Lash lift and tint studio Startup: A Real-World Sample Business Plan

Lash Luxe Studio, LLC (Texas single-member LLC founded March 15, 2024) operates a premium lash lift and tint studio in Austin targeting women aged 28-45 with $110 core services. Founder Elena Ramirez (7 years medical aesthetics experience, ex-Dermatology Associates of Austin senior aesthetician) projects $248,000 Year 1 revenue at 82% gross margin. September 2024.

SECTION 1: EXECUTIVE SUMMARY

22.3 million US women aged 25-45 spend $1.42 billion annually on lash services (Grand View Research 2023), yet 78% of Austin salons lack dedicated lift/tint specialists (2023 local survey). Lash Luxe solves this gap with medical-grade sanitation protocols and exclusive focus on lift/tint services (no extensions), reducing client risk versus competitors offering both services (4.2% complication rate per Aesthetic Surgery Journal). We charge $110/lift because Austin med-spas average $115 (2023 IBISWorld) and we undercut them by 4.3% while maintaining 82% gross margin.

Revenue comes from 95% services (Signature Lift $110, Express Lift $95) and 5% retail (RevitaLash $120). Targeting 140 clients/month by Year 1 end with $108 average ticket (includes 15% retail attach rate), we project $248,000 revenue. Gross margin holds at 82% (COGS: $19/client for Nouveau Lashes kits, disinfectants, retail packaging). Fixed costs of $8,740/month require 99 clients to break even. Profitability achieved Month 10 with $44,640 net income.

Seeking $98,500 total startup capital: $40,000 owner investment (40.6%) and $58,500 SBA 7(a) loan (59.4%) at 7.5% over 7 years ($1,020 monthly payment). Funds cover $28,000 buildout, $12,000 equipment, $7,200 security deposit, and 6 months of $8,740/month operating expenses. This enables $248,000 Year 1 revenue, 65% client retention via Lash Club membership ($95/month subscription), and 32% EBITDA margin by Year 3.

SECTION 2: COMPANY OVERVIEW

Lash Luxe Studio operates as a Texas single-member LLC (chosen for liability protection and pass-through taxation) at 2101 South Lamar Boulevard, Austin. This location generates 1,200+ daily foot traffic (Placer.ai Q1 2024) in a mixed-use development with 45% overlap with target ZIP codes (78701-78704). Formed March 15, 2024, the LLC is 100% owned by Elena Ramirez (Texas License #E123456).

Elena Ramirez (Founder) performed 1,850+ lash procedures at Dermatology Associates of Austin (2019-2023) with 4.9/5 client rating (127 Google reviews). She holds Nouveau Lashes Level 3 certification and completed 200-hour OSHA compliance training. Part-time receptionist (to be hired at $15/hour) handles bookings and retail sales.

Date	Milestone	Status	Next Steps
Mar 15, 2024	Texas LLC formation	Complete	N/A
Apr 10, 2024	Lease signed (850 sq. ft.)	Complete	Buildout commencement
May 15, 2024	TDLR license approval	Pending	Submit final inspection docs
Jun 30, 2024	Studio buildout completion	Planned	Equipment installation
Jul 15, 2024	Staff training	Planned	Finalize SOPs
Aug 1, 2024	Grand opening	Planned	Execute $6,000 launch marketing
Feb 2025	Break-even (99 clients)	Planned	Optimize CAC below $60
Mar 2026	Year 2 revenue $268,800	Planned	Expand to 6 clients/day

SECTION 3: MARKET ANALYSIS

TAM: $1.42 billion US lash services market (2023, Grand View Research). SAM: $89 million Texas market (6.3% of national based on population share). SOM: $7.1 million Austin market (8% of Texas per SalonToday density metrics). Lash Luxe targets $248,000 Year 1 revenue (3.5% of Austin SOM), achievable with 140 clients/month at $108 average ticket versus 220,000 targetable women in Central Austin ZIPs.

Primary customers: Women aged 28-45, 72% college-educated (US Census 2023), $75,000+ household income. They spend $1,200/year on beauty (NPD Group) with 34% using lash services annually. 68% prioritize "natural look" over dramatic results (2023 Allure survey) and 41% cite "time savings" as key purchase driver. Budget range: $85-$130/service.

Market trends: 1) Lash lift/tint growing at 14.2% CAGR (vs 9.3% overall lash market) as extensions decline 3.1% annually due to allergy risks (2023 AAD report). 2) Medical aesthetics clinics now offer 22% of lash services (up from 15% in 2020). 3) Subscription models drive 35% higher retention in beauty services (McKinsey 2023).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Med-spa clients	$2.1M	12.5%	8.2%	Under-served by current med-spas focusing on Botox
Busy professionals	$3.3M	14.8%	5.1%	Targeting 28-45yo with 15-min lunchtime appointments
Postpartum women	$0.9M	18.3%	12.6%	Specialized "mom glow" packages at 10% discount
Men's lash care	$0.8M	22.1%	18.4%	Express Lift ($95) targets male clients (8% of current bookings)

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
National	$1,420,000,000	-	-	Grand View Research 2023
Texas	-	$89,460,000	-	6.3% of national (TX population share)
Austin metro	-	-	$7,156,800	8% of TX market (SalonToday density index)

Lash Luxe Y1	-	-	$248,000	3.5% of Austin market (140 clients x $108 x 12 months)

SECTION 4: COMPETITIVE ANALYSIS

Austin has 12 dedicated lash studios (2024 City of Austin permits) and 47 salons offering lash services. Top competitors: Lash Lounge ATX ($1.2M estimated revenue, 15% market share), Blink Beauty Bar ($950K revenue), Flawless Lashes by Maria ($320K revenue). Weaknesses include: Blink's 22% no-show rate due to no prepayment (2023 client survey), Lash Lounge's 3.8/5 sanitation rating (TDLR inspections), and Maria's limited availability (15 slots/week).

Competitive advantages: 1) Exclusive lift/tint focus (no extensions) reduces cross-contamination risk - 0% infection rate vs industry 2.1% (2023 Aesthetic Complications Registry). 2) Medical-grade autoclave sterilization ($4,200 equipment) exceeds Texas requirements (boiling only). 3) Lash Club membership drives 65% retention (vs industry 48%) with $95/month subscription (8-week cycle). 4) Online booking with 92% prepayment rate cuts no-shows to 4%.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Lash Lounge ATX	$1.2M	$95-$130	7 locations	3.8/5 sanitation	Medical-grade sterilization protocols
Blink Beauty Bar	$950K	$110	Med-spa credibility	22% no-show rate	92% prepayment rate via Acuity
Flawless Lashes	$320K	$85	Low price	15 slots/week	28 slots/week capacity
The Woodhouse Spa	$2.1M	$125	Full-service	18% lift/tint focus	100% lift/tint specialization
Eylure kits (DIY)	$45M	$35	Convenience	34% failure rate	Professional results guarantee

Strengths	Weaknesses	Opportunities	Threats
82% gross margin (vs 65% industry avg)	Single location (Year 1)	San Antonio expansion (Year 3)	New competitors (60% probability Year 2)
0% infection rate (medical protocols)	Limited brand awareness	Corporate wellness partnerships	Economic downturn (discretionary spend down 18% in 2020)
65% retention (Lash Club)	Owner-dependent operations	Men's lash segment (22% CAGR)	TDLR regulation changes (30% probability)

$58.60 CAC (below $75 industry)	No parking (street only)	Product line expansion (serums)	Supply chain delays (Nouveau Lashes UK imports)

SECTION 5: PRODUCTS & SERVICES

Signature Lash Lift & Tint ($110, 75 minutes) uses Nouveau Lashes silicone pads and Elevate vegan tint to curl natural lashes upward and darken for 6-8 weeks. Includes RevitaLash serum ($15 value) and digital aftercare guide. Express Lift ($95, 60 minutes) omits tint for dark-lashed clients. Lash Conditioning ($45) uses RevitaLash Advanced serum in 30-minute sessions. All services include HEPA-filtered air purifiers and single-use tools.

Pricing set at $110 (vs $115 med-spa average) to capture price-sensitive clients while maintaining 82% gross margin. Retail products priced at 3.4x wholesale cost: RevitaLash ($120, $35 cost), Aftercare Kit ($35, $10 cost). Student/healthcare discount (10%) targets 22% of bookings without eroding margin (COGS remains $19/client).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Signature Lift	$110	Lift + tint + aftercare kit	First-time clients (68%)	65%	83%
Express Lift	$95	Lift only	Men/sensitive eyes (8%)	12%	85%
Lash Club	$95/mo	1 service/8 weeks + 20% retail	Repeat clients (65% retention)	18%	80%
Retail	$35-$120	RevitaLash, aftercare kits	All clients (15% attach rate)	5%	71%

Metric	Value	Calculation/Notes
Price per service	$108	Avg of $110 (65%), $95 (12%), $95 subscription (18%), retail (5%)
COGS per service	$19	Nouveau kit $12 + disinfectant $3 + retail packaging $4
Gross Profit per service	$89	$108 - $19
Gross Margin %	82%	$89 / $108
CAC	$58.60	$2,600 monthly marketing / 44.4 clients (140 x 31.7% conversion)

LTV	$648	($108 x 65% retention x 9.3 months lifespan) + ($35 retail x 15%)
LTV:CAC	11.1x	$648 / $58.60 (beauty industry benchmark: 3x)
Payback Period	0.7 months	$58.60 CAC / ($89 GP x 31.7% conversion)

SECTION 6: MARKETING & SALES

Google Ads (5-mile radius targeting "lash lift Austin") and Instagram (women 28-45, interests: skincare) drive 78% of leads. $2,600 monthly budget allocated: Google Ads $800 (CPC $2.40, 333 clicks, 13.6 conversions), Instagram $600 (CPC $1.85, 324 clicks, 11.7 conversions), SEO $1,200 (145 organic leads). CAC $58.60 below $75 industry average (IBISWorld).

Sales cycle: 1) Lead via ad (3.2% CTR), 2) Website visit (4.1% conversion to booking), 3) Online payment (92% prepayment rate), 4) In-studio conversion to Lash Club (38% uptake). Average cycle: 4.7 days. Conversion funnel: 1,002 leads/month -> 41 bookings -> 38 paid clients.

Retention via Lash Club ($95/month subscription) with automated SMS reminders (7 days pre-appointment). Loyalty card (6th service free) and birthday discount ($25) target 65% retention (vs 48% industry). Expansion revenue: $15 average retail add-on per visit.

Channel	Monthly Budget	Expected CAC	E L	Conversion Rate	Expected Customers/Month	ROI	
Google Ads	$800	$58.82	333	4.1%	13.6	152%	
Instagram	$600	$51.28		324	3.6%	11.7	167%
SEO	$1,200	$8.28	145	31.0%	45.0	1,038%	
Referrals	$0	$0	20	100%	20.0	Infinite	
Total	$2,600	$58.60	822	10.8%	90.3	542%	

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$800	$600	$1,200	$0	$0	$2,600	822	90.3
2	$800	$600	$1,200	$0	$0	$2,600	822	90.3
3	$800	$600	$1,200	$0	$0	$2,600	822	90.3
4	$700	$500	$1,000	$0	$0	$2,200	685	75.3
5	$700	$500	$1,000	$0	$0	$2,200	685	75.3
6	$700	$500	$1,000	$0	$0	$2,200	685	75.3
7	$600	$400	$800	$0	$0	$1,800	548	60.3
8	$600	$400	$800	$0	$0	$1,800	548	60.3
9	$600	$400	$800	$0	$0	$1,800	548	60.3
10	$500	$300	$600	$0	$0	$1,400	411	45.2
11	$500	$300	$600	$0	$0	$1,400	411	45.2
12	$500	$300	$600	$0	$0	$1,400	411	45.2

SECTION 7: OPERATIONS

Daily operations: 4 clients/day (Year 1) at 75-minute intervals (9am-6pm, Tue-Sat). Owner performs all lash services; part-time receptionist (20 hrs/week) handles bookings via Acuity Scheduling. Sanitization protocol: 1) Autoclave tools at 270F for 30 minutes, 2) HEPA air purification between clients, 3) Digital logs for TDLR compliance. Capacity: 84 clients/week (4 x 6 days x 3.5 weeks).

Key vendors: Nouveau Lashes ($320/month for 40 kits), Elevate Lash & Brow ($180/month), Beauty Angel Supply ($90/month tools). Technology: Acuity Scheduling ($29/month), Square POS ($299 one-time + 2.6% fees), Mailchimp ($25/month). All tools HIPAA-compliant with encrypted backups.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Nouveau Lashes	Lash lift kits	$320	Net 30	LashBase (US distributor)
Elevate Lash & Brow	Tint solutions	$180	Net 15	Velour Lashes
Beauty Angel Supply	Sterilization tools	$90	Prepaid	DermaSelect
RevitaLash	Retail products	$200	Net 30	Alphascience
Next Insurance	Liability coverage	$95	Annual	Progressive Commercial

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Acuity Scheduling	Booking/CRM	$29	2	Booker (rejected: $49/month)
Square Register	POS/payments	$0	2	Clover (rejected: $29/month)
Mailchimp	Email marketing	$25	1	Klaviyo (rejected: $45/month)
WordPress	Website	$15	1	Squarespace (rejected: $40/month)
QuickBooks Online	Accounting	$30	1	Xero (rejected: $25/month)

SECTION 8: MANAGEMENT TEAM

Organizational structure: Founder (100% equity) as Lead Technician ($65,000 salary), part-time receptionist ($31,200 annualized). Compensation philosophy: Base salary at 60th percentile for Austin estheticians (BLS 2023) with 20% bonus for hitting 65% retention. No advisory board; consultant from Dermatology Associates of Austin ($150/hour) for medical protocols.

Founder Elena Ramirez draws $5,417/month salary starting Month 7 (after break-even). Receptionist hired Month 2 at $15/hour (20 hrs/week = $1,200/month).

Month	Role	Salary	Priority	Source	Onboarding Time
2	Receptionist	$1,200	High	Craigslist	2 weeks
7	Founder Salary	$5,417	Medium	Owner	N/A
15	Second Technician	$4,167	Low	Beauty schools	4 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: Month 1: 40 clients, $105 avg ticket. Month 6: 140 clients, $108 avg ticket. Month 12: 140 clients, $108 avg ticket (seasonality adjusted to $248,000 annual). Churn: 3.4%/month (65% annual retention). COGS: 18% of revenue ($19/client). Marketing: $2,600/month declining to $1,400 by Month 12. Rent: $2,400 fixed.

Revenue model: 95% services (growth via client acquisition + retention), 5% retail (15% attach rate). Growth drivers: 1) Google/Instagram ads (4.1% conversion), 2) Lash Club membership (38% uptake), 3) Referral program ($20 credit = 22% new clients).

Cost structure: 78% fixed costs ($6,820/month: rent, software, insurance, loan payment), 22% variable ($1,920: supplies, payroll, marketing). Fixed costs scale at 3% annually; variable costs scale with client volume (COGS 18%, marketing 17% of revenue).

Funding: $98,500 startup capital ($40,000 equity, $58,500 SBA loan). Covers $75,910 startup costs + $22,590 operating buffer (2.6 months at $8,740/month). Funds 8 months runway to profitability (Month 10).

Category	Item	Cost	Notes
Legal/Formation	Texas LLC filing	$300	State fee
Licenses/Permits	TDLR license	$500	Cosmeto permit
Equipment	Lash chairs (2)	$6,000	$3,000 each
Equipment	Magnifying lamps (2)	$1,200	$600 each
Equipment	Autoclave	$4,200	Midmark M11
Technology	Square hardware	$299	Register + terminal
Initial Inventory	Nouveau kits (100)	$800	$8 each

Initial Inventory	Elevate tint (50)	$450	$9 each
Marketing Launch	Website development	$2,500	Local develope
Marketing Launch	Branding	$1,500	Logo, photos
Marketing Launch	Launch ads	$2,000	Google/I
Working Capital	3 months operating	$26,220	$8,740 x 3
Insurance	Liability (annual)	$1,140	$95 x 12
Professional Fees	Accounting setup	$1,200	QuickBo config
Contingency	10% buffer	$7,590	On total costs
Total		$98,500	

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	$2,400	$28,800	Incl. utilities/C
Payroll	Variable	$1,200	$14,400	Receptio only (Year 1)

Benefits	Fixed	$0	$0	No full-time staff Year 1
Insurance	Fixed	$95	$1,140	General liability
Software	Fixed	$109	$1,308	Acuity, Mailchim QuickBoo
Utilities	Fixed	$250	$3,000	Electricity internet
Marketing	Variable	$2,600	$31,200	Google, Instagran SEO
Supplies	Variable	$800	$9,600	Kits, disinfecta retail
Loan Payment	Fixed	$1,020	$12,240	SBA 7(a) 7.5% 7-yr
Professional Services	Fixed	$100	$1,200	Accountin
Travel	Fixed	$0	$0	No travel required
Miscellaneous	Variable	$300	$3,600	Repairs, admin
Fixed Total		$3,974	$47,688	
Variable Total		$4,760	$57,120	
Combined Total		$8,734	$104,808	Rounds to $8,740/m

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	$4,200	$5,040	$6,300	$8,820	$11,340	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120	$126,480

COGS	$756	$907	$1,134	$1,588	$2,041	$2,722	$2,722	$2,722	$2,722	$2,722	$2,722	$2,722	$22,762
Gross Profit	$3,444	$4,133	$5,166	$7,232	$9,299	$12,398	$12,398	$12,398	$12,398	$12,398	$12,398	$12,398	$103,718
Marketing	$2,600	$2,600	$2,600	$2,200	$2,200	$2,200	$1,800	$1,800	$1,800	$1,400	$1,400	$1,400	$24,600
Salaries	$0	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$13,200
Rent	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$2,400	$28,800
Software	$109	$109	$109	$109	$109	$109	$109	$109	$109	$109	$109	$109	$1,308
Insurance	$95	$95	$95	$95	$95	$95	$95	$95	$95	$95	$95	$95	$1,140
Other OpEx	$1,330	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$1,130	$13,560
Total OpEx	$6,534	$7,534	$7,534	$7,134	$7,134	$7,134	$6,734	$6,734	$6,734	$6,334	$6,334	$6,334	$82,608
EBITDA	-$3,090	-$3,401	-$2,368	$100	$2,165	$5,264	$5,664	$5,664	$5,664	$6,064	$6,064	$6,064	$21,110
Depreciation	$666	$666	$666	$666	$666	$666	$666	$666	$666	$666	$666	$666	$7,992
EBIT	-$3,756	-$4,067	-$3,034	-$566	$1,499	$4,598	$4,998	$4,998	$4,998	$5,398	$5,398	$5,398	$13,118
Interest	$366	$363	$360	$356	$353	$349	$346	$342	$339	$335	$332	$328	$4,179
Taxes (25%)	$0	$0	$0	$0	$287	$1,062	$1,163	$1,154	$1,150	$1,258	$1,266	$1,268	$7,599
Net Income	-$4,122	-$4,430	-$3,394	-$922	$850	$3,187	$3,489	$3,492	$3,499	$3,795	$3,800	$3,804	$1,340

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$75,910	$71,788	$67,358	$63,964	$63,042	$63,892	$67,079	$70,568	$74,060	$77,559	$81,354	$85,154
Cash In (Revenue)	$4,200	$5,040	$6,300	$8,820	$11,340	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120
Cash In (Funding)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$4,200	$5,040	$6,300	$8,820	$11,340	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120	$15,120
Cash Out (COGS)	$756	$907	$1,134	$1,588	$2,041	$2,722	$2,722	$2,722	$2,722	$2,722	$2,722	$2,722
Cash Out (OpEx)	$6,534	$7,534	$7,534	$7,134	$7,134	$7,134	$6,734	$6,734	$6,734	$6,334	$6,334	$6,334
Cash Out (CapEx)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0

Cash Out (Debt)	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020	$1,020
Total Cash Out	$8,310	$9,461	$9,688	$9,742	$10,195	$10,876	$10,476	$10,476	$10,476	$10,076	$10,076	$10,076
Net Cash Flow	-$4,110	-$4,421	-$3,388	-$922	$1,145	$4,244	$4,644	$4,644	$4,644	$5,044	$5,044	$5,044
Ending Cash	$71,788	$67,358	$63,964	$63,042	$63,892	$67,079	$70,568	$74,060	$77,559	$81,354	$85,154	$88,958

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$248,000	$72,000	$75,600	$79,200	$82,800	$86,400	$90,000	$93,600	$97,200	$367,200
COGS	$44,640	$12,960	$13,608	$14,256	$14,904	$15,552	$16,200	$16,848	$17,496	$66,096
Gross Profit	$203,360	$59,040	$61,992	$64,944	$67,896	$70,848	$73,800	$76,752	$79,704	$301,104
OpEx	$183,360	$48,000	$49,200	$50,400	$51,600	$52,800	$54,000	$55,200	$56,400	$218,400
EBITDA	$20,000	$11,040	$12,792	$14,544	$16,296	$18,048	$19,800	$21,552	$23,304	$82,704
Net Income	$1,340	$6,000	$7,300	$8,600	$9,900	$11,200	$12,500	$13,800	$15,100	$52,600
Ending Cash	$88,958	$100,958	$113,258	$125,858	$138,758	$151,958	$165,458	$179,258	$193,358	N/A

Metric	Value	Calculation
Monthly Fixed Costs	$6,820	Rent $2,400 + Software $109 + Insurance $95 + Loan $1,020 + Utilities $250 + Professional $100 + 50% Misc $150
Variable Cost per Service	$19	COGS breakdown
Price per Service	$108	Average ticket
Contribution Margin per Unit	$89	$108 - $19
Contribution Margin %	82%	$89 / $108
Break-Even Units per Month	77	$6,820 / $89

Break-Even Revenue per Month	$8,316	77 x $108
Expected Break-Even Month	7	Per cash flow projection
Safety Margin	45%	(140 - 77) / 140

Metric	**Y1**	**Y2**	**Y3**	**Industry Benchmark**
Gross Margin %	82%	82%	82%	65% (salons)
Operating Margin %	0.5%	15.7%	22.6%	8% (salons)
Net Profit Margin %	0.5%	12.5%	14.3%	5% (salons)
Current Ratio	1.8	2.1	2.4	1.5
Quick Ratio	1.5	1.8	2.1	1.0
CAC Payback	0.7 months	0.6 months	0.5 months	6 months
LTV:CAC	11.1x	12.5x	14.0x	3x
Monthly Burn Rate	$3,900	$0	$0	N/A
Runway (months)	19.5	Unlimited	Unlimited	N/A

SECTION 10: RISK ANALYSIS

Top risks: 1) New competitors (60% probability Year 2, $50,000 revenue impact) due to low entry barriers. 2) Economic downturn (35% probability, 18% revenue drop based on 2020 data). 3) TDLR regulation changes (30% probability, $15,000 compliance cost). 4) Supply chain disruption (25% probability, 2-week service delay).

Mitigation: 1) Build brand loyalty via Lash Club (65% retention target) and exclusive Nouveau Lashes partnership. 2) Introduce $75 "Essentials" package (lift only) during downturns. 3) Subscribe to TDLR updates and budget $5,000/year for compliance training. 4) Maintain 3-month inventory buffer ($2,310) for key products.

Risk	Probability (1-5)	Impact (1-5)	Risk Score	Mitigation Strategy	Contingency Plan	Owner
New competitors	4	4	16	65% retention via Lash Club; 20% retail attach	Price match guarantee; loyalty bonus	Founder
Economic downturn	3	4	12	Essentials package ($75 lift only)	Reduce marketing spend by 30%	Founder
TDLR regulation change	3	3	9	$5,000/year compliance budget	Consultant retainer ($150/hr)	Founder
Supply chain disruption	2	4	8	3-month inventory buffer ($2,310)	Dual sourcing (LashBase US)	Founder
Staff turnover	2	3	6	Owner-led operations Year 1	Cross-train receptionist	Founder
Reputation damage	3	5	15	100% satisfaction guarantee	PR crisis plan; $5k reserve	Founder
Payment fraud	1	2	2	Square fraud monitoring	Chargeback reserve fund	Founder
Rent increase	3	3	9	6-month notice clause in lease	Relocate to backup location	Founder

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Lease signing (Apr 10) -> Buildout (45 days) -> TDLR inspection (May 15) -> Staff training (Jul 15) -> Grand opening (Aug 1). Dependencies: TDLR license requires completed buildout; staff training requires operational space. Key priority: Achieve 99 clients/month by Month 7 to hit break-even.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
Apr	Lease execution	Executed lease agreement	$7,200 security deposit	Space secured by Apr 10	Founder
May	TDLR licensing	Approved license #	$500 fee; inspection	License by May 15	Founder
Jun	Buildout completion	Finished studio	$28,000; contractors	Ready by Jun 30	Founder
Jul	Staff training	Certified receptionist	$1,200 salary; SOPs	20 bookings/week capacity	Founder
Aug	Grand opening	50+ launch clients	$6,000 marketing	$4,200 revenue Month 1	Founder
Sep	Process optimization	Refined booking flow	Acuity setup	92% prepayment rate	Founder
Oct	CAC reduction	Marketing funnel report	$2,600 spend	CAC below $60	Founder
Nov	Lash Club launch	50+ subscribers	Email templates	38% uptake rate	Founder
Dec	Year-end review	Financial reconciliation	Accountant ($150/hr)	$248,000 revenue	Founder
Jan	Retention push	Loyalty program report	$500 referral budget	65% retention rate	Founder
Feb	Break-even achievement	Cash flow positive	99 clients	Ending cash > $65,000	Founder
Mar	Year 2 planning	Expansion proposal	Market research	San Antonio site identified	Founder

SECTION 12: APPENDIX

Supporting documents available: TDLR license application, signed lease agreement, supplier contracts, 36-month financial model with sensitivity analysis. All assumptions documented with sources: Grand View Research (market size), IBISWorld (pricing benchmarks), SalonToday (local market data), BLS (salary data). Full financial model uses conservative growth rates (12% monthly client increase) validated against 2023 Austin beauty startup performance data.