Mobile mechanic Startup: A Real-World Sample Business Plan

MobileMech Solutions LLC (Texas LLC, founded Q1 2024) provides certified mobile auto repair services to Austin residents at $99-$299/job, targeting $821,520 Year 1 revenue. James Carter (ex-YourMechanic ops lead, scaled to $18M revenue) and team address 450,000-vehicle market where 68% of owners prefer mobile service (J.D. Power 2023).

SECTION 1: EXECUTIVE SUMMARY

68% of Austin vehicle owners delay maintenance due to time constraints (AAA 2023), costing US consumers $4.2B annually in preventable repairs (IBISWorld). MobileMech Solutions eliminates shop visits via ASE-certified technicians providing oil changes ($99), brake repairs ($169-$189), and diagnostics ($89) at customer locations. Our proprietary dispatch algorithm achieves 2.1-hour average arrival vs. industry 4.7 hours, with 58% gross margins from $163 average job value.

We charge flat rates 15-20% below dealerships (e.g., $99 oil change vs. Austin Toyota's $121 average) with 95% payment capture at service via Stripe. Year 1 revenue: $821,520 (420 jobs/month). COGS at 42% includes $78.26/job (parts at 25% discount from O'Reilly, labor at $42.50/hour). Break-even at 361 jobs/month by Month 18. Net margin grows from -8.1% Year 1 to 14.1% Year 3.

Seeking $450,000: $150,000 founder equity (33.3%), $300,000 SBA 7(a) loan at 7.5% (120-month term, $3,584 payment). Funds deploy as: 11.6% vans ($52,000), 15.1% tools ($68,000), 18.9% tech ($85,000), 14.4% marketing ($65,000), 33.3% payroll ($150,000), 4.4% insurance ($20,000), 2.2% legal ($10,000), 13.3% working capital ($60,000). Funds enable 8-technician launch, 18-month runway, and $2.1M Year 3 revenue.

SECTION 2: COMPANY OVERVIEW

Formed as Texas LLC for liability protection and pass-through taxation. Austin headquarters (5200 N Lamar Blvd) selected due to 450,000-vehicle market with $65k+ median income (Census 2023). Ownership: James Carter 45% (ex-YourMechanic operations lead, scaled to $18M revenue), Alicia Nguyen 30% (ex-Amazon last-mile optimization, reduced delivery costs 22%), Marcus Thompson 25% (ex-RepairPal mobile platform architect).

Date	Milestone	Status	Next Steps
Q1 2024	TDLR licensing, O'Reilly supply agreement	Complete	Secure SBA loan
Q2 2024	Hire 8 ASE-certified technicians	In progress	Complete van outfitting
June 2024	Launch app (v1.0)	Pending	Achieve 100 jobs/month by Aug
Q3 2024	Break-even at 361 jobs/month	Forecast	Expand to Williamson County
Q4 2024	Launch fleet program (5+ vehicles)	Forecast	Negotiate Uber/Lyft partnership
Q2 2025	Enter Houston market	Forecast	Hire 4 Houston technicians

SECTION 3: MARKET ANALYSIS

TAM: $110B (US auto repair, IBISWorld 2023). SAM: $1.8B (Texas mobile-accessible services). SOM: $12.6M (Austin metro). SOM calculation: 450,000 vehicles x 35% mobile adoption by 2026 (J.D. Power) x $320 avg spend (AAA) = $50.4M; conservative 25% capture of addressable market = $12.6M. Year 1 target: 3.5% of SAM = $630,000 service revenue + $191,520 upsells/fleet = $821,520.

Target customer: 28-55yo professionals with $65k+ household income, 98% vehicle ownership. 72% decide via app experience (Google Local). Budget: $300-$500/year on maintenance. 42% delay service due to time (AAA). 68% prefer mobile if available (J.D. Power).

Market trends: 17% CAGR mobile mechanic growth (2019-2023, Statista), 42% of consumers cite time as top barrier (AAA), 70% use digital booking (McKinsey), 25% higher retention for subscription models (Bain).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Oil Changes	$3.2M	8%	5.1%	Lowest CAC channel; 12% conversion from ads
Brake Repairs	$4.1M	12%	4.3%	28% higher ticket; 35% upsell rate from diagnostics
Battery Services	$2.3M	15%	3.8%	Peak Q4 demand; 62% repeat rate
Fleet Contracts	$3.0M	22%	2.1%	Requires 5+ vehicles; 20% discount locks retention

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	$110B	N/A	N/A	IBISWorld 2023
Texas Mobile	N/A	$1.8B	N/A	45% of $4B TX auto repair x 40% mobile-eligible
Austin Metro	N/A	N/A	$12.6M	450k vehicles x 35% adoption x $320 spend x 25% capture

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: YourMechanic (Austin revenue ~$1.2M, gig model with 45% technician turnover), RepairSmith (TX revenue ~$400k, remote diagnostics focus), local independents (avg. 3 technicians, no app). Indirect: Dealerships ($121 avg oil change), Jiffy Lube ($49 oil change but 2.5-hour wait). YourMechanic's CAC is $112 (TechCrunch 2023) due to gig-worker churn.

Competitive advantages: 1) 2.1-hour dispatch (vs. 4.7 industry avg) via route optimization algorithm cutting drive time 38%; 2) 92% technician retention (vs. 55% industry) via $24.50/hour + benefits; 3) 12-month warranty (vs. 90-day gig platforms); 4) $62.10 CAC (vs. $112) via targeted digital + referral program.

Fixed wages + benefitsOn-site ASE-certified techsReal-time GPS updatesNo shop visit required25% parts discount via O'Reilly

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
YourMechanic	$1.2M (Austin)	Variable + fees	National brand	45% tech turnover	
RepairSmith	$400k (TX)	Remote diagnostics	AI diagnostics	Limited mobile presence	
Austin Mobile Mech	$180k	Hourly billing	Local reputation	No app tracking	
Jiffy Lube	$2.1M (Austin)	$49 oil change	Brand recognition	2.5-hour waits	
Austin Toyota	$4.7M (service)	$121 oil change	Dealer trust	18% markup on parts	

Strengths	Weaknesses	Opportunities	Threats
Proprietary dispatch (38% drive time reduction)	Limited brand awareness (12% recognition)	Houston/Dallas expansion (Q4 2025)	YourMechanic price war (20% discount)
92% tech retention (vs 55% avg)	No physical shop for complex repairs	Uber/Lyft fleet contracts (5k vehicles)	Texas regulatory changes (TDLR)
$62.10 CAC (vs $112 avg)	Dependent on O'Reilly supply chain	Subscription model (20% revenue by Y3)	Fuel costs >$4.50/gallon

12-month warranty (vs 90-day)	App development risk	Partnership with real estate agents	Technician shortage (15% vacancy rate)

SECTION 5: PRODUCTS & SERVICES

We provide on-site repairs using Snap-on tools and Autel MaxiCOM scanners. Customers book via app (2-hour windows), receive technician GPS tracking, digital inspection report with photos, and e-signature approval. All jobs include 12-month/12k-mile warranty with digital service log. 95% payment capture via Stripe at service completion.

Pricing set 15-20% below dealerships based on Austin dealership audit (Toyota, Ford, Honda). Oil change at $99 vs. $121 average (BBB data). $163 average job delivers 58% gross margin: $78.26 COGS (parts $52.17 at 25% O'Reilly discount, labor $26.09 at $42.50/hour for 0.61 hours/job).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Oil Change	$99	Synthetic, up to 6 quarts	All vehicle owners	32%	61%
Brake Service	$169-$189	Pad replacement + inspection	75k+ mile vehicles	28%	55%
Battery	$199-$299	CCA-tiered, core charge	Winter season	15%	52%
Annual Plan	$299	2 oil, 2 rotations, 10% off repairs	High-retention customers	12%	48%
Fleet Contract	$350/mo	5 vehicles, 20% discount	Rideshare drivers	13%	42%

Metric	Value	Calculation/Notes
Price per job	$163	Weighted avg of 6 core services
COGS per job	$68.46	Parts $45.62 (25% O'Reilly discount) + Labor $22.84 (0.54 hrs x $42.50)
Gross Profit per job	$94.54	$163 - $68.46
Gross Margin %	58%	$94.54 / $163
CAC	$62.10	($36k Google/Meta + $18k SEO + $11k PR) / 1,048 Year 1 customers

LTV	$489	($163 x 1.8 jobs/year x 1.6 years) x 58% margin
LTV:CAC	7.9x	$489 / $62.10
Payback Period	7.8 months	CAC / ($94.54 gross profit x 1.8 jobs/year / 12)

SECTION 6: MARKETING & SALES

Primary channel: Google Local Service Ads ($3,500/month) targeting "mobile mechanic Austin" (1,200 searches/month). CPC $8.50, 12% conversion = 49 customers/month at $71.43 CAC. Secondary: Facebook/Instagram ($2,000/month) targeting 30-55yo vehicle owners, $28.57 CAC. Partnerships: Real estate agents (500 free oil changes at $50/job cost), generating 150 referrals/month.

Sales cycle: 48-hour lead time (vs. industry 72 hours). Website visit to booking conversion: 12%. 68% of customers book within 24 hours of inquiry. Average service completion time: 1.2 hours/job. Post-service, 30% enroll in annual plan ($299).

Retention: 90-day automated SMS reminders (32% rebooking rate). Loyalty program: $10 credit per $100 spent (18% redemption). Target churn: 4.2% monthly (vs. industry 7%). Expansion revenue: 22% from upsells (e.g., oil change to brake inspection).

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google LSA	$3,500	$71.43	412	12%	49	1.32x
Facebook Ads	$1,500	$28.57	525	8%	42	3.31x
Referral Program	$1,000	$33.33	30	100%	30	4.89x
Real Estate Partners	$2,500	$50.00	50	100%	50	2.89x
SEO/Content	$1,500	$42.86	35	10%	3.5	2.20x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	1500	1000	1000	0	500	4000	185	15
2	2000	1200	1200	0	800	5200	258	24
3	2500	1500	1500	0	1000	6500	342	35
4	3000	1800	1800	500	1200	8300	435	48
5	3200	2000	2000	500	1500	9200	482	55
6	3300	2000	2000	500	1700	9500	501	58
7	3400	2000	2000	500	1800	9700	515	60
8	3450	2000	2000	500	1850	9800	521	61
9	3500	2000	2000	500	1900	9900	526	62
10	3500	2000	2000	500	2000	10000	528	63
11	3500	2000	2000	500	2000	10000	528	63
12	3500	2000	2000	500	2000	10000	528	63

SECTION 7: OPERATIONS

Daily workflow: Customer books via app > Dispatch assigns nearest technician (max 15-mile radius) > Tech arrives in branded Ford Transit van with Snap-on tools > Digital inspection report > Customer e-signs approval > Payment via Stripe > Post-service email with warranty details. Capacity: 8 technicians handle 5 jobs/day (40 jobs/day), 160 working days/year = 6,400 jobs capacity. Year 1 target: 5,040 jobs (78.8% utilization).

Key vendors: O'Reilly Auto Parts (wholesale parts at 25% discount, $0.50/order fee), Ford Commercial (8 vans at $650/month, 36-month lease), ADT ($45/van/month GPS tracking). Technology: AWS ($299/month), HubSpot CRM ($1,200/month), Stripe (2.9% + $0.30/transaction).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
O'Reilly Auto Parts	Parts supply	$0.50/order	Month-to-month	AutoZone (20% discount)
Ford Commercial	Van leases	$5,200	36 months	Chevrolet Express (6% higher cost)
ADT	GPS tracking	$360	24 months	Verizon Connect ($420/month)
Stripe	Payment processing	2.9% + $0.30	Month-to-month	Square (2.6% + $0.10)
HubSpot	CRM	$1,200	12 months	Salesforce ($1,800/month)

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
AWS EC2	App hosting	$299	15	Azure ($320)
Custom Dispatch	Route optimization	$0	10	Routific ($499/month)
QuickBooks Online	Accounting	$40	3	Xero ($30/month)
Autel MaxiCOM	Diagnostics	$83	8	Launch X431 ($120/month)
Snap-on Tools	Service equipment	$1,100	8	Matco ($1,050/month)

SECTION 8: MANAGEMENT TEAM

15 FTEs in Year 1: 8 technicians ($24.50/hour + benefits), 2 dispatchers ($18.50/hour), 3 support staff ($22/hour), 2 founders (no salary Year 1). Compensation: Technicians at 95th percentile Austin wages ($51k/year) to reduce turnover. 20% performance bonus for retention.

Advisory board: Sarah Chen (ex-CEO RepairPal, 2% equity), David Miller (TDLR compliance expert, $150/hour). Board meets quarterly to review KPIs: CAC, churn, technician retention.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Lead Technician	$51,000	High	ASE job board	2 weeks
1	Dispatcher	$38,520	High	Indeed	1 week
2	7 Technicians	$357,000	High	Local trade schools	3 weeks
3	Support Staff	$66,000	Medium	LinkedIn	2 weeks
6	Marketing Specialist	$48,000	Low	Internal promotion	1 week

SECTION 9: FINANCIAL PLAN

Key assumptions: 15 new customers/month Month 1-3, growing to 63/month by Month 12. $163 average revenue per job (ARJ). 4.2% monthly churn. COGS 42% (Year 1), 40% (Year 2), 38% (Year 3). CAC $62.10. LTV $489. Break-even at 361 jobs/month (Month 18).

Revenue from 6 core services. Growth drivers: 1) Geographic expansion (Houston Q4 2025), 2) Fleet contracts (15% of Year 2 revenue), 3) Annual plan upsell (30% adoption rate). ARJ increases 3.1% Year 2 from upsells.

Cost structure: 68% fixed costs (salaries, rent, loan), 32% variable (parts, payment processing). Fixed costs scale linearly with technician count ($68,000/tech). Variable costs tied to jobs (parts 25% of revenue, labor 17%). Year 1 operating margin: -5.0%, improving to 14.1% Year 3.

Funding: $450,000 covers 18 months runway. Milestones: Month 6 (100 jobs/month), Month 12 (break-even path), Month 18 (profitability). Enables 8-technician launch, Houston entry, and 20% market share capture by Year 3.

Ca	Item	Cost	Notes
Legal/Formation	Texas LLC filing	300	State fee
Licenses/Permits	TDLR license	1,200	Biennial fee
Equipment	8 Ford Transit vans	52,000	First year lease @ $650/mo
Equipment	Snap-on tools	56,000	8 sets @ $7,000
Equipment	Diagnostic scanners	12,000	8 Autel MaxiCOM @ $1,500
Technology	App development	85,000	One-time cost

Marketing	Launch campaign	65,000	Year 1 budget
Working Capital	3 months OpEx	60,000	Months 10-12 runway
Insurance	Liability/garage-keeper	20,000	$2M coverage
Professional Fees	Legal/accounting	10,000	Startup setup
Facility	Warehouse deposit	4,400	2 months @ $2,200/m
Salaries	Year 1 payroll	150,000	15 FTEs (founders no salary)
Software	CRM/setup	1,500	HubSpot QuickBo
Training	Technician onboarding	8,000	$1,000/te
Contingency	10% buffer	45,000	Unplanned expenses
	TOTAL	**450,000**	

Category	Ty	Monthly Cost	Annual Cost	Notes
Rent	Fixed	2,200	26,400	1,200 sq ft warehous

Salaries		Fixed 12,500	150,000		15 FTEs excluding founders
Benefits		Fixed 2,500	30,000		20% of payroll
Insurance		Fixed 1,667	20,000		Liability/g
Software		Fixed 1,722	20,664		HubSpot, AWS, QuickBoo
Loan Payment		Fixed 3,584	43,008		SBA 7(a) at 7.5%
Marketing		Variable 5,417	65,000		Scaling with customer
Parts		Variable 28,575	342,900		35% of revenue
Labor		Variable 17,025	204,300		21% of revenue
Payment Processing		Variable 2,375	28,500		2.9% + $0.30 on $821,520
Van Leases		Fixed 5,200	62,400		8 vans @ $650/mo
Van Maintenance		Variable 1,200	14,400		$0.12/mil @ 1,500 miles/van
Fixed Total		**27,273**	**327,276**		
Variable Total		**49,175**	**589,200**		

COMBINED		**76,448**	**916,476**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	19,560	29,340	39,120	48,900	58,680	68,460	71,883	75,306	78,729	82,152	82,152	82,152	821,520
COGS	8,802	13,203	17,604	22,005	26,406	30,807	32,347	33,888	35,429	36,970	36,970	36,970	345,000
Gross Profit	10,758	16,137	21,516	26,895	32,274	37,653	39,536	41,418	43,300	45,182	45,182	45,182	476,520
Marketing	4,000	5,200	6,500	8,300	9,200	9,500	9,700	9,800	9,900	10,000	10,000	10,000	104,300
Salaries	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	150,000
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	1,722	1,722	1,722	1,722	1,722	1,722	1,722	1,722	1,722	1,722	1,722	1,722	20,664
Insurance	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000
Loan Payment	3,584	3,584	3,584	3,584	3,584	3,584	3,584	3,584	3,584	3,584	3,584	3,584	43,008
Other OpEx	1,600	2,080	2,600	3,340	3,680	3,800	3,880	3,920	3,960	4,000	4,000	4,000	41,700
Total OpEx	27,273	28,953	30,773	33,013	34,553	35,073	35,253	35,393	35,533	35,673	35,673	35,673	416,072
EBITDA	-16,515	-12,816	-9,257	-6,118	-2,279	2,580	4,283	6,025	7,767	9,509	9,509	9,509	60,448
Depreciation	1,417	1,417	1,417	1,417	1,417	1,417	1,417	1,417	1,417	1,417	1,417	1,417	17,000
EBIT	-17,932	-14,233	-10,674	-7,535	-3,696	1,163	2,866	4,608	6,350	8,092	8,092	8,092	43,448
Interest	1,875	1,856	1,837	1,817	1,797	1,777	1,757	1,737	1,716	1,696	1,675	1,654	21,125
Taxes	0	0	0	0	0	0	277	718	1,160	1,603	1,603	1,603	6,864
Net Income	-19,807	-16,089	-12,511	-9,352	-5,493	-594	832	2,153	3,474	4,793	4,793	4,793	15,459

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	450,000	420,193	404,104	391,593	382,241	376,748	376,154	376,986	379,139	382,613	387,406	392,199
Cash In	17,560	26,340	35,120	43,900	52,680	61,460	64,683	67,806	70,929	74,052	74,052	74,052
Funding	450,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	467,560	26,340	35,120	43,900	52,680	61,460	64,683	67,806	70,929	74,052	74,052	74,052

Cash Out	47,367	30,349	32,631	35,018	37,187	36,067	35,531	35,653	35,775	35,897	35,957	36,017
Total Cash Out	47,367	30,349	32,631	35,018	37,187	36,067	35,531	35,653	35,775	35,897	35,957	36,017
Net Cash Flow	-19,807	-4,009	2,489	8,882	15,493	25,393	29,152	32,153	35,154	38,155	38,095	38,035
Ending Cash	420,193	404,104	391,593	382,241	376,748	376,154	376,986	379,139	382,613	387,406	392,199	396,992

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	821,520	378,000	415,800	453,600	567,000	630,000	693,000	756,000	819,000	2,116,800
COGS	345,000	158,760	174,636	190,512	238,140	264,600	291,060	317,520	343,980	907,200
Gross Profit	476,520	219,240	241,164	263,088	328,860	365,400	401,940	438,480	475,020	1,209,600
OpEx	416,072	288,750	297,000	305,250	321,750	338,250	354,750	371,250	387,750	1,800,000
EBITDA	60,448	-69,510	-55,836	-42,162	7,110	27,150	47,190	67,230	87,270	409,600
Net Income	15,459	-54,510	-43,836	-33,162	5,610	21,150	36,190	51,230	66,270	297,700
Ending Cash	396,992	342,482	298,646	265,484	272,594	293,744	330,934	382,164	448,434	448,434

Metric	Value	Calculation
Monthly Fixed Costs	27,273	Salaries, rent, loan, etc.
Variable Cost per Job	68.46	Parts + labor + payment processing
Price per Job	163.00	Weighted average
Contribution Margin per Job	94.54	163.00 - 68.46
Contribution Margin %	58%	94.54 / 163.00
Break-Even Units per Month	289	27,273 / 94.54
Break-Even Revenue per Month	47,087	289 x 163.00

Expected Break-Even Month	Month 6	68,460 revenue > 47,087
Safety Margin	32.3%	(420 - 289) / 420

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	58%	58%	57%	50-60%
Operating Margin %	-5.0%	0.2%	14.1%	N/A
Net Profit Margin %	1.9%	-1.5%	14.1%	5-10%
Current Ratio	1.8	1.5	2.1	1.5
Quick Ratio	1.2	0.9	1.7	1.0
CAC Payback Period	7.8	6.2	5.1	6-18 months
LTV:CAC Ratio	7.9x	9.2x	11.3x	3x
Monthly Burn Rate	31,989	0	0	N/A
Runway (months)	14.1	N/A	N/A	12-18

SECTION 10: RISK ANALYSIS

Top risks: 1) Technician turnover (probability 4/5, impact $42,000/job replacement cost), 2) Parts supply chain disruption (probability 3/5, impact 15% job delays), 3) SBA loan denial (probability 2/5, impact launch delay), 4) Price war with YourMechanic (probability 3/5, impact 8% margin erosion). Probability scale: 1=low, 5=high. Impact scale: 1=minor, 5=catastrophic.

Mitigation: Technician turnover addressed via $24.50/hour wage (12% above market) + $5,000 signing bonus. Parts disruption mitigated by dual-sourcing (O'Reilly + AutoZone) and 10% safety stock. Loan denial contingency: $150k founder capital increase. Price war countered by highlighting 12-month warranty (vs. 90-day gig model).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Technician turnover >20%	4	4	16	$24.50/hr wage + benefits	Activate gig-worker backup pool	COO
Parts supply chain disruption	3	3	9	Dual sourcing + 10% safety stock	Negotiate emergency credit with AutoZone	CEO
SBA loan denial	2	5	10	Pre-approval from 3 lenders	Founder capital increase to $300k	CEO
YourMechanic price war	3	3	9	Emphasize 12-month warranty	Reduce CAC via referral program	CMO
Texas regulatory changes	2	4	8	Monthly TDLR compliance audits	Reallocate to non-regulated services	COO
Fuel costs >$4.50/gallon	3	2	6	Fuel surcharge option	Negotiate fixed fuel rate with supplier	CEO
App development failure	2	5	10	Agile sprints + $20k buffer	Licence Routific API ($499/month)	CTO
Low customer acquisition	3	4	12	Free oil changes for first 500 customers	Double referral program spend	CMO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: SBA loan approval (Month 1), technician hiring (Month 2), app launch (Month 3). Dependencies: Loan funding required before van leases; technician certification required before service launch. Key Year 1 priority: Achieve 361 jobs/month by Month 18 to hit break-even. Failure to hit Month 6 target (100 jobs/month) triggers referral program expansion.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA loan closing	Loan docs signed	$300k capital	Loan funded	CEO
2	Technician hiring	8 ASE-certified hires	$5k signing bonuses	8 techs onboarded	COO
3	App launch	v1.0 in App Store	$85k dev cost	100 app downloads	CTO
4	First 50 jobs	50 completed services	Marketing spend	50 jobs at $163 avg	CMO
5	Real estate partnership	5 agent contracts	Free oil change inventory	150 referrals	CEO
6	100 jobs/month	100 completed services	Staffing capacity	$16,300 revenue	COO
7	Annual plan launch	Subscription program	App update	30 enrollments	CTO
8	Williamson County expansion	Service area map update	Dispatch algorithm tweak	20% revenue increase	COO
9	Uber/Lyft partnership	1 fleet contract	Legal review	5 vehicles under contract	CEO
10	Positive cash flow	Net cash flow >$0	Operational efficiency	$38,155 net cash	CFO
12	Break-even path	361 jobs/month	Marketing optimization	$58,943 revenue	CMO
18	Profitability	Net income >$0	Scale to 500 jobs/month	$10,000 net income	CFO

SECTION 12: APPENDIX

Available supporting documents: TDLR license, O'Reilly supply agreement, SBA loan pre-approval letter, ASE certification records. Financial assumptions documented with AAA, IBISWorld, and BLS 2023 data. Full technician training manual and app source code available for due diligence.