Sample Business Plan to Help You Start a Interior design business Venture

Urban Nest Interiors, LLC (Texas LLC founded March 15, 2024) provides full-service residential and commercial interior design to urban professionals in Central Texas at $12,500 average project value. We target $500,000 Year 1 revenue with 52% gross margin. Founders Maya Thompson (12-year NCIDQ/LEED designer, ex-Gensler) and Jordan Lee (ex-design-tech COO) invested $85,000 owner equity. May 2024.

SECTION 1: EXECUTIVE SUMMARY

Central Texas homeowners aged 28-45 spend $12,000-$25,000 on design projects but face 12-16 week industry turnaround times (ASID 2023). Urban Nest Interiors solves this with hybrid in-person/virtual delivery achieving 6-8 week completion. Our fixed-fee packages start at $1,500 for virtual services and $12,000 for full residential projects, with 50% deposit requirement. Year 1 revenue projection: $500,000 from 40 projects at 52% gross margin. Fixed costs of $17,075/month require 32 projects annually to break even. Profitability achieved Month 9 with $135,100 net income.

We seek $185,000 funding: $100,000 SBA 7(a) loan (10 years, 6.5% interest) and $85,000 owner equity. Funds allocated as: $25,000 studio buildout, $18,000 technology, $15,000 marketing launch, $60,000 working capital (3 months), $15,000 contingency. This enables 32-project break-even by Month 9, $1.2M Year 3 revenue, and 55% net margin. Investor ROI: 3.4x by Year 5 based on $2.1M cumulative net profit.

SECTION 2: COMPANY OVERVIEW

Urban Nest Interiors operates as a Texas LLC (EIN 87-6543219) at 1800 South Congress Avenue, Austin. Chosen for low Texas regulatory burden (no residential design licensure required) and Austin's 3.2% annual population growth (U.S. Census 2023). Founders Thompson (70% ownership) and Lee (30%) invested $85,000 from personal savings ($50k) and family loans ($35k).

Thompson delivered 50+ residential projects averaging $18,500 at Gensler Austin (2018-2023), generating $925,000 revenue. Lee scaled a design-tech startup to $320,000 ARR in 18 months via HubSpot automation. Ruiz (Lead Project Manager) coordinated 28 projects annually at Texas Design Collective (2020-2023).

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, EIN secured	Complete	N/A
Apr 2024	Studio lease signed (1,200 sq ft @ $3,200/mo)	Complete	N/A
May 2024	Website launch, initial marketing	Complete	Generate 150 leads/mo
Jun 2024	First 3 client contracts signed	Complete	Deliver projects by Aug 15
Sep 2024	Break-even (32 projects)	Pending	Secure 8 projects in Month 6
Dec 2024	40 total projects completed	Pending	Achieve $500,000 revenue
Q2 2025	Launch Design Concierge ($199/mo)	Pending	Acquire 50 subscribers
Q4 2026	Dallas studio opening	Pending	Secure $200,000 expansion capital

SECTION 3: MARKET ANALYSIS

TAM: $12.3B U.S. residential design services (IBISWorld 2023). SAM: $410M Texas market (4.8% of TAM based on population share). SOM: $16.4M Central Texas (4% of SAM). Calculation: 285,000 target households (28-45yo, $100k+ income) x $5,750 average annual design spend (Houzz 2023) = $1.64B. We target 1% penetration in Year 1 (40 projects @ $12,500 avg = $500,000).

Primary customers: 28-45yo urban professionals in Austin metro. 68% are remote workers (Pew Research) spending $12,000-$25,000 on home upgrades. 42% prioritize sustainability (Statista 2023). Secondary: Boutique commercial clients (cafes, co-working spaces) with $8,000-$25,000 project budgets. 73% require ADA compliance support (JLL Commercial Report).

Key trends: 9% annual growth in sustainable design demand (Statista), 68% of millennials prefer virtual collaboration tools (ASID), 42% hybrid workers need multi-functional spaces (Pew), and 31% of homeowners increased design budgets post-pandemic (National Association of Realtors).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Residential (Full-Service)	$8.2M	7.5%	2.5%	40 projects @ $12,500 = $500,000
Residential (Virtual)	$3.1M	12.0%	3.2%	20 projects @ $3,000 avg = $60,000
Commercial (Boutique)	$4.1M	5.8%	1.8%	10 projects @ $15,000 avg = $150,000
Commercial (Co-working)	$1.0M	9.2%	2.0%	2 projects @ $20,000 = $40,000

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Residential Design	$12.3B	$285M	$8.2M	TAM: IBISWorld; SAM: 2.3% of TAM (TX pop share); SOM: 2.9% of SAM (Central TX pop)
Commercial Design	$8.7B	$205M	$4.1M	TAM: IBISWorld; SAM: 2.35% of TAM; SOM: 2.0% of SAM
Virtual Design	$1.9B	$44M	$4.1M	TAM: Statista; SAM: 2.3% of TAM; SOM: 9.3% of SAM (digital reach)

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Studio Hive ($25k+ projects, 12-16 week turnaround), Form & Function Co. (minimalist focus, no virtual tools), The Designory ($50k+ luxury). Online platforms: Havenly ($299 flat-rate virtual, 14% customer satisfaction per Trustpilot). Market gap: 68% of target customers want virtual tools but local firms average 3.2/5 on digital experience (ASID survey).

Competitive advantages: 1) Hybrid model cuts turnaround to 6-8 weeks (vs 12-16 industry avg) via Asana client dashboards reducing revision cycles by 40%. 2) Sustainable sourcing (Sabai, Burrow) at 15% premium vs competitors' 25%+ markups. 3) Transparent fixed pricing with 50% deposit (vs 30% industry standard) improving cash flow. 4) LEED-certified designers (Thompson) required for 31% of commercial projects (JLL).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Studio Hive	$1.8M	$25k+	Brand recognition	16-week avg turnaround	6-8 week delivery via digital tools
Form & Function	$950k	$20k-$40k	Minimalist aesthetic	No virtual services	Hybrid model with VR walkthroughs
The Designory	$2.5M	$50k+	Luxury materials	15% client retention	40% retention target via Concierge
Havenly	$42M	$79-$299	Low price point	14% satisfaction score	Local expertise + in-person option
Modsy	$35M	$199-$399	AI rendering	No contractor network	Full project management

Strengths	Weaknesses	Opportunities	Threats
NCIDQ/LEED certified lead designer	Limited commercial licensure	Austin population growth (3.2%/yr)	Economic downturn reducing discretionary spend
Hybrid delivery model (6-8 weeks)	No physical retail presence	42% remote workers needing redesigns	Online platforms undercutting prices
Pre-vetted contractor network	Dependent on 2 founders	Commercial ADA compliance demand	Material supply chain delays

$199/mo Concierge (Year 2)	Low brand recognition	Texas no-income-tax advantage	Insurance cost increases (8.7% avg)

SECTION 5: PRODUCTS & SERVICES

Full-Service Residential ($12,000-$35,000): Includes space planning, 3D SketchUp renderings, material sourcing, and contractor coordination for up to 3 rooms. Delivered in 8 weeks using Asana client portal with weekly milestone approvals. Virtual Design Packages ($1,500-$5,000): "Design in a Box" with PDF plan, shopping list, and 3 Enscape renderings delivered in 10 business days. Commercial Consultation ($8,000-$25,000): Space optimization, ADA compliance review, and branding alignment with Lutron/Nest integration.

Pricing set at 15% below competitors for equivalent services (e.g., Studio Hive charges $25k+ for 3-room residential vs our $21,250 average). Virtual packages priced at 20% premium to online platforms ($1,500 vs Havenly's $299) to cover local expertise and 3D rendering. Commercial pricing includes 18% margin for architect partnership fees. Gross margins: 52% (Year 1) rising to 58% (Year 3) via subscription scaling.

Tier	Price	Features	Target Customer	Expected % Rev	Gross Margin
Residential Basic	$12,000	1 room, 2 revisions	Budget-conscious homeowners	30%	48%
Residential Premium	$21,250	3 rooms, smart tech integration	Professionals $150k+ income	45%	55%
Virtual Package	$3,000	PDF plan + 3 renderings	Remote clients	15%	75%
Commercial	$15,000	Space optimization + ADA review	Boutique businesses	10%	45%

Metric	Value	Calculation/Notes
Price per unit	$12,500	Weighted avg of 40 projects
COGS per unit	$6,000	Materials ($3,200) + Contractor ($2,000) + Design Hours ($800)
Gross Profit/unit	$6,500	$12,500 - $6,000
Gross Margin %	52%	$6,500 / $12,500
CAC	$1,150	$30,000 marketing / 26 leads converted

LTV	$18,750	$12,500 *1.5 (40% retention)*
LTV:CAC	16.3	$18,750 / $1,150
Payback Period	2.1 months	CAC / (Gross Profit/unit monthly retention)

SECTION 6: MARKETING & SALES

Primary channel: Google Ads targeting "interior designer Austin" (CPC $4.20, CTR 3.2%) with $8,500 monthly budget. Secondary: Instagram/Pinterest visual content (60% traffic share) at $1,200/month. Partnerships: Real estate agents (5-10% referral fee) generating 8% of leads. Expected CAC: $1,150 based on $30,000 Year 1 marketing spend acquiring 26 clients.

Sales cycle: 150 leads/month (70% digital, 30% referrals) -> 45 discovery calls (30% conversion) -> 26 signed contracts (58% close rate). Average cycle: 22 days. Key metric: 48-hour proposal turnaround (vs 5-day industry avg) driving 58% close rate (industry avg 42%). Contract includes 50% deposit ($6,250 avg) collected via Stripe.

Retention: Post-project survey (92% response rate target), 10% credit for next service, and Design Concierge ($199/mo) launching Year 2 targeting 50 subscribers at $1,500 LTV. Goal: 40% client retention (industry avg 25%) via quarterly check-ins and seasonal refresh guides.

Channel	Monthly Budget	Expected CAC	Expected Leads/Mo	Conversion Rate	Expected Customers/Mo	ROI
Google Ads	$7,100	$950	169	3.5%	5.9	5.8x
Social Media	$1,200	$1,400	17	2.9%	0.5	4.6x
Referrals	$0	$0	18	8.3%	1.5	N/A
Real Estate Partners	$1,700	$1,130	15	5.0%	0.75	7.2x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers	
1-3	$5,000	$800	$2,000	$0	$2,000	$9,800	350	12	
4-6	$7,100	$1,200	$1,500	$500	$1,000	$11,300	450	15	
7-9	$7,100		$1,200	$1,000	$1,000	$800	$11,100	440	15
10-12	$7,100	$1,200	$1,000	$1,500	$500	$11,300	450	15	

SECTION 7: OPERATIONS

Daily workflow: Mondays (site visits), Tues-Wed (design development), Thurs (contractor coordination), Fri (admin). Capacity: 3 FTEs handle 19.5 projects/quarter (3 designers * 13 weeks / 8 weeks per project). Buffer: 2-week timeline cushion for material delays. Quality control: 3D previews at 3 milestones with signed approval required.

Technology stack: SketchUp Pro ($299/mo), Asana ($24.90/user), HubSpot ($800/mo), QuickBooks ($50/mo). Security: Google Workspace with 2FA ($18/user), encrypted client files. Facility: 1,200 sq ft studio at $3,200/mo rent (includes utilities) with climate-controlled sample storage.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Sabai	Eco furniture	$3,200	Net 30	Burrow
Austin Reclaimed	Materials sourcing	$800	Per project	Reclaimed Austin
Benjamin Moore	Paint	$500	10% discount	Sherwin-Williams
Lutron	Smart tech	$1,200	Authorized reseller	Philips Hue

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
SketchUp Pro	3D modeling	$299	3	AutoCAD ($1,825/yr)
Asana	Project mgmt	$74.70	3	Trello ($17.99)
HubSpot	CRM	$800	2	Mailchimp ($299)
QuickBooks	Accounting	$50	1	Xero ($35)

SECTION 8: MANAGEMENT TEAM

Organizational structure: Thompson (Principal Designer, $85,000 salary), Lee (COO, $75,000), Ruiz (Project Manager, $60,000). Compensation: 90% base salary, 10% profit-sharing (Year 2+). No equity grants in Year 1. Advisors: Commercial architect ($150/hr retainer), CPA ($200/hr).

Month	Role	Salary	Priority	Source	Onboarding Time
6	Freelance 3D Artist	$40/hr	High	Upwork	2 weeks
9	Marketing Assistant	$45,000	Medium	Indeed	4 weeks
12	Contract Administrator	$50,000	Low	LinkedIn	6 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Year 1 (growing to 25/month Year 2), $12,500 average revenue per project, 40% client retention, 52% gross margin Year 1. CAC: $1,150. Churn: 5.8% monthly. COGS: 48% of revenue (materials 25.6%, contractors 16%, design labor 6.4%). Fixed costs: $17,075/month.

Revenue model: Project fees (85% of Year 1 revenue), virtual packages (12%), commercial (3%). Growth drivers: 40% client retention driving repeat business, Design Concierge subscription (Year 2) targeting $120,000 ARR from 50 subscribers. Price increases: 5.6% Year 2 to offset inflation.

Cost structure: 56% fixed costs (salaries, rent, software), 44% variable (materials, contractors). Fixed costs grow 5% annually for inflation. Variable costs scale linearly with projects. Year 3 margin expansion to 58% via subscription revenue (75% margin).

Funding needs: $185,000 total. Use: $25,000 studio buildout, $18,000 technology, $7,000 inventory, $5,000 legal, $15,000 marketing launch, $60,000 working capital, $15,000 contingency, $40,000 SBA loan fees/interest. Funds provide 14-month runway to profitability at Month 9.

Category	Item	Cost	Notes
Legal/Formation	LLC filing	$300	Texas SOS fee
Legal/Formation	Operating agreement	$1,200	Attorney fees
Licenses/Permits	Business license	$150	Austin city permit
Equipment	Design studio furniture	$12,000	Sample boards, consulta room
Equipment	VR headset	$1,000	Oculus Quest 3
Technology Setup	Computers (3)	$6,000	Mac Studio + monitors

Technology Setup	Software licenses (annual)	$5,000	SketchU Asana, HubSpot
Initial Inventory	Material samples	$7,000	Fabric, paint, flooring
Marketing Launch	Website development	$8,000	WordPre + WooCon
Marketing Launch	SEO content	$4,000	10 blog posts + optimizat
Marketing Launch	Google Ads deposit	$3,000	Initial campaig funding
Working Capital	3 months operating expenses	$60,000	$20,000/ x 3
Insurance	General liability (annual)	$3,500	$500k coverage
Professional Fees	Accounting setup	$2,000	QuickBo configura
Contingency	10% of total	$15,000	Realloca from working capital
Total		**$145,000**	

Category	Ty	Monthly Cost	Annual Cost	Notes

Rent	Fixed	$3,200	$38,400	Includes utilities
Salaries	Fixed	$15,000	$180,000	3 FTEs
Benefits	Fixed	$1,500	$18,000	10% of payroll
Insurance	Fixed	$667	$8,000	Liability + E&O
Software	Fixed	$1,000	$12,000	SketchUp, Asana, HubSpot
Marketing	Fixed	$2,500	$30,000	Google Ads, social
Materials	Variable	$3,333	$40,000	$3,200/pr x 12.5 projects
Contractors	Variable	$2,917	$35,000	$2,000/pr x 12.5 projects
Loan Payment	Fixed	$958	$11,500	SBA 7(a) @ 6.5%
Supplies	Variable	$833	$10,000	Office, travel
Fixed Total		**$22,325**	**$267,900**	
Variable Total		**$7,083**	**$85,000**	
Combined Total		**$29,408**	**$352,900**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	$0	$0	$0	$25,000	$37,500	$62,500	$75,000	$87,500	$100,000	$112,500	$125,000	$137,500	$500,000

COGS	$0	$0	$0	$12,000	$18,000	$30,000	$36,000	$42,000	$48,000	$54,000	$60,000	$66,000	$240,000
Gross Profit	$0	$0	$0	$13,000	$19,500	$32,500	$39,000	$45,500	$52,000	$58,500	$65,000	$71,500	$260,000
Marketing	$9,800	$9,800	$9,800	$9,800	$11,300	$11,300	$11,100	$11,100	$11,100	$11,300	$11,300	$11,300	$128,700
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	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$38,400
Software	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$12,000
Insurance	$667	$667	$667	$667	$667	$667	$667	$667	$667	$667	$667	$667	$8,000
Other OpEx	$10,333	$10,333	$10,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$8,333	$100,000
Total OpEx	$40,000	$40,000	$40,000	$38,000	$39,500	$39,500	$39,300	$39,300	$39,300	$39,500	$39,500	$39,500	$466,100
EBITDA	-$40,000	-$40,000	-$40,000	-$25,000	-$20,000	-$7,000	-$300	$6,200	$12,700	$19,000	$25,500	$32,000	-$206,100
Depreciation	$0	$0	$0	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$15,000
EBIT	-$40,000	-$40,000	-$40,000	-$26,250	-$21,250	-$8,250	-$1,550	$4,950	$11,450	$17,750	$24,250	$30,750	-$221,100
Interest	$0	$0	$0	$542	$542	$542	$542	$542	$542	$542	$542	$542	$6,500
Taxes (25%)	$0	$0	$0	$0	$0	$0	$0	$1,102	$2,728	$4,302	$5,928	$7,552	$21,612
Net Income	-$40,000	-$40,000	-$40,000	-$26,792	-$21,792	-$8,792	-$2,092	$3,306	$8,180	$12,906	$17,780	$22,656	-$135,100

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**
Beginning Cash	$185,000	$145,000	$105,000	$65,000	$38,208	$16,416	$7,624	$5,532	$8,838	$17,018	$30,024	$47,804
Cash In	$0	$0	$0	$12,500	$18,750	$31,250	$37,500	$43,750	$50,000	$56,250	$62,500	$68,750
Total Cash In	$0	$0	$0	$12,500	$18,750	$31,250	$37,500	$43,750	$50,000	$56,250	$62,500	$68,750
Cash Out	$40,000	$40,000	$40,000	$38,000	$39,500	$39,500	$39,300	$39,300	$39,300	$39,500	$39,500	$39,500
Total Cash Out	$40,000	$40,000	$40,000	$38,000	$39,500	$39,500	$39,300	$39,300	$39,300	$39,500	$39,500	$39,500
Net Cash Flow	-$40,000	-$40,000	-$40,000	-$25,500	-$20,750	-$8,250	-$1,800	$4,450	$10,700	$16,750	$23,000	$29,250
Ending Cash	$145,000	$105,000	$65,000	$39,500	$18,750	$10,500	$8,700	$13,150	$23,850	$40,600	$63,600	$92,850

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$500,000	$275,000	$282,500	$290,000	$297,500	$330,000	$340,000	$350,000	$380,000	$1,200,000
COGS	$240,000	$123,750	$127,125	$130,500	$133,875	$138,600	$142,800	$147,000	$159,600	$504,000
Gross Profit	$260,000	$151,250	$155,375	$159,500	$163,625	$191,400	$197,200	$203,000	$220,400	$696,000
OpEx	$466,100	$105,000	$107,000	$109,000	$111,000	$125,000	$127,000	$129,000	$131,000	$512,000
EBITDA	-$206,100	$46,250	$48,375	$50,500	$52,625	$66,400	$70,200	$74,000	$89,400	$184,000
Net Income	-$135,100	$30,063	$31,444	$32,825	$34,206	$43,160	$45,630	$48,100	$58,110	$663,164
Ending Cash	$92,850	$160,000	$230,000	$300,000	$370,000	$450,000	$530,000	$610,000	$700,000	$700,000

Metric	Value	Calculation
Monthly Fixed Costs	$22,325	Rent $3,200 + Salaries $15,000 + Software $1,000 + Insurance $667 + Loan $958 + Benefits $1,500
Variable Cost per Project	$5,000	Materials $3,200 + Contractors $2,000 - $200 packaging
Price per Project	$12,500	Weighted average
Contribution Margin	$7,500	$12,500 - $5,000
Contribution Margin %	60%	$7,500 / $12,500
Break-Even Units	3.0	$22,325 / $7,500 = 2.98 projects/month
Break-Even Revenue	$37,208	3 projects * $12,500
Expected Break-Even Month	Month 9	Per P&L projection
Safety Margin	64%	(12.5 projects - 3) / 12.5 projects

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	52%	55%	58%	45-55%
Operating Margin %	-27%	40%	45%	10-20%
Net Profit Margin %	-27%	49%	55%	5-15%
Current Ratio	1.8	2.5	3.1	1.5-2.0
Quick Ratio	1.5	2.2	2.8	1.0-1.5
CAC Payback	2.1 months	1.8 months	1.5 months	6-18 months
LTV:CAC	16.3	19.1	22.4	3:1
Monthly Burn Rate	$29,408	$0	$0	N/A
Runway (months)	6.3	N/A	N/A	6-12

SECTION 10: RISK ANALYSIS

Top risks: 1) Economic downturn (Probability 4/5, Impact 5/5): 2022 survey shows 68% of design clients delay projects during recessions. 2) Material delays (Probability 3/5, Impact 4/5): 2023 supply chain issues caused 22% project delays industry-wide. 3) Client dissatisfaction (Probability 2/5, Impact 5/5): ASID reports 15% dispute rate for design firms. 4) SBA loan default (Probability 1/5, Impact 5/5): Requires 1.25x debt service coverage.

Mitigation: 1) Diversify into $1,500 virtual packages (35% lower price point) and emphasize ROI data (NAR: design adds 7% home value). 2) Maintain 2-week timeline buffer and 3 supplier relationships per category. 3) Use 3D previews at 3 milestones with signed approvals. 4) Maintain 3-month cash reserve ($60,000) to cover debt service during slow periods.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Economic downturn	4	5	20	Launch virtual packages at 35% discount	Reduce staff hours 20%	Lee
Material delays	3	4	12	2-week timeline buffer	Switch to backup suppliers	Ruiz
Client dissatisfaction	2	5	10	3D previews at 3 milestones	10% refund policy	Thompson
SBA loan default	1	5	5	Maintain 3-month cash reserve	Equity bridge financing	Lee
Competitor price war	3	3	9	Emphasize LEED certification	Reduce material markup 5%	Thompson
Insurance cost increase	4	2	8	Lock in 2-year policy	Self-insure up to $10k	Lee
Key person risk	2	4	8	Cross-train Ruiz on design	Contract freelancers	Thompson
Data breach	1	5	5	Google Workspace 2FA	Cyber insurance coverage	Lee

SECTION 11: IMPLEMENTATION TIMELINE

Priority 1: Achieve 32 projects by Month 9 to break even. Critical path: Secure 8 projects in Month 6 via Google Ads (requiring $7,100 monthly spend). Dependency: HubSpot CRM must be operational by Month 2 to track lead conversion. Priority 2: Launch Design Concierge in Q2 Year 2 requires $15,000 software integration (Asana + WooCommerce).

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Studio buildout complete	1,200 sq ft operational	$25,000 budget	On-time occupancy	Lee
2	HubSpot CRM live	Lead tracking system	$800/mo subscription	100% lead capture	Lee
3	First marketing campaign	Google Ads live	$5,000 budget	150 leads generated	Lee
4	First 3 projects signed	Contracts executed	Thompson availability	$62,500 revenue	Thompson
5	Process refinement	Updated workflow doc	Team meeting	Reduce revisions by 20%	Ruiz
6	8 projects completed	Client sign-offs	Contractor availability	$62,500 revenue	Thompson
7	Break-even analysis	Financial review	Accounting report	32 projects total	Lee
8	Concierge platform dev	WooCommerce setup	$10,000 budget	Prototype ready	Lee
9	Profitability achieved	Positive net income	Month 8 revenue	$3,306 net profit	Lee
10	Retention program launch	Survey + credit system	$500 budget	40% repeat rate	Ruiz
11	Year 2 planning	Budget approved	Team review	$990,000 revenue plan	Lee
12	Annual review	Financial statements	CPA review	$135,100 net loss	Lee