

Sample Business Plan to Help You Start a Bee Removal Venture

HiveGuard Solutions LLC (Texas LLC, founded March 1, 2024) is a Central Texas-based bee removal service charging \$375 average per job to homeowners and commercial clients. We target \$262,500 Year 1 revenue at 45% gross margin by capturing 20% of Austin's 3,500 annual bee infestations. Dr. Elena Martinez (ex-Texas A&M AgriLife, 8 peer-reviewed papers on urban pollinators) co-founded this venture after documenting 40% annual colony losses in Travis County.

1. Executive Summary

Central Texas homeowners lose \$4.2M annually to unnecessary bee extermination (Austin Pest Control Association 2023), while 40% of local honeybee colonies die yearly (Texas Beekeepers Association). HiveGuard solves this by relocating 95% of hives alive at \$375/job versus exterminators' \$200-\$500 kill fees. Our service model generates \$375 revenue per 75-minute job with \$168.75 variable costs (45% gross margin), requiring 42 jobs monthly to break even against \$8,500 fixed costs. Year 1 targets 700 jobs (\$262,500 revenue) with \$118,125 gross profit.

We fund operations through \$120,000 startup capital: \$40,000 owner investment and \$80,000 SBA 7(a) loan at 7.5% over 10 years (\$576 monthly payment). This covers \$48,000 Ford Transit van, \$12,000 equipment, and 8 months of negative cash flow. Capital enables 100% market coverage in Travis County by Month 6 and \$16,125 net profit by Year 1 end. Investor ROI: 20.2% IRR by Year 3 through \$637,500 revenue at 12.8% net margin.

2. Company Overview

HiveGuard operates as a Texas LLC for liability protection in high-risk field operations. We lease 800 sq. ft. Austin office (\$1,200/month) and 500 sq. ft. Pflugerville storage (\$450/month) to serve Travis, Williamson, Hays, and Bastrop Counties. Ownership: Dr. Elena Martinez (PhD Entomology, UT Austin; 70%), Marcus Thompson (Licensed Pest Control Operator #78945; 20%), Dr. Robert Kim (Environmental Policy Advisor; 10% non-voting).

Date	Milestone	Status	Next Steps
Mar 2024	Texas LLC formation	Complete	Secure TDA license #SPC-123456
Apr 2024	\$40k owner capital deposit	Complete	Close SBA loan
May 2024	Vehicle/equipment purchase	Pending	Finalize Ford Transit financing
Jun 2024	First 30 jobs completed	Target	Achieve 80% on-time service rate
Sep 2024	Break even (42 jobs/month)	Target	Add second technician
Dec 2024	700 total jobs	Target	Negotiate Dallas expansion loan

3. Market Analysis

Texas bee removal market: \$142M annually (IBISWorld 2023). Central Texas SAM: \$8.7M from 3,500 annual infestations (Austin Beekeepers Association call logs). Our SOM: \$700,000 by capturing 20% of Austin metro's 3,500 infestations at \$200 average spend. Methodology: 2.3M Austin metro population x 0.15% annual infestation rate (national average) x \$200 service fee.

Target customers: Homeowners (75% of jobs) spending \$250-\$600 per incident; property managers (20%) signing \$2,500-\$10,000 annual contracts; municipalities (5%) with \$15,000 budget allocations. 68% of Austin homeowners prefer humane removal (Austin American-Statesman survey of 500 residents, Jan 2023).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Residential	5.2M	8.2%	20%	700 jobs @ \$375 avg
Commercial	2.8M	12.1%	15%	15 contracts @ \$5,000 avg
Municipal	700k	5.0%	10%	3 contracts @ \$15,000 avg
Preventative	0	N/A	100%	New service launch Q3 2024

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	2.1B	142M	0	IBISWorld Pest Control Report 2023
Texas Market	142M	8.7M	0	TDA service records x 1.5x growth factor
Central Texas	8.7M	8.7M	700k	3,500 infestations x \$200 avg fee x 20% capture

4. Competitive Analysis

Direct competitors: Austin Bee Keepers (\$120-\$300/job, 4.6 rating, 120 jobs/month), Lone Star Bee Rescue (nonprofit, 3-4 week wait), Bee Safe Texas (franchise, \$150-\$400/job). Indirect: Orkin/Terminix exterminate at \$200-\$500/job with 65% market share but 0% live relocation rate. No competitor offers same-day service with hive tracking.

Competitive advantages: 1) 24-hour response time (vs. 72+ hours industry average) proven by 95% on-time rate in pilot data; 2) \$168.75 job cost (15% below Orkin's \$198) through in-house technician training; 3) 100% live relocation rate verified by apiary partner photos; 4) 4.9 Google rating target via \$50 referral credits driving 35% repeat business.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Austin Bee Keepers	144k	120-300	Local SEO	Max 2 jobs/day	3x daily capacity
Lone Star Rescue	0	Free	Nonprofit status	4-week wait	Same-day service
Bee Safe Texas	300k	150-400	Franchise scale	No TX presence	Local apiary network
Orkin	1.2M	200-500	Brand recognition	Extermination only	100% live relocation
Terminix	950k	250-450	24/7 service	Kills 100% of bees	Hive health tracking

Strengths	Weaknesses	Opportunities	Threats
PhD-led science approach	Limited brand awareness	Texas Apiary grants (\$5k/job)	Africanized bee regulations
45% gross margin	Seasonal revenue (Q1 30% lower)	Municipal contracts (7% growth)	Orkin adds bee removal
Same-day service	2-person team capacity cap	Preventative service expansion	Colony collapse acceleration
10 apiary partnerships	No commercial insurance yet	Real estate referral network	Van breakdown downtime

5. Products & Services

Core service: Emergency hive removal (\$250-\$600) includes full extraction from walls/attics using Mann Lake vacuums (\$499/unit), Bracken suits (\$180/set), comb removal, and structural prep. Process: 5-minute callback -> on-site assessment (\$75 fee redeemable) -> 60-90 minute extraction -> photo documentation of hive relocation to Hill Country Honey Co. Preventative exclusion (\$150-\$400) seals entry points with stainless steel mesh.

Pricing set 12% above Austin Bee Keepers' \$335 average to reflect 24-hour guarantee. Commercial contracts (\$2,500-\$10,000) include 24/7 hotline and quarterly inspections. \$375 average job price delivers 45% gross margin versus industry 35-40% through 15% lower labor costs from cross-trained technicians.

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Basic Removal	250-350	Swarm capture, simple locations	Homeowners	60%	50%
Premium Removal	350-600	Attic/wall extraction, repairs	Homeowners	30%	40%
Commercial Contract	2.5k-10k	Annual service, priority dispatch	Property managers	10%	55%

Metric	Value	Calculation/Notes
Price per service	375	Weighted avg of 700 jobs
COGS per service	168.75	Labor \$112.50 (1.25 hrs x \$90/hr) + Materials \$56.25
Gross Profit	206.25	375 - 168.75
Gross Margin	45%	206.25 / 375
CAC	112.50	(\$3k LSA + \$2.5k PPC) / 49 leads x 45% conv
LTV	520	375 avg rev x 1.38 jobs/customer / 10% churn

LTV:CAC	4.6	520 / 112.50
Payback Period	5.5 mos	CAC / (Gross Profit x conv rate)

6. Marketing & Sales

Primary channel: Google Local Service Ads (\$3,000/month) targeting "bee removal Austin" (1,900 monthly searches, \$8.20 CPC). Expected output: 366 leads/month at \$8.20 CAC ($3,000 / (1,900 \times 3.2\% \text{ CTR} \times 4.1\% \text{ conv})$). Secondary: SEO content (50 blog posts) capturing "humane bee removal" (880 searches, 3.2% CTR). Real estate referrals (10% fee) projected to deliver 84 jobs/year from 140 agent partnerships.

Sales cycle: 80 leads/month -> 36 booked jobs (45% conversion). Steps: 5-min callback (95% rate) -> phone consultation -> same-day quote -> \$75 assessment (85% redemption) -> service within 24 hours. Average close time: 18 hours. Retention: 10% repeat rate from \$50 referral credits driving 35% customer acquisition from referrals.

Channel	Monthly Budget	CAC	Leads/Mo	Conv Rate	Customers/Mo	ROI
Google LSA	3000	8.20	366	45%	165	212%
Google Ads	2500	58.60	43	45%	19	78%
Real Estate Referrals	700	8.33	84	100%	7	Inf
Social Media	500	25.00	20	45%	9	135%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	2500	500	0	0	0	3000	41	18
2	2500	500	500	0	0	3500	49	22
3	2500	500	500	0	0	3500	49	22
4	2500	500	500	300	0	3800	53	24
5	2500	500	500	300	0	3800	53	24
6	2500	500	500	300	0	3800	53	24
7	2500	500	500	300	0	3800	53	24
8	2500	500	500	300	0	3800	53	24
9	2500	500	500	300	0	3800	53	24
10	2500	500	500	300	0	3800	53	24
11	2500	500	500	300	0	3800	53	24
12	2500	500	500	300	0	3800	53	24

7. Operations

Daily workflow: 8 AM team briefing -> 2 technicians dispatched via Jobber app -> 2-3 jobs/day (max 4-hour drive radius) -> same-day photo documentation -> 6 PM inventory check. Capacity: 6 jobs/day with current team. Critical path: 15-minute van turnaround time between jobs (validated in March pilot). Monthly equipment calibration ensures vacuum efficiency (Mann Lake standard).

Key vendors: Mann Lake Ltd. (bee vacuums, \$499/unit, net 30 terms, backup: Bracken Bee Supply). Technology: HoneyBook CRM (\$99/month) for scheduling, Jobber (\$79/month) for dispatch, QuickBooks Online (\$35/month). All tools chosen for API integration reducing admin time by 3.2 hours/job.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Mann Lake Ltd.	Bee vacuums	0	Net 30	Bracken Bee Supply
Bracken Bee Supply	Protective suits	0	Net 30	Dadant & Sons
Hill Country Honey Co.	Hive relocation	0	Per hive	Texas Bee Supply
Grainger	PPE restocking	320	Monthly invoice	Home Depot Pro

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
HoneyBook	CRM/invoicing	99	3	Jobber (too field-focused)
Jobber	Dispatch/scheduling	79	2	ServiceTitan (too expensive)
QuickBooks Online	Accounting	35	1	Xero (less TX tax integration)
Google Workspace	Email/calendar	36	3	Microsoft 365

8. Management Team

Organizational structure: CEO (Martinez) oversees science/compliance, COO (Thompson) manages field ops, Marketing Manager (Lin) handles lead gen. Salaries: CEO \$65k (Year 1), COO \$58k, Marketing \$48k. No bonuses until \$50k monthly net profit. Advisory board: Dr. Robert Kim (ex-Texas Parks Commissioner) provides regulatory guidance for 10% non-voting equity.

Month	Role	Salary	Priority	Source	Onboarding Time
1	CEO	5417	Critical	Founder	Immediate
1	COO	4833	Critical	Internal	Immediate
1	Marketing Manager	4000	Critical	Internal	Immediate
6	Field Technician	3750	High	Craigslist	2 weeks
9	Office Admin	3250	Medium	Indeed	3 weeks

9. Financial Plan

Key assumptions: 30 jobs Month 1 -> 60 jobs Month 12 (5% weekly growth). \$375 average revenue/job. 55% COGS (50% labor, 5% materials). 45% gross margin. 10% monthly churn. \$112.50 CAC. Fixed costs: \$8,500/month (rent \$1,650, software \$249, insurance \$542, loan \$576, base salaries \$5,483). Break-even at 42 jobs/month (\$15,750 revenue).

Revenue model: 90% emergency removal (\$375 avg), 10% preventative services (\$275 avg). Growth drivers: Google LSA scaling to 165 jobs/month by Month 6, real estate referrals adding 7 jobs/month by Month 4. COGS scales linearly with jobs: \$112.50 labor (1.25 hrs x \$90/hr), \$56.25 materials.

Cost structure: 65% fixed costs (salaries, rent, loan), 35% variable (labor, materials, marketing). Fixed costs grow 3% quarterly with staff hires. Variable costs maintain 55% of revenue. Year 1 operating expenses: \$102,000 (\$6,000 marketing, \$65,000 salaries, \$19,800 overhead).

Funding: \$120,000 startup capital covers \$100,000 CapEx (van, equipment) and \$20,000 operating runway. \$80,000 SBA loan at 7.5% over 10 years funds van (\$48,000) and equipment (\$12,000). \$40,000 owner investment covers marketing launch (\$18,000) and operating buffer (\$22,000). Capital provides 8 months runway to Month 10 profitability.

Category	Item	Cost	Notes
Legal/Formation	Texas LLC filing	\$300	State fee
Licenses/Permits	TDA Structural Pest Control	\$1200	License #SPC-12
Equipment	2 Ford Transit 250 vans	\$48000	Financed \$40k
Equipment	Bee vacuums (4 units)	\$1996	Mann Lake Ltd.
Equipment	Protective suits (10 sets)	\$1800	Bracken Bee Supply

Technology	Website development	3500	WordPress + SEO
Marketing Launch	Google LSA deposit	1500	3-month minimum
Marketing Launch	Vehicle wraps	2000	2 vans
Working Capital	3-month operating buffer	20000	\$7,333/m x 3
Insurance	General Liability (\$2M)	6500	Annual premium
Professional Fees	Accounting setup	1500	QuickBooks configura
Office/Facility	Office storage deposit	3200	\$1,650 x 2 months
Branding	Logo design	800	Freelance
Training	OSHA certification	1200	2 technicians
Contingency	10% buffer	12000	120k x 10%
Total		120000	

Category	Monthly Cost	Annual Cost	Notes
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Rent	Fixed	1650	19800	Office \$1,200 + storage \$450
Salaries	Fixed	5483	65800	CEO \$4,514 + COO \$4,028 + Marketing \$3,333
Benefits	Fixed	1097	13160	20% of payroll
Insurance	Fixed	542	6500	Liability + workers' comp
Software	Fixed	249	2988	HoneyBo \$99 + Jobber \$79 + QuickBoo \$35 + Google \$36
Marketing	Variable	3106	45600	Google Ads \$2,500 + LSA \$3,000 x 70% utilization
Fuel/Maintenance	Variable	600	9600	\$0.12/mil x 6,667 miles
Materials	Variable	3150	37800	\$56.25/jo x 56 jobs

Loan Payment		Fixed	576	6912	SBA 7(a) \$80k at 7.5% over 10 years
Professional Services		Fixed	250	3000	Accounting retainer
Utilities		Fixed	150	1800	Internet/phone
Travel		Variable	200	2400	Client site visits
Fixed Total			9197	110360	
Variable Total			7950	95400	
Combined Total			17147	205760	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	11250	12938	14878	17110	19676	22628	26022	29925	34414	39576	45512	52339	262500
COGS	6188	7116	8183	9411	10822	12445	14312	16459	18928	21767	25032	28786	144375
Gross Profit	5062	5822	6695	7699	8854	10183	11710	13466	15486	17809	20480	23553	118125
Marketing	3000	3500	3500	3800	3800	3800	3800	3800	3800	3800	3800	3800	44100
Salaries	5483	5483	5483	5483	5483	5483	5483	5483	5483	5483	5483	5483	65800
Rent	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	1650	19800
Software	249	249	249	249	249	249	249	249	249	249	249	249	2988
Insurance	542	542	542	542	542	542	542	542	542	542	542	542	6500
Other OpEx	1273	1273	1273	1273	1273	1273	1273	1273	1273	1273	1273	1273	15276
Total OpEx	12197	12697	12697	12997	12997	12997	12997	12997	12997	12997	12997	12997	155964
EBITDA	-7135	-6875	-6002	-5298	-4143	-2814	-1287	469	2489	4812	7483	10556	-37839
Depreciation	833	833	833	833	833	833	833	833	833	833	833	833	10000
EBIT	-7968	-7708	-6835	-6131	-4976	-3647	-2120	-364	1656	3979	6650	9723	-47839

Interest	500	495	490	485	480	475	470	465	460	455	450	445	5760
Taxes	0	0	0	0	0	0	0	0	530	1359	2385	3557	7732
Net Income	-8468	-8203	-7325	-6616	-5456	-4122	-2590	-829	696	2165	3815	5721	-16125

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	40000	31532	23329	16004	9388	3932	-280	-2870	-3700	-3004	-839	3000
Cash In	11250	12938	14878	17110	19676	22628	26022	29925	34414	39576	45512	52339
Other Income	80000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	91250	12938	14878	17110	19676	22628	26022	29925	34414	39576	45512	52339
Cash Out	99718	21141	22203	23726	25132	26750	26299	29925	35110	39576	45512	52339
Net Cash Flow	-8468	-8203	-7325	-6616	-5456	-4122	-287	0	-696	0	0	0
Ending Cash	31532	23329	16004	9388	3932	-280	-2870	-3700	-3004	-839	3000	8721

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	262500	125000	137500	151250	166375	183013	201314	221445	243590	637500
COGS	144375	68750	75625	83188	91506	100657	110723	121795	133974	350625
Gross Profit	118125	56250	61875	68062	74869	82356	90591	99650	109616	286875
OpEx	102000	35000	36000	37000	38000	40000	42000	44000	47000	205000
EBITDA	16125	21250	25875	31062	36869	42356	48591	55650	62616	81875
Net Income	16125	14500	17500	21000	25000	28500	32500	37000	41500	81875
Ending Cash	8721	25000	45000	70000	100000	135000	175000	220000	270000	270000

Metric	Value	Calculation
Monthly Fixed Costs	8500	Rent \$1,650 + Salaries \$5,483 + Software \$249 + Insurance \$542 + Loan \$576

Variable Cost per Service	168.75	Labor \$112.50 + Materials \$56.25
Price per Service	375	Weighted average
Contribution Margin	206.25	375 - 168.75
Contribution Margin %	55%	206.25 / 375
Break-Even Units	41.3	8,500 / 206.25
Break-Even Revenue	15488	41.3 x 375
Expected Break-Even Month	10	Per cash flow projection
Safety Margin	30.8%	(60 jobs - 41.3) / 60

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	45.0%	45.0%	45.0%	40-50% (pest control)
Operating Margin %	6.1%	9.8%	12.8%	5-10%
Net Profit Margin %	6.1%	9.8%	12.8%	3-8%
Current Ratio	1.2	1.8	2.5	1.5+
Quick Ratio	0.9	1.5	2.1	1.0+
CAC Payback	5.5 mos	4.8 mos	4.2 mos	6-18 mos
LTV:CAC	4.6x	5.1x	5.8x	3x+
Monthly Burn Rate	7145	0	0	N/A
Runway	8 mos	Inf	Inf	6+ mos

10. Risk Analysis

Top risks: 1) Technician injury (45% probability, \$15k incident cost) - mitigated by \$180 Bracken suits reducing sting incidents by 37% (OSHA data); 2) Seasonal revenue drop (Q1 30% below average) - mitigated by \$150 preventative service discounts filling 40% of winter capacity; 3) Africanized bee encounters (15% probability, 100% service abandonment) - mitigated by remote vacuum systems and mandatory retreat protocol.

Mitigation execution: Monthly OSHA training reduces injury probability to 28%. \$500/month marketing budget for winter exclusion services targets 120 jobs at \$275 avg. \$2,000 remote vacuum investment enables 95% completion rate on defensive bee jobs. Contingency: \$51,000 emergency fund covers 6 months of fixed costs.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Technician injury	4	4	16	Mandatory PPE + \$180 suits	\$2M liability insurance	Thompson
Seasonal revenue dip	5	3	15	Winter exclusion discounts	Cash reserve drawdown	Martinez
Africanized bees	3	5	15	Remote vacuum systems	Immediate retreat protocol	Thompson
Orkin enters market	2	4	8	Emphasize live relocation	Price match guarantee	Martinez
Van breakdown	3	3	9	Preventative maintenance	Backup van lease	Thompson
Regulatory change	2	4	8	Texas Pest Control Association membership	Lobbying fund	Kim
Low brand awareness	5	2	10	Google LSA dominance	Referral fee increase	Lin
Colony collapse	4	3	12	Apiary health monitoring	Diversify to wasp removal	Martinez

11. Implementation Timeline

Priority 1: Achieve 42 jobs/month by Month 10 through Google LSA optimization (current CAC \$8.20 vs target \$7.50). Critical path: Vehicle acquisition in Month 1 (delay risks 30% revenue loss). Dependencies: TDA license approval (30-day processing) must precede marketing launch. Month 6 milestone: Add second technician when monthly jobs exceed 50.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Vehicle/equipment acquisition	2 vans, 4 vacuums, 10 suits	\$60k CapEx	Vans operational by Day 5	Thompson
1	TDA license activation	License #SPC-123456	\$1,200 fee	Approval within 30 days	Martinez
2	Google LSA launch	Ad campaigns live	\$3k budget	120 leads at \$25 CAC	Lin
3	First 100 jobs	Service completion reports	2 technicians	95% on-time rate	Thompson
4	Real estate referral program	140 agent agreements	\$700 referral fund	7 jobs/month from referrals	Lin
5	4.8+ Google rating	50+ verified reviews	Review request system	4.8 average rating	Lin
6	Break-even planning	Cash flow forecast	Accounting review	Positive EBITDA by Month 10	Martinez
7	Second technician hire	Employment contract	\$3,750 salary	Capacity for 90 jobs/month	Thompson
8	Preventative service launch	Marketing materials	\$2k development	20 jobs at \$275 avg	Martinez
9	Commercial contract acquisition	3 property manager deals	Proposal templates	\$7,500 annual revenue	Lin
10	Profitability	Positive net income	Cost control	\$1,344 net profit	Martinez
12	Year 1 review	Financial audit	Accountant	\$16,125 net profit	Martinez