US Christmas light installation business Business Case: An Extensive Sample Plan

FestiveBright LLC, Colorado LLC founded October 2024, operates as a licensed Christmas light installer in Denver targeting homeowners earning $100K+ with $299-$799 installations. We project $350,000 Year 1 revenue at 65% gross margin. Founders Jordan Taylor (12-year home services veteran, exited $1.2M roofing business in 2022) and Riley Chen (ex-landscaping COO managing $2.8M P&L) launch with $105,000 funding.

1. Executive Summary

Denver homeowners waste 17 hours annually installing lights (Angi 2023), with 68% hiring professionals due to fall risk (CDC data shows 50,000+ ladder injuries yearly). FestiveBright solves this via UL-listed LED installations at $333 average ticket, capturing 2.8% of the $12.5M Denver SOM. Our model achieves 65% gross margins through commercial-grade materials costing $117 per job (35% of revenue) and 50% deposit requirements improving cash flow.

We generate revenue through four channels: residential installations (82% of Year 1 revenue), smart controller add-ons ($149/unit at 42% attach rate), maintenance visits ($79 at 18% adoption), and removal/storage ($129). Year 1 requires $105,000 funding: $65,000 SBA loan (7(a) at 8.5% interest) and $40,000 founder equity. This funds $48,000 vehicle down payments, $12,000 LED inventory, and $36,000 marketing to acquire 1,050 customers. We reach profitability Month 4 (January 2025) with $65,700 net income.

Funding enables 753 break-even jobs (fixed costs $161,800 / $215 contribution margin) and 39% safety margin. By Year 3, $850,000 revenue at 36.3% net margin delivers $308,700 profit. Investor ROI: 4.7x by Year 3 exit at 5x EBITDA ($1.54M valuation).

2. Company Overview

FestiveBright LLC formed as Colorado LLC for liability protection and pass-through taxation. Denver location targets Front Range ZIP codes 80209, 80221, 80302 (median home value $625,000) where 14.2% of 185,000 homes hire installers annually (IBISWorld). Ownership: Jordan Taylor (CEO, 60%) with Colorado Home Improvement Contractor License #123987; Riley Chen (COO, 40%) holding OSHA 10 certification.

Key team: Taylor grew prior home services company to $1.2M revenue in 3 years with 88% client retention. Chen reduced field operations costs by 22% at Green Oasis Landscaping while managing 12 seasonal technicians. Advisory board includes Maria Lopez (ex-HomeAdvisor GM, 15% equity stake) and David Wu (CPA specializing in seasonal businesses).

Date	Milestone	Status	Next Steps
Oct 2024	Business registration, LLC formation	Complete	Secure warehouse lease
Nov 2024	Vehicle financing ($48k down), initial inventory purchase	Pending	Finalize SBA loan closing
Dec 2024	Launch Google Ads campaign ($3k/mo)	Planned	Achieve 150 bookings by 12/15
Jan 2025	Process $75k takedown revenue	Planned	Implement loyalty program
Mar 2025	Sign 3 property management contracts	Planned	Negotiate commercial pricing
Aug 2025	Order Year 2 inventory ($15k)	Planned	Secure $20k line of credit

3. Market Analysis

U.S. holiday lighting services market: $2.1B (IBISWorld 2023). Colorado SAM: $48M (1.2% of national market based on population). Denver SOM: $12.5M (26% of Colorado market via 185,000 target homes x 14.2% adoption x $480 avg spend). Methodology: IBISWorld revenue data adjusted for Colorado's 2.3% population share and Denver's 54% metro concentration.

Primary customers: Homeowners 45-55 years old (42% of segment), $150K median income, 7+ years in home. Budget: $300-$800 (78% pay cash, 22% use payment plans). Commercial clients: Property managers budget $1,000-$3,500 per building (85% renew annually per Angi commercial data).

Market trends: 14% annual growth (IBISWorld); 42% demand for smart controls (up from 28% in 2021); 90% LED adoption (vs 75% in 2020); 55% retention rate among professional installers (Angi 2023).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Residential (Under 2,500 sq ft)	$6.1M	12%	3.5%	Price sensitivity; 45% of market
Residential (2,500+ sq ft)	$3.9M	18%	5.2%	Higher spend; 29% of revenue
Property Management	$1.8M	22%	2.1%	Year 2 expansion target
Commercial (Retail/Office)	$0.7M	15%	0.8%	Year 3 entry point

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	$2.1B	-	-	IBISWorld NAICS 561920
Colorado Market	-	$48M	-	1.2% of national (CO pop 0.5% of US)
Denver Metro	-	-	$12.5M	26% of CO market via 185K homes x 14.2% adoption x $480

4. Competitive Analysis

Direct competitors: BrightLights Colorado ($520K revenue, 4.2 Google stars), Holiday Bright (franchise, $410K revenue), SparkleLight Pros ($280K revenue). BrightLights spends $4,500/month on Google Ads but lacks smart controls. Holiday Bright charges 20% premium for standardized packages. SparkleLight uses DIY-grade lights with 32% customer complaint rate (Yelp analysis).

Our advantages: 1) Smart lighting integration (42% of customers demand this; competitors charge $250+ for non-WiFi controllers), 2) Commercial-grade LEDs (100,000-hour lifespan vs competitors' 50,000-hour), 3) Climate-controlled storage ($129 fee covers $65 cost), 4) OSHA-certified crews (reducing insurance claims by 35% per National Association of Home Builders).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
BrightLights CO	$520K	$279 base	Google Ads dominance	No smart controls	Wi-Fi standard in Premium package
Holiday Bright	$410K	$329 base	Brand recognition	Rigid packages	Custom 3D designs via SketchUp
SparkleLight Pros	$280K	$249 base	Low price	DIY materials	UL-listed commercial LEDs
DIY Retailers	N/A	$150 kits	Low cost	No installation	Time savings (17 hrs avg)
Landscapers	$180K avg	$299 base	Existing relationships	Seasonal staff	Dedicated holiday technicians

Strengths	Weaknesses	Opportunities	Threats
UL-listed materials	Seasonal cash flow	Commercial expansion	Snowstorm delays
Smart integration	Limited brand awareness	Payment plans	LED price inflation
5-star service model	Warehouse dependency	HOA contracts	Competitor price cuts
100% satisfaction guarantee	No off-season revenue	Post-holiday sales	Regulatory changes

5. Products & Services

We provide end-to-end service: virtual design consultation (using SketchUp), installation with commercial clips (no nail damage), mid-season maintenance, and climate-controlled storage. Residential installations use 14-gauge wire (vs competitors' 18-gauge) for 30% fewer voltage drops. Smart controllers enable scheduling via GEEKMAXI app with 99.2% uptime (verified in 2023 tests).

Pricing at 15% premium over market average: Base Package ($299) costs $105 COGS (35% margin), Premium ($599) costs $209 (65% margin) due to 1.5x materials. Commercial pricing at $1,200 minimum (55% margin) based on Greystar contract benchmarks. Loyalty program drives 27% repeat bookings (Angi industry average: 22%).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Base Package	$299	1,000 ft LED, roofline	First-time users	45%	65%
Premium Package	$599	1,500 ft, trees, smart controller	Homeowners 45-55	32%	65%
Custom Design	$799+	3D mockup, animations	Luxury homes	15%	70%
Smart Controller	$149	App/voice control	All segments	5%	85%
Full Season Bundle	$749	Install + maintenance + storage	Repeat customers	3%	68%

Metric	Value	Calculation/Notes
Price per service	$333	Weighted avg of 1,050 Year 1 jobs
COGS per service	$117	$299 base package COGS: $105 materials + $12 labor
Gross Profit per service	$216	$333 - $117
Gross Margin %	65%	$216 / $333
CAC	$58.60	$36,000 marketing / 614 customers (58.5% close rate)

LTV	$599	$333 x 1.8 avg transactions / 10% churn
LTV:CAC	10.2x	$599 / $58.60
Payback Period	1.7 months	$58.60 CAC / ($216 GP x 58.5% monthly retention)

6. Marketing & Sales

Google Ads drives 68% of leads at $2.40 CPC (Denver average for "Christmas light installer"). Targeting 25 keywords with 1,500 monthly searches: "professional Christmas lights Denver" (210 searches, $3.10 CPC), "holiday light installation near me" (390 searches, $2.80 CPC). Expected 145 leads/month at $58.60 CAC. Partnerships with property managers deliver 22% of jobs at $22 CAC (15% commission on $147 avg revenue).

Sales cycle: 1) Lead capture via website chat (32% conversion), 2) Virtual estimate within 24 hours (78% show rate), 3) Proposal with SketchUp mockup (58.5% close rate), 4) 50% deposit via HoneyBook, 5) Installation within 5 days. Average cycle: 3.2 days. Conversion funnel: 145 leads -> 113 estimates -> 66 bookings.

Retention: Email sequence sends care tips at Day 7 (open rate 41%), loyalty discount offer at Day 30 (12% redemption). Free maintenance visit for Premium customers increases retention to 88% (vs 72% industry average). Referral program yields 19% of new customers.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$3,000	$58.60	145	42%	61	265%
Facebook/Instagram	$800	$42.10	38	38%	14	318%
Property Managers	$0	$22.00	20	100%	20	568%
Referrals	$500	$26.30	19	100%	19	1,025%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
Oct	$3,000	$800	$500	$0	$200	$4,500	222	94
Nov	$3,000	$800	$500	$0	$200	$4,500	222	94
Dec	$3,000	$800	$500	$0	$200	$4,500	222	94
Jan	$1,000	$300	$200	$0	$100	$1,600	74	31
Feb-Sep	$0	$0	$200	$0	$50	$250	12	5

7. Operations

Daily workflow: 6:00 AM crew briefing, 7:00 AM dispatch via Trello, 3 jobs/crew/day max (2 crews). Installation process: 1) Pre-job photo documentation, 2) Gutter clip installation (no nails), 3) Voltage testing, 4) Client walkthrough. Capacity: 4 technicians handle 120 jobs/month peak (December). Warehouse inventory: 50,000 ft LED strands ($0.30/ft), 2,000 smart controllers ($45/unit), stored on pallet racking.

Key vendors: LEDLights.com (30% discount at $10K orders, 15-day payment terms), Aurora Warehouse (800 sq ft @ $650/month, 12-month lease). Technology: HoneyBook ($99/month for scheduling/invoicing), SketchUp Free (design), QuickBooks Online ($30/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
LEDLights.com	LED strands	$1,000	Net 15, 30% discount >$10k	ChristmasLightsEtc.com
Aurora Warehouse	Storage	$650	12-month lease	Extra Space Storage
Geico	Insurance	$467	Annual policy	Progressive
Toyota Financial	Vehicle lease	$1,200	36-month term	N/A

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
HoneyBook	CRM/Scheduling	$99	3	Dubsado (rejected: $129/month)
QuickBooks Online	Accounting	$30	2	Wave (rejected: no inventory tracking)
Google Workspace	Email/Docs	$18	3	Microsoft 365 ($12.50/user)
Trello	Project Tracking	$0	5	Asana (rejected: $10.99/user)

8. Management Team

Organizational structure: 2 founders (CEO/COO), 1 full-time operations coordinator ($45,000 base + 5% bonus), 4 seasonal technicians ($22/hr). Compensation philosophy: Base salaries at 75th percentile for Denver home services, with 10% revenue bonus for exceeding targets. Founders take $5,000/month draw until Year 2 profitability.

Advisory board: Maria Lopez (HomeAdvisor GM 2018-2022, 0.5% equity), David Wu (CPA, $150/hr retainer). Key consultants: Electrical engineer ($75/hr for code compliance), safety trainer ($500/session).

Month	Role	Salary	Priority	Source	Onboarding Time
Oct 2024	Operations Coordinator	$45,000	High	Craigslist	2 weeks
Nov 2024	Field Technician (x4)	$22/hr	Critical	Indeed	1 week
Mar 2025	Sales Contractor	$25/hr + 5% commission	Medium	Upwork	3 days

9. Financial Plan

Key assumptions: 15 new customers/week peak season (Dec), 42% Google Ads conversion, $117 COGS per job (35% revenue), 58.5% close rate on estimates. Monthly churn: 8.3% (10% annualized). Growth drivers: 22% referral rate, 18% commercial expansion in Year 2, 15% price increase in Year 3. Fixed costs: $13,483/month (78% of OpEx).

Revenue model: 82% from residential installations (1,050 jobs Year 1), 13% from add-ons ($149 smart controllers, 42% attach rate), 5% from commercial. Growth via 3 property management contracts (200 homes) in Year 2 generating $60,000 revenue. Variable costs scale at 35% of revenue (materials/labor).

Cost structure: 78% fixed costs (salaries, insurance, warehouse), 22% variable (materials, payment processing). Salaries grow 15% Year 2 with operations coordinator hire. Marketing scales to 6.9% of revenue by Year 3 (vs 10.3% Year 1).

Funding: $105,000 total - $65,000 SBA loan (7(a) at 8.5% interest, 10-year term), $40,000 founder equity. Covers $103,310 startup costs + $1,690 buffer. Funds 14 months runway to March 2025, covering pre-season costs through January takedown revenue.

Ca	Item	Cost	Notes
Legal/Formation	LLC filing	$500	Colorado SOS fee
Legal/Formation	Operating agreement	$250	Attorney fee
Licenses/Permits	Contractor license	$750	CO registrati
Equipment	2 cargo vans (20% down)	$48,000	$24k each, financed
Equipment	Ladders/lifts	$3,200	2x 28' ladders, roof ladder
Technology	Website development	$3,500	WordPre + SEO

Initial Inventory	LED strands (50,000 ft)	$12,000	$0.30/ft bulk rate
Initial Inventory	Smart controllers (200 units)	$9,000	$45/unit wholesal
Marketing Launch	Pre-season ads	$8,000	Oct-Nov Google/F
Working Capital	3 months OpEx reserve	$40,449	$13,483 x 3
Insurance	Liability + Workers' Comp	$5,600	$467/mo
Professional Fees	Accounting setup	$1,200	QuickBo configura
Branding	Vehicle wraps	$2,500	2 vans
Training	OSHA certification	$800	4 technicia
Contingency	10% buffer	$10,331	On total costs
	Total	$103,310	

C	Type	Monthly Cost	Annual Cost	Notes
Salaries	Fixed	$7,083	$85,000	Founders $5k/mo draw
Marketing	Variable	$3,000	$36,000	7.1% of revenue

Vehicle	Fixed	$1,500	$18,000	$1,200 lease + $300 fuel
Warehouse	Fixed	$650	$7,800	Aurora lease
Insurance	Fixed	$467	$5,600	Liability + Workers' Comp
Software	Fixed	**$200**	**$2,400**	HoneyBo QuickBoo GSuite
Materials	Variable	$11,667	$140,000	$117/job x 100 jobs/mo
Payment Processing	Variable	$1,050	$12,600	3% of revenue
Maintenance	Fixed	$250	$3,000	Equipme repairs
Admin/Legal	Fixed	$333	$4,000	Bank fees, contracts
Loan Payment	Fixed	$795	$9,540	SBA 7(a) $65k at 8.5%
	Fixed Total	$10,985	$131,820	
	Variable Total	**$15,717**	**$188,600**	
	Combined Total	$26,702	$320,420	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$42,000	$126,000	$182,000	$350,000
COGS	$0	$0	$0	$0	$0	$0	$0	$0	$0	$14,700	$44,100	$63,700	$122,500

Gross Profit	$0	$0	$0	$0	$0	$0	$0	$0	$0	$27,300	$81,900	$118,300	$227,500
Marketing	$250	$250	$250	$250	$250	$250	$250	$250	$250	$4,500	$4,500	$4,500	$36,000
Salaries	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$7,083	$85,000
Rent	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$7,800
Software	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$2,400
Insurance	$467	$467	$467	$467	$467	$467	$467	$467	$467	$467	$467	$467	$5,600
Other OpEx	$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
Total OpEx	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$13,983	$13,983	$13,983	$161,800
EBITDA	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	$13,317	$67,917	$104,317	$65,700
Depreciation	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$4,800
EBIT	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	$12,917	$67,517	$103,917	$60,900
Interest	$0	$0	$0	$0	$0	$0	$0	$0	$0	$66	$66	$66	$795
Taxes (25%)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$3,213	$16,863	$25,963	$15,026
Net Income	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	-$10,133	$9,638	$50,588	$77,888	$45,079

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$65,000	$22,867	$-12,000	$-36,867	$-61,733	$-86,600	$-111,467	$-136,333	$-161,200	$-186,067	$-176,429	$-125,841
Cash In (Revenue)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$21,000	$63,000	$91,000
Cash In (Funding)	$40,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$40,000	$0	$0	$0	$0	$0	$0	$0	$0	$21,000	$63,000	$91,000
Cash Out (COGS)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$7,350	$22,050	$31,850
Cash Out (OpEx)	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$13,983	$13,983	$13,983
Cash Out (CapEx)	$22,400	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0

Cash Out (Debt)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$66	$66	$66
Total Cash Out	$32,133	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$9,733	$21,400	$36,100	$45,900
Net Cash Flow	$7,867	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$9,733	-$400	$26,900	$45,100
Ending Cash	$72,867	$63,134	$53,401	$43,668	$33,935	$24,202	$14,469	$4,736	$-5,000	$-21,000	$5,900	$51,000

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$350,000	$125,000	$150,000	$175,000	$200,000	$225,000	$250,000	$275,000	$300,000	$850,000
COGS	$122,500	$43,750	$52,500	$61,250	$70,000	$78,750	$87,500	$96,250	$105,000	$297,500
Gross Profit	$227,500	$81,250	$97,500	$113,750	$130,000	$146,250	$162,500	$178,750	$195,000	$552,500
OpEx	$161,800	$45,575	$45,575	$50,575	$58,575	$60,950	$60,950	$65,950	$75,950	$243,800
EBITDA	$65,700	$35,675	$51,925	$63,175	$71,425	$85,300	$101,550	$112,800	$119,050	$308,700
Net Income	$45,079	$24,616	$35,828	$43,591	$49,283	$58,857	$70,069	$77,827	$82,144	$213,673
Ending Cash	$51,000	$75,616	$111,444	$155,035	$204,318	$263,175	$333,244	$411,071	$493,215	$493,215

Metric	Value	Calculation
Monthly Fixed Costs	$13,483	Salaries $7,083 + Rent $650 + Software $200 + Insurance $467 + Admin $333 + Loan $795 + Depreciation $400
Variable Cost per Service	$117	Materials $105 + Payment processing $12 (3% of $333)
Price per Service	$333	Weighted average of 1,050 jobs
Contribution Margin per Unit	$216	$333 - $117
Contribution Margin %	65%	$216 / $333

Break-Even Units per Month	62	$13,483 / $216
Break-Even Revenue per Month	$20,646	62 units x $333
Expected Break-Even Month	January 2025	Month 4 (Dec revenue covers Oct-Nov-Dec costs)
Safety Margin	39%	(105 jobs - 62) / 105

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	65%	65%	65%	60-70% (home services)
Operating Margin %	18.8%	31.0%	36.3%	15-25%
Net Profit Margin %	12.9%	33.9%	25.1%	8-15%
Current Ratio	1.8	2.4	3.1	1.5+
CAC Payback	1.7 months	1.3 months	1.1 months	6-18 months
LTV:CAC	10.2x	13.1x	15.8x	3x+
Monthly Burn (Y1)	$10,133	-	-	-
Runway (Y1)	6.4 months	-	-	-

10. Risk Analysis

Top risks: 1) Weather delays (probability 4/5, impact 3/5) - December snowstorms reduce install capacity by 30%. 2) LED supply chain disruption (probability 3/5, impact 4/5) - Chinese factory delays increase material costs 25%. 3) Competitor price war (probability 2/5, impact 4/5) - BrightLights cuts prices 15%. 4) Liability claim (probability 2/5, impact 5/5) - $50k+ property damage claim.

Mitigation: Weather - buffer 15% scheduling capacity (adds $4,500 labor cost). Supply chain - dual sourcing (ChristmasLightsEtc.com backup) and August inventory purchase. Price war - loyalty discounts (10% for rebooking). Liability - $1M insurance ($2,400/year) and pre-job photo documentation.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Weather delays	4	3	12	Buffer 15% capacity; real-time rescheduling	Offer $50 discount for January install	Chen
LED supply shortage	3	4	12	Order 120% inventory by Aug; dual suppliers	Use backup supplier at 10% cost premium	Taylor
Competitor price cut	2	4	8	Value messaging; loyalty discounts	Introduce $249 "Essential" package	Taylor
Liability claim	2	5	10	$1M insurance; crew training	Legal reserve fund (1% revenue)	Chen
Cash flow shortfall	3	4	12	50% deposits; off-season prep	$20k line of credit	Taylor
Technician injury	2	5	10	OSHA training; workers' comp	Backup crew on retainer	Chen
Reputation damage	3	3	9	100% satisfaction guarantee	PR crisis plan; $5k response budget	Taylor
Economic downturn	2	3	6	Target high-income ZIP codes	Offer payment plans (0% interest)	Taylor

11. Implementation Timeline

Critical path: Secure SBA loan by Nov 1 (vehicle financing), achieve 150 bookings by Dec 15 (cash flow breakeven), sign first property management contract by Mar 31 (Year 2 foundation). Dependencies: Warehouse lease must precede inventory purchase; Google Ads require website completion.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
Oct 2024	SBA loan closing	Financing docs, collateral	$65k loan approval	Loan funded by 10/31	Taylor
Nov 2024	Vehicle procurement	2 branded cargo vans	$48k down payment	Vehicles operational 11/15	Chen
Nov 2024	Inventory purchase	50,000 ft LED, 200 controllers	$21k inventory budget	100% stock by 11/30	Chen
Dec 2024	Peak season launch	150+ installations	4 technicians, 2 crews	$75k revenue by 12/25	Chen
Jan 2025	Takedown completion	100% storage processing	Warehouse capacity	$75k revenue, 0 damage claims	Chen
Feb 2025	Loyalty program launch	10% rebooking discount	Email template, CRM setup	27% repeat bookings	Taylor
Mar 2025	First commercial contract	Greystar agreement	Proposal, pricing model	$15k contract signed	Taylor
Apr 2025	Off-season marketing	2025 lead pipeline	$250/mo SEO budget	50 leads generated	Taylor
May 2025	Team expansion	Operations coordinator hire	$45k salary budget	Role filled by 5/15	Taylor
Aug 2025	Year 2 inventory	60,000 ft LED purchase	$15k inventory budget	Stocked by 8/31	Chen
Oct 2025	Year 2 launch	200+ bookings	Expanded crew capacity	$125k revenue Month 1	Chen
Dec 2025	Profitability	$220k net income	Full Year 2 operations	33.9% net margin	Taylor