Mobile tire repair Startup: A Real-World Sample Business Plan

TireFix Mobility, LLC (TX LLC, founded March 2024) provides mobile tire repair at $79-99/service to Austin drivers, targeting $480k revenue Year 1. Founder Marcus Rivera reduced Pep Boys Texas Region downtime 22% in 2022 via route optimization. We charge $85 average per service with 62% gross margin, capturing 0.8% of Austin's 1.1M-vehicle market.

SECTION 1: EXECUTIVE SUMMARY

234 million US vehicles experience 1.8 tire incidents annually (FHWA 2023), yet 41% occur at driveways/workplaces where traditional shops average 2.1-hour wait times (AAA 2022). TireFix solves this with 60-minute mobile response using ASE-certified technicians in branded Ford Transits. We charge $85 average per service (10% below Pep Boys' $95 shop rate) with 62% gross margin through NTW wholesale tire sourcing at 32% COGS.

Revenue comes from individual repairs ($79-99), tire replacements ($110-320), and fleet subscriptions ($99/vehicle/month). Year 1 targets 5,647 jobs at $85 average ticket ($480k revenue). Gross profit covers $487,200 annual OpEx by Year 2 Q3 when 9,245 jobs break even. Customer acquisition cost is $97.60 (8.2% of LTV $1,190).

We seek $350,000 seed funding (60% equity, $875k pre-money valuation) for 3 vans ($135k), tech ($50k), and 6-month runway. Funds enable 8,800-service capacity in Austin, achieving $2.1M revenue by Year 3. ROI: $1.2M net income Year 3 on $350k investment (3.4x).

SECTION 2: COMPANY OVERVIEW

TireFix operates as a Texas LLC (formation cost $300) for liability protection and pass-through taxation. Austin location targets 1.1M vehicles with median income $72,000 (28% above US average). Ownership: Rivera 60%, Chen 20%, Wells 15%, angel 5%. No physical storefront; 1,200 sq ft warehouse leased at $1,800/month.

Marcus Rivera (CEO) managed 12 Pep Boys Texas stores (2021-2023), reducing service time 22% via optimized technician routing. Lisa Chen (COO) scaled Mobile Tire Pros Houston to $1.2M revenue in 18 months using RouteGenius software. Jordan Wells (CTO) built Uber Freight's dispatch algorithm handling 12,000 daily shipments.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, $50k angel funding	Complete	Negotiate NTW wholesale agreement
May 2024	App MVP launch (500 test users)	Complete	Integrate Square payments
Jul 2024	3 Ford Transits leased	Complete	ASE certification for 6 technicians
Sep 2024	First revenue (30 jobs/day)	Complete	Optimize Google Ads CAC
Dec 2024	Reach 15 jobs/van/day	Target	Negotiate Uber driver partnership
Mar 2025	Break even on unit economics	Target	Secure State Farm contract
Jun 2025	Expand to San Antonio	Target	Hire COO for new market
Dec 2025	12,500 annual jobs	Target	Launch electric van pilot

SECTION 3: MARKET ANALYSIS

TAM: $33.7B (234M vehicles x $80/service x 1.8 incidents). SAM: $6.05B (42M urban vehicles in markets with >3,000/sq mi density). SOM: $748k Austin Year 1 (1.1M vehicles x 0.8% penetration x $85 ticket). We conservatively target $480k (64% utilization) based on Mobile Tire Pros' Houston launch achieving 0.7% penetration in 10 months.

Primary customers: 25-65yo urban drivers earning $60k+ (68% prefer mobile services per J.D. Power 2023). They pay $75-120 for tire repairs and value sub-60-minute response (72% abandonment rate if >90 minutes per Seldat 2023). Fleet segment: 45,000 Austin ride-share/delivery vehicles requiring 4.2 repairs/year (Uber internal data).

Mobile auto services grow at 14.3% CAGR (IBISWorld 2024). 68% of drivers choose mobile for convenience (J.D. Power). Ride-share drivers generate 3.7x more tire incidents than average (NTI 2023). Insurance partnerships now cover 31% of mobile repairs (up from 19% in 2021).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Individual Consumers	$4.1B	12.1%	0.05%	Lowest CAC ($72), 68% market preference
Ride-Share Fleets	$1.2B	24.3%	0.8%	High frequency (4.2 repairs/year), $99 subscription
Auto Dealerships	$480M	8.7%	1.2%	Co-branded service cards at delivery
Insurance Partners	$220M	31.5%	2.0%	$65/service payout, 95% claim acceptance

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Vehicles	234M	42M	8,800	FHWA 2023; SAM: urban density >3k/sq mi; SOM: 0.8% Austin penetration
Revenue	$33.7B	$6.05B	$748k	$80 avg ticket x 1.8 incidents; SOM: $85 ticket x 8,800 jobs

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Mobile Tire Pros ($1.2M revenue, 3 Texas cities), ZipTire ($2.1M raised, fleet focus), Tire Rescue Now (franchise model). Mobile Tire Pros charges $89/service but averages 92-minute response (Google reviews). ZipTire's fleet contracts yield $82/service but lack real-time tracking. Indirect: Pep Boys ($95 shop rate, 2.1-hour wait), AAA ($75 membership but $110 service call fee).

Differentiator 1: 60-minute guarantee (vs. competitors' 90+ min) achieved through Chen's RouteGenius algorithm reducing deadhead miles 37% (tested in Houston). Differentiator 2: Transparent app pricing ($79 flat repair vs. Pep Boys' hidden $25 TPMS fee). Differentiator 3: Insurance integration (State Farm contract in negotiation for $65/service payout).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Mobile Tire Pros	$1.2M	$89	3-city TX presence	3.2 app rating, no subscriptions	60-min guarantee, fleet subscriptions
ZipTire	$1.8M	$82	Strong fleet contracts	Limited to Denver, no real-time tracking	Real-time GPS, Austin focus
Tire Rescue Now	$900k	$92	Franchise scalability	Manual dispatch, 4.1-hour avg response	Proprietary routing software
Pep Boys	$3.2B	$95	Brand recognition	2.1-hour shop wait, hidden fees	No shop visit required
AAA	$1.1B	$75+110	National coverage	$185 total cost, slow response	$79 all-inclusive pricing

Strengths	Weaknesses	Opportunities	Threats
RouteGenius algorithm (37% faster routing)	Brand new (no customer base)	Ride-share driver growth (24.3% CAGR)	AAA lowering mobile service fees
ASE-certified technicians ($22/hr wage)	High Year 1 CAC ($97.60)	Insurance partnership revenue (31.5% growth)	Tire price inflation (12% YoY)
NTW wholesale terms (30-day net)	Limited to 3 vans Year 1	EV tire demand (18% higher repair cost)	Parking restrictions in Austin

State Farm contract negotiation	No electric vans yet	SBA green fleet grants ($50k/van)	Mobile Tire Pros expansion to Austin

SECTION 5: PRODUCTS & SERVICES

Emergency repair: Puncture patch/seal with TPMS reset using Slime Pro kits ($12.80 COGS). Technician arrives with Goodyear/Michelin tires (purchased at $58 from NTW for $110 retail). Digital inspection report sent via app within 10 minutes of service completion. Fleet program includes monthly vehicle health reports with tire wear analytics.

Pricing set 10% below shop rates ($79 vs Pep Boys' $89) based on 2023 J.D. Power data showing 68% of drivers prioritize speed over price. Fleet subscription at $99/month captures 40% of revenue by Year 3 with 82% retention (Mobile Tire Pros data). COGS maintained at 38% through NTW volume discounts and $32.30 variable cost per job.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Individual Repair	$79-99	60-min response, app tracking	Urban drivers	55%	63%
Tire Replacement	$110-320	Mobile mounting, free disposal	Suburban families	30%	58%
Fleet Subscription	$99/mo	Priority dispatch, health reports	Ride-share fleets	10%	68%
Insurance Partner	$65	Direct billing, claim integration	State Farm/Allstate	5%	72%

Metric	Value	Calculation/Notes
Price per unit	$85	Weighted average of service mix
COGS per unit	$32.30	Tire $58 (50% of jobs) + labor $18.60 + materials $5.70
Gross Profit per unit	$52.70	$85 - $32.30
Gross Margin %	62%	$52.70 / $85
CAC	$97.60	$96k marketing / 984 customers Year 1

LTV	$1,190	($85 x 1.8 jobs/yr x 7.8 yrs) x 62% margin
LTV:CAC	12.2	$1,190 / $97.60
Payback Period	2.2 months	$97.60 CAC / ($52.70 GP x 0.75 monthly utilization)

SECTION 6: MARKETING & SALES

Primary channel: Google Ads targeting "mobile tire repair Austin" ($8,000/month). CPC $2.40 (Austin automotive average), CTR 3.2%, conversion rate 4.1% -> 137 leads/month. Secondary: Uber driver referral program ($10 credit per sign-up; 22% conversion from 5,000 targeted drivers). Tertiary: Auto dealership co-branded cards (15% redemption rate from 200 monthly new vehicles).

Sales cycle: App download (5-minute signup) -> dispatch within 5 minutes -> technician arrival (60-min avg) -> in-app payment (87% completion rate). Close rate: 60% of dispatched leads (vs. industry 45% due to price transparency). Average sales cycle: 22 minutes from request to service start.

Retention: Loyalty program (5th service free; 38% redemption rate), $14.99/month individual subscription (15% uptake), automated tire rotation reminders (6,000-mile interval; 28% click-through). Target churn: 4.2% monthly (vs. industry 7% for service businesses).

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$8,000	$58.00	137	60%	82	14.3x
Uber Referrals	$2,200	$44.00	50	100%	50	22.7x
Dealership Cards	$1,000	$66.67	15	100%	15	9.5x
Social Media	$1,500	$125.00	12	40%	5	4.8x
Total	$12,700	$97.60	214	54%	152	12.2x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$8,000	$0	$500	$0	$500	$9,000	120	72
2	$8,000	$500	$500	$0	$500	$9,500	130	78
3	$8,000	$1,000	$500	$0	$500	$10,000	140	84
4	$8,000	$1,500	$500	$500	$500	$11,000	150	90
5	$8,000	$1,500	$500	$1,000	$500	$11,500	160	96
6	$8,000	$1,500	$500	$1,500	$500	$12,000	170	102
7	$8,000	$1,500	$500	$2,000	$500	$12,500	180	108
8	$8,000	$1,500	$500	$2,500	$500	$13,000	190	114
9	$8,000	$1,500	$500	$3,000	$500	$13,500	200	120
10	$8,000	$1,500	$500	$3,500	$500	$14,000	210	126
11	$8,000	$1,500	$500	$4,000	$500	$14,500	220	132
12	$8,000	$1,500	$500	$4,500	$500	$15,000	230	138

SECTION 7: OPERATIONS

Daily workflow: Customer request via app -> dispatch within 5 minutes using RouteGenius (optimizes for traffic, technician location) -> technician arrives in 60 minutes (avg) with pre-staged inventory -> service completion in 28 minutes (avg) -> digital report -> payment processing. Capacity: 3 vans x 2 technicians x 16 hours/day = 96 service hours/day. At 28 minutes/job, max 206 jobs/day (targeting 60 jobs/day Year 1).

Key vendor: National Tire Warehouse (NTW) provides Goodyear/Michelin tires at $58/unit (45% below retail) with 30-day net terms. Backup: NTW San Antonio warehouse (2-hour drive). Technology stack built for $50k: React Native app ($28k), Node.js dispatch dashboard ($15k), HubSpot CRM ($7k).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
National Tire Warehouse	Tire supply	$12,667	30-day net, 5% discount at $150k/quarter	NTW San Antonio warehouse
Ford Fleet	Van leasing	$3,750	36-month lease, $0.30/mile overage	Chevrolet Express vans
Square	Payment processing	$1,250	2.6% + $0.10/transaction	Stripe
Twilio	SMS routing	$300	$0.0075/message	Nexmo
RouteGenius	Dispatch software	$500	Custom build, $6k/year maintenance	Onfleet SaaS

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
React Native App	Customer booking	$0 (owned)	10,000	Flutter (rejected: 30% slower dev)
RouteGenius	Dispatch optimization	$500	12	Onfleet ($1,200/mo)
HubSpot	CRM, email automation	$800	5	Mailchimp (no dispatch integration)
TradeGecko	Inventory management	$299	3	inFlow ($400/mo)
Garmin Fleet 60	GPS tracking	$45	3	Verizon Connect ($75/mo)

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (Rivera), COO (Chen), CTO (Wells), 6 technicians, 2 dispatchers. Salary philosophy: 10% above market for key roles ($22/hr technicians vs $20 Austin avg). Equity pool: 15% for future hires. No board seats for seed investors.

Advisory board: David Kim (ex-Pep Boys VP, 10 years tire retail), Maria Lopez (SBA lending officer, $50M portfolio). Compensation: $1,500/month + 0.25% equity vesting over 2 years.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Technician (x2)	$3,520	Critical	Indeed, ASE job board	2 weeks
2	Dispatcher (x1)	$3,200	Critical	Internal referral	1 week
4	Technician (x2)	$3,520	High	Trade schools	3 weeks
6	Fleet Manager	$4,800	Medium	LinkedIn	4 weeks
8	Sales Rep (B2B)	$4,000	Medium	Industry referral	2 weeks
10	Technician (x2)	$3,520	Low	Internal promotion	1 week

SECTION 9: FINANCIAL PLAN

Key assumptions: Year 1: 152 customers/month (growing 5% monthly), $85 average revenue per customer, 4.2% monthly churn, 38% COGS. Year 2: 250 customers/month, $87 average ticket. Fixed OpEx: $40,600/month (84% of total OpEx). Variable OpEx: $1.60/job (fuel, credit card fees).

Revenue model: 55% individual repairs ($85 avg), 30% tire replacements ($180 avg), 10% fleet subscriptions ($99/mo), 5% insurance ($65/service). Growth drivers: Google Ads scaling to 230 leads/month by Month 12, Uber partnership adding 50 customers/month at $44 CAC.

Cost structure: Fixed costs 84% of OpEx ($34,104/month: salaries $24k, lease $1.8k, software $600, insurance $1.2k, admin $1.5k, marketing $5k base). Variable costs 16% ($6,496/month: COGS $32.30/job, fuel $0.80/mile, payment fees $2.21/job). Fixed costs decrease to 72% of OpEx by Year 3.

Funding: $350,000 seed covers $310,000 startup costs (89%) and $40,000 working capital (11%). Runway: 10.2 months at $34,104 monthly fixed burn. Milestones: 15 jobs/van/day by Month 6, State Farm contract by Month 9, break even at 256 jobs/month by Month 18.

Category	Item	Cost	Notes
Legal/Formation	TX LLC filing	$300	State fee
Licenses/Permits	Austin mobile service permit	$1,200	Annual fee
Equipment	Tire machines (x3)	$18,000	$6,000/u
Equipment	TPMS tools (x3)	$4,500	$1,500/s
Equipment	Repair kits (x100)	$2,500	$25/unit
Technology	App development	$28,000	React Native

Category	T	M C	Annual Cost	Notes
Technology		Dispatch software	$15,000	RouteGe build
Technology		CRM setup	$7,000	HubSpot integratio
Initial Inventory		Tires (x200)	$11,600	$58/unit from NTW
Initial Inventory		Sealants (x500)	$2,500	$5/unit
Initial Inventory		TPMS sensors (x100)	$3,900	$39/unit
Marketing Launch		Google Ads prepay	$10,000	3-month reserve
Marketing Launch		Vehicle wraps	$6,000	$2,000/v
Working Capital		6-month OpEx reserve	$40,000	$6,667/m
Insurance		General liability ($2M)	$14,400	Annual premium
Professional Fees		Accounting setup	$2,000	Bookkee system
Total			$350,000	

Salaries		Fixed	$24,000	$288,000	6 FTEs @ avg $4k
Benefits		Fixed	$3,600	$43,200	15% of payroll
Rent		Fixed	$1,800	$21,600	1,200 sq ft warehouse
Insurance		Fixed	$1,200	$14,400	General liability + auto
Software		Fixed	$600	$7,200	HubSpot, TradeGecko
Admin		Fixed	$1,500	$18,000	Phone, utilities
Marketing Base		Fixed	$5,000	$60,000	Minimum ad spend
Marketing Variable		Variable	$3,000	$36,000	$19.74/custo
Fuel		Variable	$2,800	$33,600	$3.50/gal, 800 gal/mo
Vehicle Maintenance		Variable	$700	$8,400	$0.10/mile @ 7k miles
Payment Processing		Variable	$1,250	$15,000	2.6% + $0.10 of $48k revenue
COGS		Variable	$15,200	$182,400	38% of $40k revenue

Fixed Total			$34,100 $409,200		
Variable Total			$6,500		$78,000
Combined Total			$40,600 $487,200		

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total	
Revenue	$25,500	$27,200	$28,900	$30,600	$32,300	$34,000	$35,700	$37,400	$39,100	$40,800	$42,500	$44,200	$408,000	
COGS	$9,690	$10,336	$10,982	$11,628	$12,274	$12,920	$13,566	$14,212	$14,858	$15,504	$16,150	$16,796	$155,040	
Gross Profit	$15,810	$16,864	$17,918	$18,972	$20,026	$21,080	$22,134	$23,188	$24,242	$25,296	$26,350	$27,404	$252,960	
Marketing	$9,000	$9,500	$10,000	$11,000	$11,500	$12,000	$12,500	$13,000	$13,500	$14,000	$14,500	$15,000	$144,000	
Salaries	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$24,000	$288,000	
Rent	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800	$21,600	
Software	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$7,200	
Insurance	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$14,400	
Other OpEx	$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	
Total OpEx	$38,100	$38,600	$39,100	$40,100	$40,600	$41,100	$41,600	$42,100	$42,600	$43,100	$43,600	$44,100	$493,200	
EBITDA	($22,290)	($21,736)	($21,182)	($21,128)	($20,574)	($20,020)	($19,466)	($18,912)	($18,358)	($17,804)	($17,250)	($16,696)	($240,240)	
Depreciation	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$35,000	
EBIT	($25,207)	($24,653)	($24,099)	($24,045)	($23,491)	($22,937)	($22,383)	($21,829)	($21,275)	($20,721)	($20,167)	($19,613)	($275,240)	
Interest	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Income	($25,207)	($24,653)	($24,099)	($24,045)	($23,491)	($22,937)	($22,383)	($21,829)	($21,275)	($20,721)	($20,167)	($19,613)	($275,240)	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$350,000	$294,207	$244,900	$196,701	$147,656	$99,165	$51,228	$3,845	($43,000)	($89,275)	($134,996)	($180,163)
Cash In (Revenue)	$21,675	$23,112	$24,565	$26,010	$27,455	$28,900	$30,345	$31,790	$33,235	$34,680	$36,125	$37,570
Cash In (Funding)	$350,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0

Total Cash In	$371,675	$23,112	$24,565	$26,010	$27,455	$28,900	$30,345	$31,790	$33,235	$34,680	$36,125	$37,570
Cash Out (COGS)	$11,490	$12,200	$12,910	$13,620	$14,330	$15,040	$15,750	$16,460	$17,170	$17,880	$18,590	$19,300
Cash Out (OpEx)	$38,100	$38,600	$39,100	$40,100	$40,600	$41,100	$41,600	$42,100	$42,600	$43,100	$43,600	$44,100
Cash Out (CapEx)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Out	$49,590	$50,800	$52,010	$53,720	$54,930	$56,140	$57,350	$58,560	$59,770	$60,980	$62,190	$63,400
Net Cash Flow	$322,085	($27,688)	($27,445)	($27,710)	($27,475)	($27,240)	($27,005)	($26,770)	($26,535)	($26,300)	($26,065)	($25,830)
Ending Cash	$294,207	$244,900	$196,701	$147,656	$99,165	$51,228	$3,845	($43,000)	($89,275)	($134,996)	($180,163)	($225,993)

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4		Y3 Total
Revenue	$480,000	$322,500	$365,250	$412,733	$466,388	$527,020	$595,532	$672,952	$760,435		$2,555,93
COGS	$182,400	$122,550	$138,795	$156,839	$177,227	$200,268	$226,302	$255,722	$288,965		$971,257
Gross Profit	$297,600	$199,950	$226,455	$255,894	$289,161	$326,752	$369,230	$417,230	$471,470		$1,584,68
OpEx	$487,200	$327,600	$306,900	$286,200	$265,500	$244,800	$224,100	$203,400	$182,700		$954,000
EBITDA	($189,600)	($127,650)	($80,445)	($30,306)	$23,661	$81,952	$145,130	$213,830	$288,770		$630,682
Net Income	($189,600)	($127,650)	($80,445)	($30,306)	$17,982	$62,283	$110,298	$162,510	$219,465		$479,556
Ending Cash	($225,993)	($325,643)	($359,088)	($339,394)	($262,055)	($139,772)	$30,856	$225,866	$465,331		

Metric	Value	Calculation
Monthly Fixed Costs	$34,100	Salaries $24k + Benefits $3.6k + Rent $1.8k + Insurance $1.2k + Software $0.6k + Admin $1.5k + Marketing base $5k
Variable Cost per Service	$32.30	COGS $32.30 (tire $58 x 50% jobs + labor $18.60 + materials $5.70)

Price per Service	$85.00	Weighted average of service mix
Contribution Margin per Unit	$52.70	$85.00 - $32.30
Contribution Margin %	62.0%	$52.70 / $85.00
Break-Even Units per Month	647	$34,100 / $52.70
Break-Even Revenue per Month	$55,000	647 units x $85
Expected Break-Even Month	Month 18	Projection shows positive EBITDA Month 15, cash flow positive Month 18
Safety Margin	12.5%	(730 actual jobs - 647 break-even) / 730

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	62.0%	62.0%	62.0%	50-70% (services)
Operating Margin %	(39.5%)	(1.3%)	24.8%	5-15% (mature services)
Net Profit Margin %	(39.5%)	(0.7%)	22.5%	3-10% (services)
Current Ratio	0.8	1.2	2.1	1.5+ (healthy)
Quick Ratio	0.5	0.9	1.7	1.0+ (healthy)
CAC Payback Period	2.2 months	1.8 months	1.5 months	6-18 months
LTV:CAC Ratio	12.2	14.5	16.8	3:1+ (strong)
Monthly Burn Rate	$34,104	$0	$0	N/A
Runway (months)	10.2	18.0	24.0	12+ (safe)

SECTION 10: RISK ANALYSIS

Top risk: Technician turnover (probability 4/5, impact $15,000/job loss). Mobile service industry averages 35% annual turnover (NTD 2023). Second: Tire supply chain disruption (probability 3/5, impact 20% revenue loss). Third: Parking regulation changes in Austin (probability 2/5, impact 15% slower response). Fourth: AAA lowering mobile service fees (probability 3/5, impact 8% revenue loss).

Mitigation: $22/hr wage (10% above market) + $500 referral bonus reduces turnover to 22% (Mobile Tire Pros data). Dual sourcing: NTW primary, NTW San Antonio backup warehouse. Electric-ready vans comply with Austin's 2025 emissions ordinance. LTV:CAC 12.2x allows 5% price reduction without margin erosion.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Technician turnover	4	4	16	$22/hr wage + $500 referral bonus	Cross-train dispatchers for field support	COO
Tire supply disruption	3	4	12	30-day buffer inventory	Switch to NTW San Antonio warehouse	CEO
Parking regulation changes	2	3	6	Use electric-ready vans	Negotiate apartment complex agreements	COO
AAA price competition	3	3	9	LTV:CAC 12.2x allows price flexibility	Focus on fleet contracts (40% revenue)	CEO
Low customer awareness	4	3	12	$8k/mo Google Ads targeting	Double-down on Uber driver referrals	CTO
Cash flow shortfall	3	5	15	30-day net terms with NTW	Secure SBA 7(a) loan ($250k)	CFO
Insurance contract loss	2	4	8	Diversify to 3 insurers	Shift focus to individual customers	CEO
RouteGenius failure	1	5	5	Onfleet SaaS backup ($1,200/mo)	Manual dispatch with Twilio	CTO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Achieve 15 jobs/van/day by Month 6 to hit break-even trajectory. Dependencies: State Farm contract (Month 9) requires 500 service completions; San Antonio expansion (Month 13) requires 85% Austin market penetration. Key risks: Month 3-5 cash dip requires strict CAC control; Month 7 technician hiring must meet ASE certification timelines.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Van deployment	3 leased vans, 2 technicians/van	$135k vehicle budget	100% van utilization	COO
2	Google Ads launch	Ad campaigns, tracking setup	$8k ad budget	CAC < $100	CTO
3	First fleet contract	Uber driver referral program	5,000 driver targets	50 customers at $44 CAC	CEO
4	Break even on unit economics	COGS < 40% of revenue	NTW volume discount	62% gross margin	CFO
5	15 jobs/van/day	Optimized dispatch routes	RouteGenius tuning	60-min response time	COO
6	Positive gross profit	$25k+ monthly gross profit	152 customers	$15,810 gross profit	CFO
7	Technician expansion	4 additional ASE-certified techs	$14k training budget	20% turnover rate	COO
8	State Farm contract	Integration with claims system	500 service completions	$65/service payout	CEO
9	EBITDA positive	Revenue > fixed costs	256 jobs/month	$23,661 EBITDA	CFO
10	Cash flow positive	Ending cash > $0	289 jobs/month	$3,845 ending cash	CFO
11	San Antonio market study	Demand analysis, van count	$5k research budget	0.5% penetration target	CEO
12	Year 1 review	Financial audit, Y2 plan	Accounting firm	$480k revenue achieved	CFO

SECTION 12: APPENDIX

Supporting documents: NTW wholesale agreement (30-day net terms), Ford Fleet lease quotes ($3,750/van/month), ASE certification costs ($225/technician), J.D. Power 2023 mobile service report. All financial assumptions documented in source files with FHWA, AAA, and IBISWorld citations. Full unit economics model available upon request.