

US Electrical contractor Business Case: An Extensive Sample Plan

VoltEdge Electric, LLC (Texas LLC founded March 15, 2024) provides NEC-compliant electrical services to residential, commercial, and light industrial clients in Central Texas at \$1,033 average job value. Targeting \$620,000 Year 1 revenue with 45% gross margin. Michael Reyes (18-year electrical contracting veteran, ex-Graybar project manager) and Elena Chen (ex-Schneider Electric operations lead) founded the company.

SECTION 1: EXECUTIVE SUMMARY

Central Texas electrical contractors lose \$22M annually to service delays (Austin Chamber of Commerce 2023 data) due to 72-hour average emergency response times. VoltEdge Electric solves this with 24-hour emergency service and flat-rate pricing, capturing market share through 3.2-hour average response time (vs. industry 18.7 hours). We target residential (\$1,200 panel upgrades), commercial (\$3,500/1,000 sq. ft. tenant improvements), and EV charging installations (\$1,100/Level 2 unit) at 45% gross margin in Year 1, scaling to 50% by Year 3 through Graybar bulk discounts (2% at \$300k+ monthly volume).

We require \$350,000 funding (\$150k equity, \$200k SBA 7(a) loan at 7.5% fixed over 10 years) to cover \$250k startup costs and \$100k working capital. Funds deploy as: \$150k equipment (3 Ford Transit vans @ \$42k each + tools), \$48k Year 1 marketing, \$26.4k rent. This enables 87 jobs/month break-even by Month 14, \$1.65M Year 3 revenue, and 22% IRR over 5 years. Key milestones: 50 Google reviews by Month 18, 120 jobs/month by Year 3, \$224k EBITDA Year 3.

SECTION 2: COMPANY OVERVIEW

VoltEdge Electric operates as Texas LLC (chosen for liability protection and pass-through taxation) at 7800 Burnet Road, Austin. Central Texas selected for 12% annual electrical services growth (Texas Workforce Commission) and \$85M serviceable market. Ownership: Reyes 60%, Chen 30%, strategic partner 10% profit share (no equity).

Key team: Michael Reyes (CEO) secured \$4.2M contracts at Graybar 2020-2023; Elena Chen reduced Schneider Electric project delays by 37% via Procore implementation; David Tran (Lead Electrician) completed 142 solar interconnection projects 2021-2023.

Date	Milestone	Status	Next Steps
Mar 2024	Texas Electrical Contractor License #TEC-8842 issued	Complete	N/A
Apr 2024	3 Ford Transit vans financed	Complete	N/A
May 2024	FieldEdge/QuickBooks integration	Complete	N/A
Jun 2024	First commercial contract (Anytime Fitness Cedar Park)	Complete	Secure 2 additional gym contracts
Dec 2024	30 jobs/month	Target	Hire Apprentice Electrician
Jun 2025	Break-even achieved	Target	Expand to San Antonio
Dec 2025	\$90k monthly revenue	Target	Add Sales Estimator
Mar 2026	2nd service vehicle deployment	Target	Secure DFW partnership

SECTION 3: MARKET ANALYSIS

U.S. electrical contracting industry: \$187B revenue (IBISWorld 2023), 7% CAGR 2020-2025. Texas SAM: \$14.2B annual revenue with 1,000 daily residents moving in (Texas Demographic Center). Central Texas SOM: \$85M annual demand. Methodology: 0.8% capture rate based on 106 licensed contractors in service area (TDLR data) and 3.5% average market share for new entrants (IBISWorld startup benchmark).

Target customers: Residential (40% revenue) - homeowners earning \$75k+ in Round Rock/Cedar Park (28,500 households per U.S. Census); Commercial (50%) - franchise operators (Chipotle, Anytime Fitness) spending \$2,200-\$5,000/job; Light Industrial (10%) - solar installers paying \$1,800/interconnection (SEIA data). Commercial clients budget \$3,500-\$5,000 for 1,000 sq. ft. tenant improvements.

Market trends: 1) 28% annual growth in EV charger installations (DOE 2023); 2) 19% rise in NEC code updates requiring professional compliance (NFPA); 3) 33% of commercial buildings mandating LED retrofits by 2025 (ENERGY STAR); 4) Texas solar interconnections up 41% YoY (PUC of Texas).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Residential Repairs	\$34M	8%	0.7%	40% of SOM; 24-hour service differentiator
Commercial TI	\$42.5M	14%	1.0%	50% of SOM; Procore integration reduces delays
EV Charging	\$5.1M	28%	2.5%	10% of SOM; ChargePoint partnership
Solar Interconnection	\$3.4M	41%	3.0%	4% of SOM; Tran's 142-project experience

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Industry	\$187B	N/A	N/A	IBISWorld 2023
Texas Market	N/A	\$14.2B	N/A	TDLR license data x avg. revenue
Central Texas	N/A	\$85M	\$680k	106 contractors x \$800k avg. revenue x 0.8%

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Kuhlman Electric (\$8.2M revenue, 12% local share, 48-hour emergency response), Precision Electrical (\$2.1M revenue, 7% share, residential-only), SparkShield (\$1.4M revenue, 5% share, solar-only). National chains (Mr. Electric) charge 22% premiums but have 27% customer dissatisfaction (J.D. Power 2023).

Competitive advantages: 1) 24-hour emergency response (industry standard 72 hours) - verified by FieldEdge logs; 2) In-house load calculations reduce permit delays by 11 days (Austin Building Dept. data); 3) Graybar bulk pricing at \$300k+ volume (2% discount vs. competitors' 1%); 4) OSHA 30-certified crew cuts incident rate to 1.8 vs. industry 3.1 (BLS data).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Kuhlman Electric	\$8.2M	22% premium	Commercial relationships	72-hour emergency response	24-hour service + flat rates
Precision Electrical	\$2.1M	Market rate	Google reviews (4.8)	No commercial capacity	Full commercial/residential service
SparkShield	\$1.4M	Market rate	Solar expertise	Limited service scope	Full electrical + solar integration
Mr. Electric	\$520k local	22% premium	Brand recognition	27% dissatisfaction rate	Local ownership + transparent pricing
DIY Homeowners	N/A	\$0	Cost avoidance	Requires licensed inspection	\$95 waived service call

Strengths	Weaknesses	Opportunities	Threats
24-hour emergency response	Limited brand awareness	Texas population growth (1k/day)	Copper price volatility (+22% 2023)
OSHA 30-certified crew	No union relationships	EV charger mandate (2025)	NEC code changes
Graybar bulk pricing	6-person team capacity	Solar interconnection boom	Commercial payment delays

In-house load calculations	Single geographic focus	IEC apprenticeship pipeline	New contractor licenses (+14% 2023)
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SECTION 5: PRODUCTS & SERVICES

We deliver NEC/OSHA-compliant installations: Residential (panel upgrades, EV chargers), Commercial (tenant improvements, LED retrofits), Light Industrial (solar interconnection, EV charging networks). All jobs include digital photo documentation via HoloBuilder, 2-year labor warranty, and free electrical safety report. EV charger installations include utility interconnection paperwork processing.

Pricing based on Austin market survey of 12 competitors: Residential flat rates (200A panel: \$1,500 vs. market \$1,200-\$1,800), Commercial not-to-exceed caps (1,000 sq. ft. TI: \$4,250 vs. market \$3,000-\$5,000). \$95 service call fee waived with job completion drives 88% conversion (FieldEdge data). Margins set at 45% Year 1 (rising to 50% Year 3) to fund apprenticeship program and maintain 15% EBITDA target.

Tier	Price	Features	Target Customer	Expected % Rev	Gross Margin
Residential Repair	\$450-\$1,800	Same-day service, 2-yr warranty	Homeowners \$75k+	40%	42%
Commercial TI	\$3,000-\$5,000/1k sq.ft	Procore tracking, NEC compliance	Franchise operators	35%	47%
EV Charging	\$850-\$1,400/unit	Utility paperwork, 24-hr install	Property managers	15%	52%
Solar Interconnection	\$1,200-\$2,200	Net metering setup, inspection pass	Solar installers	10%	55%

Metric	Value	Calculation/Notes
Price per job	\$1,033	$(40\% \times \$850) + (35\% \times \$4,250) + (15\% \times \$1,125) + (10\% \times \$1,700)$
COGS per job	\$568	Materials (55%) + Labor (45%) = \$568.15
Gross Profit/job	\$465	$\$1,033 - \$568 = \$465$
Gross Margin	45%	$\$465 / \$1,033 = 45.0\%$

CAC	\$160	Year 1 marketing \$48k / 300 customers = \$160
LTV	\$2,800	(\$1,033 x 45% GM) x 6 jobs/customer x 1.2 retention factor
LTV:CAC	17.5	\$2,800 / \$160 = 17.5
Payback Period	0.4 months	\$160 CAC / (\$465 GP x 35% monthly retention)

SECTION 6: MARKETING & SALES

Primary channel: Google Ads targeting "electrician Austin" (1,900 monthly searches, \$4.20 CPC). \$2,500/month budget yields 595 clicks (3.2% CTR), 24 leads (4.1% conversion), 14.4 customers (\$174 CAC). Secondary: Referral agreements with 8 general contractors (10% commission, \$1,050 avg. job = \$105 CAC). Tertiary: LinkedIn Sales Navigator for commercial leads (\$800/month = 12 qualified leads).

Sales cycle: Lead (online/referral) -> Free consultation (82% show rate) -> Quote within 24 hours (95% delivery rate) -> Job scheduling (70% close rate). Average cycle: 4.2 days. Conversion rates: 41% residential (vs. industry 33%), 68% commercial (vs. industry 52%) due to Procore project previews.

Retention: 2-year labor warranty, priority scheduling for repeat clients, \$100 referral bonus. Target churn: 2.1% monthly (vs. industry 4.7%) via quarterly safety emails and 90-day check-in calls. Expansion revenue: 35% of commercial clients add services within 12 months (FieldEdge data).

Channel	Monthly Budget	Expected CAC	Expected Leads/Mo	Conversion Rate	Expected Customers/Mo	ROI
Google Ads	\$2,500	\$174	24	4.1%	14.4	2.6x
Referral Partners	\$1,200	\$105	11	10.0%	11.0	4.1x
LinkedIn Sales Nav	\$800	\$182	4	35.0%	1.4	1.9x
Google Business Profile	\$0	\$0	7	28.0%	2.0	N/A
Total	\$4,500	\$160	46	28.0%	28.8	2.8x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	1,000	200	500	0	300	2,000	18	5
2	1,500	300	750	0	450	3,000	27	8
3	2,000	400	1,000	500	600	4,500	41	12
4	2,500	500	1,250	500	750	5,500	50	15
5	2,500	500	1,250	500	750	5,500	50	15
6	2,500	500	1,250	500	750	5,500	50	15
7	2,500	500	1,250	500	750	5,500	50	15
8	2,500	500	1,250	500	750	5,500	50	15
9	2,500	500	1,250	500	750	5,500	50	15
10	2,500	500	1,250	500	750	5,500	50	15
11	2,500	500	1,250	500	750	5,500	50	15
12	2,500	500	1,250	500	750	5,500	50	15

SECTION 7: OPERATIONS

Daily workflow: 8 AM crew dispatch via FieldEdge -> Job completion with HoloBuilder photo logs -> Digital invoicing (92% same-day payment rate) -> 5 PM inventory check (90% Graybar next-day delivery). Capacity: 3 crews handle 90 jobs/month (30/crew). Emergency rotation: 2 electricians on 24/7 call (12-hour shifts). Quality control: Daily OSHA checklists, third-party safety audit at \$2,500/year.

Primary supplier: Graybar Electric (Austin DC) - 2% discount at \$300k+ monthly volume, 24-hour delivery. Backup: Ferguson Enterprises (same-day pickup). Technology: FieldEdge (\$199/month/crew) for dispatch, QuickBooks Online (\$50/month), Salesforce CRM (\$25/user/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Graybar Electric	Electrical materials	\$25,833	Net-30, 2% discount >\$300k/mo	Ferguson Enterprises
Ford Commercial	Vehicle maintenance	\$450	12-month service agreement	Avis Fleet
IEC Austin	Apprentice training	\$267	Annual membership \$3,200	ABC Central Texas
FieldEdge	Field service software	\$597	Month-to-month	ServiceTitan

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
FieldEdge	Dispatch/invoicing	\$597	6	ServiceTitan (\$799)
QuickBooks Online	Accounting	\$50	2	Xero (\$30)
Salesforce CRM	Lead tracking	\$150	3	HubSpot (\$800)
RingCentral	Business phone	\$120	6	Nextiva (\$110)
Procore	Commercial PM	\$250	2	Buildertrend (\$300)
HoloBuilder	Job site photos	\$40	3	PlanGrid (\$40)

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (Reyes) oversees sales/strategy (\$95k salary), COO (Chen) manages operations (\$85k), Lead Electrician (\$68k), Journeyman (\$52k), Admin (\$42k). Year 2: Add Apprentice (\$38k) and Sales Estimator (\$62k). Compensation: 15% below market for equity upside (BLS Austin wage data).

Advisory board: James Wilson (ex-Graybar Regional VP, 0.5% equity), Maria Lopez (TDLR compliance expert, \$150/hour retainer).

Month	Role	Salary	Priority	Source	Onboarding Time
1	Admin/Coordinator	\$42,000	High	Craigslist	2 weeks
3	Journeyman Electrician	\$52,000	High	IEC Job Board	4 weeks
6	Apprentice Electrician	\$38,000	Medium	IEC Program	8 weeks
9	Sales Estimator	\$62,000	Medium	LinkedIn	3 weeks
15	Project Manager	\$75,000	Low	Industry Referral	6 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (41% residential, 35% commercial), growing to 25/month Year 3. Average revenue per job: \$1,033. Monthly churn: 2.1%. COGS: 55% materials, 45% labor (45% gross margin Year 1). Fixed costs: \$45,000/month. Break-even at 87 jobs/month (\$90,000 revenue).

Revenue model: 60% recurring service/repair, 40% new installations. Growth drivers: 28 jobs/month from Google Ads (2.8% conversion), 11 from referrals (10% commission), 2 from organic. Commercial jobs increase from 35% Year 1 to 45% Year 3 as franchise contracts scale.

Cost structure: 65% variable (materials, labor), 35% fixed (rent, software, management salaries). Variable costs scale linearly with jobs; fixed costs increase at 30-job increments (new hire at 30 jobs, vehicle at 60 jobs). Year 3: 120 jobs/month requires 2 additional electricians (+\$120k payroll).

Funding: \$350k total (\$150k equity, \$200k SBA loan). Provides 14 months runway to break-even. Milestones funded: \$150k equipment (3 vans, tools), \$48k marketing, \$26.4k rent, \$18k insurance, \$21.5k working capital.

C: Item	Cost	Notes
Legal/Formation/Drilling	\$300	TDLR application fee
Licenses/Permits/Contractor License	5,000	TDLR #TEC-88
Licenses/Permits/Permit	50	Texas Comptrol
Equipment/Transit vans	126,000	\$42,000 x 3
Equipment/PPE	24,000	Milwaukee drills, Fluke meters
Technology setup/Setup	5,000	FieldEdge integration

Technology/tables Setup	7,000	6 devices @ \$1,167
Initial conduit/wire stock Inventory	15,000	Graybar starter kit
Marketing/SEO Launch	10,000	WordPre + local SEO
Marketing Ads deposit Launch	5,000	Prepaid 2 months
Working reserve Capital	21,500	\$7,167 x 3 months
Insurance General Liability	12,000	\$2M coverage
Insurance Workers Comp	6,000	\$1M coverage
Professional Fees	3,000	QuickBo configura
Office Warehouse buildout Setup	25,000	1,800 sq. ft. leasehol
Contingency buffer	25,000	Based on \$250k total
TOTAL	250,000	

Category	Monthly Cost	Annual Cost	Notes
Rent	Fixed 2,200	26,400	1,800 sq. ft. warehouse
Salaries	Fixed 15,000	180,000	CEO/COO
Benefits	Fixed 2,250	27,000	15% of payroll
Insurance	Fixed 1,500	18,000	Liability/Veh Comp
Software	Fixed 1,167	14,000	FieldEdge QuickBooks Salesforce
Utilities	Fixed 500	6,000	Electric/Internet
Marketing	Fixed 4,000	48,000	Google Ads, SEO
Loan Payment	Fixed 2,305	27,660	SBA 7(a) \$200k @ 7.5% 10yr
Materials	Variable 2,183	340,000	55% of \$51,500 revenue
Labor	Variable 2,182	278,182	45% of \$51,500 revenue
Vehicle Fuel	Variable 1,500	18,000	3 vans @ 1,500 miles/mo
Fixed Total	29,422	353,060	
Variable Total	53,015	636,182	

Combined Total		82,437	989,242
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Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1 Total
Revenue	20,660	31,000	46,500	51,500	51,500	51,500	51,500	51,500	51,500	51,500	51,500	51,500	550,160
COGS	11,363	17,050	25,575	28,325	28,325	28,325	28,325	28,325	28,325	28,325	28,325	28,325	302,588
Gross Profit	9,297	13,950	20,925	23,175	23,175	23,175	23,175	23,175	23,175	23,175	23,175	23,175	247,572
Marketing	2,000	3,000	4,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	54,000
Salaries	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	180,000
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	1,167	1,167	1,167	1,167	1,167	1,167	1,167	1,167	1,167	1,167	1,167	1,167	14,000
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	5,000	4,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	37,000
Total OpEx	26,867	26,867	27,367	28,367	28,367	28,367	28,367	28,367	28,367	28,367	28,367	28,367	339,400
EBITDA	-17,570	-12,917	-6,442	-5,192	-5,192	-5,192	-5,192	-5,192	-5,192	-5,192	-5,192	-5,192	-91,828
Depreciation	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	25,000
EBIT	-19,653	-15,000	-8,525	-7,275	-7,275	-7,275	-7,275	-7,275	-7,275	-7,275	-7,275	-7,275	-116,828
Interest	1,250	1,235	1,220	1,205	1,190	1,175	1,160	1,145	1,130	1,115	1,100	1,085	14,110
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-20,903	-16,235	-9,745	-8,480	-8,465	-8,450	-8,435	-8,420	-8,405	-8,390	-8,375	-8,360	-130,938

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	100,000	79,097	62,862	53,117	44,637	36,172	27,722	19,287	10,867	2,462	-5,928	-14,303
Cash In	10,330	20,660	31,000	46,500	51,500	51,500	51,500	51,500	51,500	51,500	51,500	51,500
Cash Out	31,233	36,833	39,783	41,183	43,033	43,033	43,033	43,033	43,033	43,033	43,033	43,033
Net Cash Flow	-20,903	-16,173	-8,783	5,317	8,467	8,467	8,467	8,467	8,467	8,467	8,467	8,467
Ending Cash	79,097	62,862	53,117	44,637	36,172	27,722	19,287	10,867	2,462	-5,928	-14,303	-22,770

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	550,160	325,000	360,000	395,000	430,000	475,000	520,000	570,000	620,000	2,185,000
COGS	302,588	178,750	198,000	217,250	236,500	261,250	286,000	313,500	341,000	1,192,750
Gross Profit	247,572	146,250	162,000	177,750	193,500	213,750	234,000	256,500	279,000	982,250
OpEx	339,400	105,000	108,000	111,000	114,000	117,000	120,000	123,000	126,000	468,000
EBITDA	-91,828	41,250	54,000	66,750	79,500	96,750	114,000	133,500	153,000	514,250
Net Income	-130,938	25,000	35,000	45,000	55,000	70,000	85,000	100,000	115,000	370,000
Ending Cash	-22,770	15,000	65,000	130,000	210,000	305,000	420,000	550,000	695,000	695,000

Metric	Value	Calculation
Monthly Fixed Costs	29,422	From OpEx table
Variable Cost per Job	568	COGS \$568.15
Price per Job	1,033	Average revenue
Contribution Margin per Job	465	$\$1,033 - \$568 = \$465$
Contribution Margin %	45.0%	$\$465 / \$1,033$
Break-Even Units per Month	63.3	$\$29,422 / \$465 = 63.3$ jobs
Break-Even Revenue per Month	65,350	63.3 jobs x $\$1,033$
Expected Break-Even Month	Month 14	Projections show positive cash flow Month 14
Safety Margin	27.1%	$(87 \text{ jobs} - 63.3) / 87 = 27.1\%$

Metric	Y1	Y2	Y3	Industry Benchmark
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Gross Margin %	45.0%	45.0%	45.0%	45-55% (IBISWorld)
Operating Margin %	-24.7%	12.5%	21.4%	10-15% (NAICS 238210)
Net Profit Margin %	-23.8%	8.2%	16.9%	5-10% (NAICS 238210)
Current Ratio	0.8	1.9	2.4	1.5 (CFI)
Quick Ratio	0.5	1.4	1.8	1.0 (CFI)
CAC Payback	0.4 mo	0.3 mo	0.3 mo	6-18 mo (SaaS Capital)
LTV:CAC	17.5	22.0	25.0	3:1 (ProfitWell)
Monthly Burn Rate	10,912	N/A	N/A	N/A
Runway (Months)	9.2	N/A	N/A	N/A

SECTION 10: RISK ANALYSIS

Top risks: 1) Material cost volatility (copper prices up 22% in 2023; 40% probability, 30% revenue impact); 2) Commercial payment delays (net-60 terms common; 35% probability, 25% cash flow impact); 3) Electrician shortage (Texas needs 8,000 new electricians by 2025; 30% probability, 20% capacity impact); 4) NEC code changes (2023 update increased solar requirements; 25% probability, 15% rework cost).

Mitigation: 1) Graybar fixed-price contracts with 5% escalation clauses; 2) 50% deposits on jobs >\$2,000 (reducing payment delays from 45 to 12 days); 3) IEC apprenticeship program (\$3,200/year) with \$5k signing bonuses; 4) Monthly NFPA code training (\$200/session).

Risk	Probability (1-5)	Impact Risk Score (1-10)	Mitigation Strategy	Contingency Plan	Owner	
Copper price volatility	4	4 16	Graybar bulk contracts with 5% escalation clauses	Switch to aluminum for feeders (15% cost savings)	Chen	
Commercial payment delays	4	3	12	50% deposit on jobs >\$2,000	Invoice factoring line (2% fee)	Reyes
Electrician shortage	3	4 12	IEC apprenticeship + \$5k signing bonus	Temp agency contract (\$85/hr)	Chen	
NEC code changes	3	3 9	Monthly NFPA training (\$200/session)	Consulting budget (\$5k/year)	Tran	
Vehicle downtime	2	3 6	Preventive maintenance (\$450/mo)	Avis Fleet backup agreement	Reyes	
OSHA violation	2	4 8	Daily safety checklists	\$1M workers' comp coverage	Tran	
Google Ads CPC increase	3	2 6	Diversify to LinkedIn Sales Nav	Referral program expansion	Williams	
SBA loan default	1	5 5	Maintain 6-month cash reserve	Equity bridge financing	Reyes	

SECTION 11: IMPLEMENTATION TIMELINE

Year 1 priorities: Achieve 30 jobs/month by Month 6, secure 3 franchise contracts, maintain 4.7+ Google rating. Critical path: Google Ads optimization (Month 3), IEC apprenticeship enrollment (Month 4), commercial deposit policy implementation (Month 2). Dependencies: FieldEdge integration complete before Month 2 marketing launch.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Operational launch	3 vans equipped, FieldEdge live	\$150k equipment financing	First job completed	Reyes
2	Deposit policy rollout	Contract templates updated	Legal review (\$1,500)	50% deposits on >\$2k jobs	Chen
3	Google Ads optimization	CAC < \$175	\$2,500/month budget	28 customers/month	Williams
4	IEC apprenticeship enrollment	Apprentice hired	\$3,200 annual fee	First apprentice on payroll	Chen
5	First franchise contract	Anytime Fitness signed	Proposal template	\$15k contract value	Reyes
6	30 jobs/month	10 jobs/week	Full crew utilization	\$31,000 monthly revenue	Tran
7	OSHA safety audit	Zero violations report	\$2,500 audit fee	100% compliance score	Tran
8	5 Google reviews/week	40 total reviews	Automated review request	4.7+ average rating	Williams
9	Sales Estimator hire	Commercial lead conversion	\$62k salary	68% close rate	Chen
10	2nd franchise contract	Chipotle signed	Proposal template	\$22k contract value	Reyes
11	Cash flow positive	Net cash flow > \$0	87 jobs/month	\$18,500 ending cash	Reyes
12	Year 1 review	Financial audit	Accounting software	\$550k revenue achieved	Chen