$13,356	Salesforc $500, Jobber $196, ClaimFas $297, Samsara $120
Marketing	Fixed	$5,500	$66,000	Months 1-6
Marketing	Fixed	$6,000	$72,000	Months 7-12
Fuel/Maintenance	Variable	$2,000	$24,000	$0.50/mil x 4,000 miles
Glass/Urethane	Variable	$3,500	$42,000	35% of $10,000 revenue
Technician Pay	Variable	$2,000	$24,000	2 FTEs @ $1,000/m
SBA Loan Payment	Fixed	$1,850	$22,200	10-yr @ 5.5% on $224,000
TOTAL FIXED		**$18,167**	**$218,000**	

TOTAL VARIABLE		**$7,500**	**$90,000**	
COMBINED		**$25,667**	**$308,000**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	$15,000	$16,200	$17,500	$18,900	$20,400	$22,000	$23,800	$25,700	$27,700	$30,000	$32,400	$35,000	$262,600
COGS	$5,250	$5,670	$6,125	$6,615	$7,140	$7,700	$8,330	$8,995	$9,695	$10,500	$11,340	$12,250	$91,910
Gross Profit	$9,750	$10,530	$11,375	$12,285	$13,260	$14,300	$15,470	$16,705	$18,005	$19,500	$21,060	$22,750	$170,690
Marketing	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$69,000
Salaries	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$120,000
Rent	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$33,600
Software	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$1,113	$13,356
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	$2,254	$2,334	$2,419	$2,509	$2,604	$2,704	$2,810	$2,920	$3,035	$3,156	$3,282	$3,414	$33,770
Total OpEx	$23,167	$23,247	$23,332	$23,422	$23,517	$23,617	$24,223	$24,333	$24,448	$24,569	$24,705	$24,827	$287,726
EBITDA	-$13,417	-$12,717	-$11,957	-$11,137	-$10,257	-$9,317	-$8,753	-$7,628	-$6,443	-$5,069	-$3,645	-$2,077	-$117,036
Depreciation	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$2,883	$34,600
EBIT	-$16,300	-$15,600	-$14,840	-$14,020	-$13,140	-$12,200	-$11,636	-$10,511	-$9,326	-$7,952	-$6,528	-$4,960	-$151,636
Interest	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$1,027	$12,320
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Income	-$17,327	-$16,627	-$15,867	-$15,047	-$14,167	-$13,227	-$12,663	-$11,538	-$10,353	-$8,979	-$7,555	-$5,987	-$163,956

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$2,000	$1,373	$1,046	$979	$1,012	$1,145	$1,378	$1,715	$2,152	$2,689	$3,326	$4,063
Cash In	$15,000	$16,200	$17,500	$18,900	$20,400	$22,000	$23,800	$25,700	$27,700	$30,000	$32,400	$35,000
Funding	$350,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$365,000	$16,200	$17,500	$18,900	$20,400	$22,000	$23,800	$25,700	$27,700	$30,000	$32,400	$35,000

Cash Out	$365,627	$16,900	$16,554	$17,921	$19,388	$20,855	$22,422	$23,985	$25,548	$27,311	$28,974	$30,937
Total Cash Out	$365,627	$16,900	$16,554	$17,921	$19,388	$20,855	$22,422	$23,985	$25,548	$27,311	$28,974	$30,937
Net Cash Flow	-$627	-$700	$946	$979	$1,012	$1,145	$1,378	$1,715	$2,152	$2,689	$3,426	$4,063
Ending Cash	$1,373	$1,046	$1,992	$2,971	$3,983	$5,128	$6,506	$8,221	$10,373	$13,062	$16,488	$20,551

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$262,600	$165,000	$185,000	$205,000	$225,000	$245,000	$265,000	$285,000	$305,000	$850,000
COGS	$91,910	$57,750	$64,750	$71,750	$78,750	$85,750	$92,750	$99,750	$106,750	$297,500
Gross Profit	$170,690	$107,250	$120,250	$133,250	$146,250	$159,250	$172,250	$185,250	$198,250	$552,500
OpEx	$287,726	$175,000	$170,000	$165,000	$160,000	$180,000	$175,000	$170,000	$165,000	$485,000
EBITDA	-$117,036	-$67,750	-$49,750	-$31,750	-$13,750	-$20,750	-$2,750	$15,250	$33,250	$67,500
Net Income	-$163,956	-$45,000	-$25,000	-$5,000	$15,000	$5,000	$25,000	$35,000	$45,000	$67,500
Ending Cash	$20,551	$15,551	$30,551	$50,551	$75,551	$90,551	$125,551	$160,551	$205,551	$205,551

Metric	Value	Calculation
Monthly Fixed Costs	$18,167	Salaries $10,000 + Rent $2,800 + Software $1,113 + Insurance $1,500 + Loan $1,850 + Benefits $1,500 + Marketing $1,404 (avg)
Variable Cost per Unit	$87.50	COGS $87.50 (35% of $250)
Price per Unit	$250	Year 3 average ticket
Contribution Margin per Unit	$162.50	$250 - $87.50
Contribution Margin %	65%	$162.50 / $250
Break-Even Units per Month	112	$18,167 / $162.50

Break-Even Revenue per Month	$28,000	112 units x $250
Expected Break-Even Month	Month 14	Q2 2025 per projections
Safety Margin	21%	(140 actual jobs - 112 break-even) / 140

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	65%	65%	65%	58% (Safelite 2023)
Operating Margin %	-44%	6%	8%	12% (Safelite 2023)
Net Profit Margin %	-62%	6%	8%	8% (Safelite 2023)
Current Ratio	1.1	1.8	2.5	1.5
Quick Ratio	0.9	1.5	2.1	1.0
CAC Payback Period	1.3 months	1.1 months	1.0 months	6-18 months
LTV:CAC Ratio	8.8:1	10.2:1	11.0:1	3:1
Monthly Burn Rate	$13,663	$0	N/A	N/A
Runway (months)	14	N/A	N/A	N/A

SECTION 10: RISK ANALYSIS

Top risks: 1) Insurance reimbursement delays (Probability 4/5, Impact 5/5) - 45-day industry avg creates cash flow gaps; 2) Technician turnover (Probability 3/5, Impact 4/5) - 25% industry rate threatens service capacity; 3) Hail season demand spikes (Probability 2/5, Impact 5/5) - March-May storms cause 22% claim surge; 4) ADAS recalibration standards change (Probability 2/5, Impact 4/5) - NHTSA updates void certifications.

Mitigation: 1) Pre-auth 100% of jobs; maintain $20K receivables reserve; 2) $1,500 sign-on bonus after 6 months; $22/hr base (10% above local avg); 3) Surge staffing plan: 2 contract techs on retainer; 48-hour glass inventory buffer; 4) Quarterly OEM training updates; dual Bosch/Hawkeye calibration systems.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Insurance reimbursement delays	4	5	20	Pre-auth 100% of jobs; $20K reserve	Negotiate CareCredit for self-pay	Kim
Technician turnover	3	4	12	$1,500 sign-on bonus; $22/hr base	Contract labor pool	Delgado
Hail season demand spikes	2	5	10	2 contract techs; 48-hr glass buffer	Partner with Safelite overflow	Wu
ADAS standards change	2	4	8	Quarterly OEM training; dual systems	Recalibrate via Bosch service centers	Wu
Safelite price matching	3	3	9	Focus on 2-hr guarantee; ADAS premium	Introduce fleet discounts	Delgado
Urethane supply chain	2	4	8	Dual sourcing (Dow/Permatex)	Pre-stock 30-day inventory	Kim
TDI compliance failure	1	5	5	Digital records; annual audits	Hire compliance consultant	Chavez
Low self-pay conversion	3	2	6	Military discounts; CareCredit financing	Bundle with repair services	Chavez

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Insurance network contracts (Month 3), technician hiring (Month 3), and ADAS certification (Month 6) must precede revenue generation. Dependencies: SBA loan approval required for fleet deployment; Bosch training requires 45-day lead time. Key priority: Achieve 50 jobs/month by Month 4 to validate unit economics.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA loan deployment	2 Sprinter vans operational	$160,000 capital	Vehicles delivered	Delgado
2	Insurance network contracts	State Farm/Allstate agreements	ClaimFast integration	2 carriers secured	Chavez
3	Technician hiring	2 certified techs onboarded	$96,000 payroll	50 jobs completed	Kim
4	Google Ads optimization	CAC < $60	$5,500 marketing budget	68% quote conversion	Delgado
5	ADAS certification	Bosch DAS-3 license	$18,500 system	99% calibration pass rate	Wu
6	Break-even target	$28,000 monthly revenue	4 jobs/tech/day	112 jobs completed	Kim
7	Fleet contract execution	Uber Greenlight MOU	2,200 driver coverage	$99/month revenue	Delgado
8	Software integration	ClaimFast-Salesforce sync	$3,000 dev cost	92% claim acceptance	Chavez
9	San Antonio market research	Competitor analysis report	$5,000 consultant fee	15% market gap identified	Kim
10	Technician expansion	2 additional certified techs	$96,000 payroll	180 jobs/month capacity	Wu
11	Customer retention program	ClearView Rewards launch	$2,000 marketing	15% referral rate	Chavez
12	Year 1 financial review	$320,000 revenue achieved	Audit documentation	Net loss < $10,000	Delgado

SECTION 12: APPENDIX

Available documentation: IBISWorld market reports (2023), Safelite 10-K financials, Bosch DAS-3 certification requirements, SBA 504 loan terms, and Texas TDI compliance guidelines. All financial assumptions validated against industry benchmarks from Auto Glass Quarterly and NAAGA operational surveys. Full unit economics model available upon request.