Sample Business Plan to Help You Start a Motorcycle Repair Shop Venture

IronHorse Mechanics LLC, Colorado LLC founded March 15, 2024, by Marcus Rivera (15-year ASE-certified technician, ex-Denver Powersports foreman) and Jordan Lee (12-year mobile repair specialist). We provide $95-$135/hour motorcycle repair services to 48,000 Denver metro motorcycle owners, targeting $315,000 Year 1 revenue with 52% gross margin. April 2024.

1. Executive Summary

42% of U.S. motorcycles are over 10 years old (NHTSA 2023), creating $210 million annual repair demand in Colorado. Dealerships charge 15-20% above market rates with 14-day service waits (Motorcycle Industry Council). IronHorse Mechanics solves this with ASE-certified technicians offering transparent digital diagnostics ($120-$350), routine maintenance ($89-$199), and custom builds ($1,500-$8,000) at 10-15% below dealership rates. Our digital workflow reduces customer anxiety: 78% of riders cite "lack of repair transparency" as top pain point (2023 MIC survey).

We generate revenue through B2C repairs (85% of volume) and B2B contracts (15%: $1,200/month per rental scooter, $800/month per delivery fleet bike). Year 1 average ticket: $300 (60% routine maintenance at $150 avg, 25% diagnostics at $250, 15% custom at $1,200). Gross margin 52% (parts markup 30% vs industry 40-50%, labor 65% margin). Fixed costs $9,350/month. Break-even at 60 jobs/month (719/year) achieved Month 14. Year 3 net profit $104,400 (18% margin).

Seeking $65,000 SBA 7(a) loan at 7.5% (10-year term, $765/month payment) to supplement $120,000 owner equity. Funds allocated: $42,000 facility buildout, $38,000 tools/equipment, $25,000 parts inventory, $15,000 marketing, $7,500 legal, $54,000 working capital, $3,500 software. Capital enables 3,200 sq ft Denver facility launch, 1,050 Year 1 customers, and $18,000 ending cash balance. Full investment payback Month 26.

2. Company Overview

Colorado LLC formed March 15, 2024, at 1875 N Brighton Blvd, Denver (3,200 sq ft M-1 zoned industrial space, $2,800/month rent). Chose LLC structure for liability protection and pass-through taxation. Location selected for proximity to I-70 (50,000 daily motorcycle commuters) and 48,000 registered bikes within 10-mile radius (CDOT 2023). Ownership: Rivera 60%, Lee 40%.

Key personnel: Rivera (60% owner) managed $1.2M/year revenue at Denver Powersports, reducing diagnostic errors by 35% via digital workflows. Lee (40% owner) grew mobile repair revenue to $180,000/year with 92% customer retention. Lead Technician Carlos Mendez certified by BMW/Harley-Davidson; reduced warranty callbacks by 28% at previous shop.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, business license	Complete	Negotiate supplier terms
Apr 2024	Facility lease signed	Complete	Install lifts/electrical
May 2024	Shopmonkey software setup	In progress	Train staff on portal
Jun 2024	Grand opening	Pending	Achieve 40 jobs/month
Sep 2024	Break-even volume	Pending	Launch mobile unit
Dec 2024	1,050 Year 1 customers	Pending	Secure 2 B2B contracts
Feb 2025	Break-even point	Pending	Hire second technician
Jun 2026	Year 3: $580,000 revenue	Pending	Explore second location

3. Market Analysis

TAM: $6.8 billion U.S. motorcycle repair market (IBISWorld 2023). SAM: Colorado's $210 million annual spend (187,000 registered bikes x $1,123 avg annual maintenance). SOM: Denver metro's $54 million (48,000 bikes). IronHorse targets 0.6% SOM ($324,000) Year 1, 1.5% ($810,000) Year 3 via 1.5% market penetration rate (industry avg for new repair shops).

Target customers: Riders aged 28-55 (72% male, 28% female), $45,000-$90,000 income. Commuters (28% of customers) spend $180/job quarterly; Enthusiasts (42%) spend $350/job bi-annually; Tourers (20%) spend $500/job annually; Custom Builders (10%) spend $2,500/job every 18 months. 58% prefer independents over dealerships due to pricing (MIC 2023).

Industry trends: 6.4% annual motorcycle registration growth (2020-2023); 34% of riders modify bikes (customization CAGR 8.2%); 52% of shops lack digital diagnostics (2023 MIC survey); independent shops grow 9.1% annually vs dealerships at 3.7%.

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Commuters	$15.1M	5.2%	0.8%	Price-sensitive; target via mobile service
Enthusiasts	$22.7M	8.1%	1.2%	Community events drive loyalty
Tourers	$10.8M	4.7%	0.9%	Winterization packages
Custom Builders	$5.4M	12.3%	2.5%	High-margin builds ($1,500-$8,000)

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	$6.8B	N/A	N/A	IBISWorld 2023
Colorado	N/A	$210M	N/A	187,000 bikes x $1,123 avg spend
Denver Metro	N/A	N/A	$54M	48,000 bikes x $1,123 avg spend
IronHorse Y1	N/A	N/A	$324,000	0.6% of SOM ($54M x 0.006)

4. Competitive Analysis

Direct competitors: Mile High Motorcycles (Harley dealer, $1.4M revenue, 25% market share, $150/hour labor, 14-day wait times); Rocky Mountain Cycle Works (independent, $620k revenue, 12% share, $110/hour, no digital diagnostics); RevTech Garage (custom-focused, $410k revenue, 8% share, $140/hour, 6-week build waits). Indirect: Jiffy Lube (limited expertise, $79 oil changes), DIY riders (22% of market).

Competitive advantages: 1) Digital transparency: Photo/video updates reduce dispute rate by 65% (Shopmonkey case study); 2) Mobile service: $120/hour on-site repairs capture 15% of commuter segment; 3) Parts markup 30% vs industry 40-50% (Rocky Mountain ATV/MC wholesale terms); 4) Technician retention: 15% turnover vs industry 25% (profit-sharing program).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Mile High Motorcycles	$1.4M	$150/hr	OEM parts access	14-day service waits	48-hour turnaround guarantee
Rocky Mountain Cycle Works	$620k	$110/hr	20-year reputation	No mobile service	25-mile radius mobile unit
RevTech Garage	$410k	$140/hr	Artistic builds	$3,500 min custom project	$1,500 entry custom tier
Jiffy Lube	$8.2B	$79 oil change	Brand recognition	Limited bike expertise	ASE-certified specialists
DIY Riders	N/A	$0	Cost savings	Complex job failures	Free diagnostic support

Strengths	Weaknesses	Opportunities	Threats
ASE-certified technicians (10+ yr avg)	Limited brand awareness	Delivery fleet contracts (500+ scooters)	Economic downturn reduces discretionary spend
Digital workflow (Shopmonkey)	No collision repair	Customization boom (8.2% CAGR)	Dealership discount promotions
30% parts markup (vs 40-50% industry)	Single location	Mobile service expansion	Technician shortage (22% vacancy rate)

15% turnover (vs 25% industry)	$65k SBA loan debt	Winterization packages (40% margin)	EV motorcycle adoption (3% market)

5. Products & Services

Core offerings: Routine maintenance (oil/chain/tires, $89-$199, 60% of visits); Diagnostics/electrical ($120-$350, 25%); Engine/transmission ($300-$1,200, 10%); Custom builds ($1,500-$8,000, 5%). Mobile service: $120/hour + parts within 25-mile radius (flat tires, battery jumps). Seasonal packages: Spring Tune-Up ($249, 75% margin), Winterization ($199, 82% margin).

Pricing strategy: Labor rates $95 (basic), $115 (diagnostics), $135 (engine/custom) - 10-15% below dealerships. Parts markup 25-35% (vs 40-50% industry) via Rocky Mountain ATV/MC wholesale account (MOQ $500). Custom builds priced at 35% gross margin (vs industry 25%) through in-house fabrication.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Routine Maintenance	$89-$199	Oil, chain, tire rotation	Commuters (28%)	45%	65%
Diagnostics	$120-$350	OBD-II, wiring repair	Tourers (20%)	25%	58%
Engine Service	$300-$1,200	Clutch, valve adjustments	Enthusiasts (42%)	20%	52%
Custom Builds	$1,500-$8,000	Exhaust, EFI tuning	Custom Builders (10%)	10%	35%

Metric	Value	Calculation/Notes
Price per service	$300	(45% x $150) + (25% x $250) + (20% x $750) + (10% x $4,000)
COGS per service	$144	Parts $90 (30% of $300) + Labor $54 ($95/hr x 0.57 hrs)
Gross Profit per service	$156	$300 - $144
Gross Margin %	52%	$156 / $300
CAC	$70.59	$1,200 Google Ads spend / 17 customers (4% conversion on 429 clicks)

LTV	$780	5 visits x $156 gross profit
LTV:CAC	11.0	$780 / $70.59
Payback Period	0.5 months	$70.59 CAC / $156 monthly gross profit

6. Marketing & Sales

Go-to-market: Google Ads ($1,200/month) targeting "motorcycle repair Denver" (CPC $2.80, 429 clicks/month, 17 customers at 4% conversion). SEO: 15 service pages targeting keywords with 250+ monthly searches (e.g., "Harley mechanic near me"). Community: Sponsor 8 annual rides (Denver Ride for Pride, HOG chapters) at $500/event; host monthly Bike Nights ($200/event).

Sales process: 1) Website chat/phone inquiry (62% conversion to appointment); 2) Free diagnostic ($0 value, 95% conversion to estimate); 3) Digital estimate with video (78% approval rate); 4) Service completion (1-3 days); 5) Post-service review request (45% review rate). Sales cycle: 3.2 days avg.

Retention: IronHorse Rewards (10% credit after 5 visits); automated service reminders (68% redemption); birthday discounts (22% redemption). Target churn: 5.2% monthly (industry avg 8.7%). Expansion revenue: $120/month mobile subscription (2 oil changes + priority service) targeting 15% of commuters.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$1,200	$70.59	429	4.0%	17	325%
Social Media	$300	$42.86	105	7.0%	7	500%
Community Events	$700	$87.50	16	25.0%	4	243%
Referral Program	$0	$25.00	12	100.0%	12	520%
B2B Outreach	$200	$200.00	2	50.0%	1	140%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$1,200	$300	$500	$700	$0	$2,700	762	41
2	$1,200	$300	$500	$700	$0	$2,700	762	41
3	$1,200	$300	$500	$700	$0	$2,700	762	41
4	$1,200	$300	$500	$700	$0	$2,700	762	41
5	$1,200	$300	$500	$700	$0	$2,700	762	41
6	$1,200	$300	$500	$700	$0	$2,700	762	41
7	$1,200	$300	$500	$700	$0	$2,700	762	41
8	$1,200	$300	$500	$700	$0	$2,700	762	41
9	$1,200	$300	$500	$700	$0	$2,700	762	41
10	$1,200	$300	$500	$700	$0	$2,700	762	41
11	$1,200	$300	$500	$700	$0	$2,700	762	41
12	$1,200	$300	$500	$700	$0	$2,700	762	41

7. Operations

Daily workflow: 8:00 AM tech briefing; 8:30 AM customer intake; 9:00 AM-5:00 PM service execution (4 bays, 2 lifts); 5:00 PM quality check; 6:00 PM close. Capacity: 8 jobs/day (6.4 technician hours x 1.25 jobs/hour). Parts inventory: $25,000 initial stock (filters, chains, batteries); JIT ordering for specialty items via Shopmonkey integration. Waste management: Used oil recycled by Denver Environmental ($120/month).

Key vendors: Rocky Mountain ATV/MC (parts, net-30 terms, $0 setup); Matco Tools (tools financing, 10% down, 5% APR); Shopmonkey (software, $179/month). Technology: Shopmonkey ($179/month) for scheduling/invoicing; Square POS ($60/month); QuickBooks Online ($30/month); Hootsuite ($99/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Rocky Mountain ATV/MC	Parts wholesale	$0	Net-30, no MOQ	BikeBandit
Matco Tools	Tool financing	$480	5% APR, 36 months	Snap-on
Denver Environmental	Oil recycling	$120	Month-to-month	Waste Management
Shopmonkey	Shop software	$179	Month-to-month	Fullbay
Square	POS system	$60	Month-to-month	Clover

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Shopmonkey	Scheduling, invoicing, portal	$179	4	Fullbay, Shop-Ware
QuickBooks Online	Accounting	$30	2	Xero, FreshBooks
Hootsuite	Social media management	$99	1	Buffer, Sprout Social
Google Workspace	Email, docs	$12	4	Microsoft 365
RingCentral	Phone system	$29	4	Grasshopper

8. Management Team

Organizational structure: Rivera (CEO) oversees operations/finance; Lee (COO) manages technicians/sales. Compensation: Owners draw $4,000/month each Year 1 (increasing to $6,500 by Year 3); Lead Tech $4,200/month; Service Advisor $3,300/month; Apprentice $2,500/month. Profit-sharing: 5% of EBITDA distributed quarterly to non-owner staff.

Advisory board: Sarah Chen (ex-Managing Director, J.P. Morgan Commercial Banking) advises on SBA financing; David Torres (CEO, Denver Powersports) provides industry insights. Compensation: $1,000/month retainer + 0.5% equity vesting over 3 years.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Apprentice Technician	$2,500	High	Local trade school	2 weeks
3	Part-time Admin	$1,800	Medium	Craigslist	3 weeks
10	Full-time Technician	$4,200	High	MIC job board	4 weeks
14	Mobile Unit Driver	$3,000	Medium	Indeed	3 weeks

9. Financial Plan

Key assumptions: Year 1: 60 jobs/month (Month 1), growing to 88 by Month 12; Avg ticket $300 (Year 1), $310 (Year 2), $290 (Year 3 due to commuter mix shift); Monthly churn 5.2%; COGS 48% (Year 1), 45% (Year 2), 42% (Year 3); Marketing 5.7% of revenue; Salaries 23.6% of revenue. Break-even at 60 jobs/month (719/year).

Revenue model: 85% B2C repairs ($300 avg ticket), 15% B2B contracts ($1,200/month per scooter fleet bike). Growth drivers: Google Ads (17 customers/month), community events (4 customers/month), referrals (12 customers/month). Year 3 revenue mix: 75% B2C, 25% B2B.

Cost structure: Fixed costs 58% of OpEx ($9,350/month: rent $2,800, software $268, insurance $650, loan $765, admin salaries $5,867). Variable costs 42% ($6,895/month: parts $3,840, tech wages $2,505, marketing $1,500, utilities $450). OpEx scales at 0.35x revenue growth.

Funding: $185,000 total. $120,000 owner equity (65%), $65,000 SBA loan (35%). Runway: 14 months. Milestones funded: Facility buildout (Month 1), 1,050 Year 1 customers (Month 12), break-even (Month 14).

Category		Item	Cost	Notes
Legal/Formation		LLC filing	$500	Colorado SOS fee
Legal/Formation		Operating agreement	$1,500	Attorney fees
Licenses/Permits		Denver business license	$120	Annual fee
Licenses/Permits		Sales tax license	$0	CO DOR fee waived
Equipment		Hydraulic lifts (x2)	$16,000	$8,000 each
Equipment		Diagnostic computer	$2,200	Autel MaxiSys MS908S
Equipment		Tire changer/balancer	$4,500	CCI 665

Equipment		Welding station	$3,600	Miller Electric XR
Technology Setup		Shopmonkey setup	$1,500	One-time fee
Technology Setup		POS system	$800	Square hardware
Initial Inventory		Parts stock	$25,000	Filters, chains, batteries
Marketing Launch		Website development	$2,500	WordPress + SEO
Marketing Launch		Branding	$1,500	Logo, signage
Working Capital		6 months OpEx	$54,000	$9,000 x 6
Insurance		General liability	$1,200	Annual premium
Insurance		Workers' comp	$3,600	Annual premium
Professional Fees		Accounting setup	$800	QuickBooks configuration
Contingency		10% buffer	$18,500	$185,000 x 0.10
Total			$185,000	

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	$2,800	$33,600	3,200 sq ft industrial
Salaries	Variable	$6,200	$74,400	Owners, lead tech, advisor, apprentice
Benefits	Variable	$1,240	$14,880	20% of salaries
Insurance	Fixed	$650	$7,800	General liability + workers' comp
Software	Fixed	$268	$3,216	Shopmonkey, QuickBooks, Hootsuite
Utilities	Variable	$450	$5,400	Electricity, internet, water
Marketing	Variable	$1,500	$18,000	Google Ads, events
Professional Services	Fixed	$200	$2,400	Accounting, legal
Supplies	Variable	$300	$3,600	Shop consumables
Travel	Variable	$100	$1,200	Supplier visits
Loan Payments	Fixed	$765	$9,180	SBA 7(a) principal + interest
Other	Variable	$200	$2,400	Contingency

Fixed Total	$4,683	$56,196
Variable Total	$11,562	$138,744
Combined Total	$16,245	$194,940

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1 Total
Revenue	$18,000	$19,200	$20,400	$21,600	$22,800	$24,000	$25,200	$26,400	$27,600	$28,800	$30,000	$31,200	$279,600
COGS	$8,640	$9,216	$9,792	$10,368	$10,944	$11,520	$12,096	$12,672	$13,248	$13,824	$14,400	$14,976	$134,208
Gross Profit	$9,360	$9,984	$10,608	$11,232	$11,856	$12,480	$13,104	$13,728	$14,352	$14,976	$15,600	$16,224	$145,392
Marketing	$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
Salaries	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200	$74,400
Rent	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$33,600
Software	$268	$268	$268	$268	$268	$268	$268	$268	$268	$268	$268	$268	$3,216
Insurance	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$650	$7,800
Other OpEx	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$1,827	$21,924
Total OpEx	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$13,245	$158,940
EBITDA	-$3,885	-$3,261	-$2,637	-$2,013	-$1,389	-$765	-$141	$483	$1,107	$1,731	$2,355	$2,979	-$13,548
Depreciation	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$1,583	$19,000
EBIT	-$5,468	-$4,844	-$4,220	-$3,596	-$2,972	-$2,348	-$1,724	-$1,100	-$476	$148	$772	$1,396	-$32,548
Interest	$406	$403	$400	$397	$394	$391	$388	$385	$382	$379	$376	$373	$4,650
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Income	-$5,874	-$5,247	-$4,620	-$3,993	-$3,366	-$2,739	-$2,112	-$1,485	-$858	-$231	$396	$1,023	-$28,500

Line Item	M1	M	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
Beginning Cash	$143,000		$118,115	$92,868	$67,248	$41,256	$14,892	-$12,000	-$26,485	-$38,302	-$47,155	-$52,759	-$52,363
Cash In	$0		$18,000	$19,200	$20,400	$21,600	$22,800	$24,000	$25,200	$26,400	$27,600	$28,800	$30,000
Total Cash In	$0		$18,000	$19,200	$20,400	$21,600	$22,800	$24,000	$25,200	$26,400	$27,600	$28,800	$30,000

Cash Out	$24,885		$25,132	$25,352	$25,572	$25,792	$26,012	$26,232	$26,452	$26,672	$26,892	$27,112	$27,332
Total Cash Out	$24,885		$25,132	$25,352	$25,572	$25,792	$26,012	$26,232	$26,452	$26,672	$26,892	$27,112	$27,332
Net Cash Flow	-$24,885		-$7,132	-$6,152	-$5,172	-$4,192	-$3,212	-$2,232	-$1,252	-$272	$708	$1,688	$2,668
Ending Cash	$118,115		$92,868	$67,248	$41,256	$14,892	-$12,000	-$26,485	-$38,302	-$47,155	-$52,759	-$52,363	-$49,695

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$315,000	$124,000	$131,000	$138,000	$145,000	$152,500	$160,500	$168,500	$176,500	$580,000
COGS	$151,200	$55,800	$58,950	$62,100	$65,250	$60,235	$62,595	$64,955	$67,315	$243,600
Gross Profit	$163,800	$68,200	$72,050	$75,900	$79,750	$92,265	$97,905	$103,545	$109,185	$336,400
OpEx	$194,940	$44,500	$45,800	$47,100	$48,400	$49,700	$51,000	$52,300	$53,600	$206,600
EBITDA	-$31,140	$23,700	$26,250	$28,800	$31,350	$42,565	$46,905	$51,245	$55,585	$129,800
Net Income	-$28,500	$14,220	$15,750	$17,280	$18,810	$25,539	$28,143	$30,747	$33,351	$104,400
Ending Cash	$18,000	$42,000	$68,000	$96,000	$126,000	$158,000	$192,000	$228,000	$266,000	$266,000

Metric	Value	Calculation
Monthly Fixed Costs	$9,350	Rent $2,800 + Software $268 + Insurance $650 + Loan $765 + Admin salaries $4,867
Variable Cost per Service	$144	Parts $90 + Labor $54
Price per Service	$300	Average ticket
Contribution Margin per Unit	$156	$300 - $144
Contribution Margin %	52%	$156 / $300
Break-Even Units per Month	60	$9,350 / $156

Break-Even Revenue per Month	$18,000	60 units x $300
Expected Break-Even Month	14	Projection shows positive EBITDA Month 8, net income Month 11
Safety Margin	16.7%	(70 jobs - 60) / 70 jobs at Month 14

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	52%	55%	58%	50-55%
Operating Margin %	-9.0%	14.2%	20.7%	5-10%
Net Profit Margin %	-9.0%	17.0%	18.0%	5-12%
Current Ratio	1.2	2.1	3.0	1.5
Quick Ratio	0.8	1.7	2.5	1.0
CAC Payback	0.5 months	0.4 months	0.3 months	6-18 months
LTV:CAC	11.0	13.8	16.7	3.0
Monthly Burn Rate	$2,375	$0	$0	N/A
Runway	14 months	N/A	N/A	N/A

10. Risk Analysis

Top risks: 1) Economic downturn (Probability 4/5, Impact 5/5): 2020 data shows 18% revenue drop during recessions for non-essential repairs. 2) Technician shortage (Probability 5/5, Impact 4/5): 22% vacancy rate in auto repair (BLS 2023). 3) Reputational damage (Probability 3/5, Impact 5/5): 1 negative review reduces bookings by 22% (BrightLocal). 4) Parts supply chain (Probability 3/5, Impact 3/5): 2022 shortages caused 15% revenue loss for 30% of shops.

Mitigation: 1) Economic: Focus on essential services (oil/brakes = 60% of jobs); offer payment plans (25% deposit, 3 months). 2) Technician shortage: $5,000 signing bonus; profit-sharing cuts turnover to 15% (vs industry 25%). 3) Reputational: 24-hour review response; $50 credit for service recovery. 4) Parts supply: Dual-source critical items; maintain 10% safety stock.

Risk	Probability	Ir	Risk Score	Mitigation Strategy	Contingency Plan	Owner	
Economic downturn	4	5	20	Shift focus to essential maintenance (60% of jobs)	Launch $39/month subscription model	Rivera	
Technician turnover	5		4	20	$5k signing bonus + profit-sharing	Cross-train all staff	Lee
Negative reviews	3	5	15	24-hour response + $50 recovery credit	PR firm engagement ($3k/month)	Tran	
Parts shortages	3	3	9	Dual-source suppliers; 10% safety stock	Pre-negotiate rush fees with vendors	Mendez	
SBA loan default	2	5	10	Maintain 6-month cash reserve	Negotiate SBA deferment	Rivera	
Dealership competition	4	3	12	Community loyalty programs	Price matching guarantee	Lee	
EV motorcycle shift	2	2	4	Train on electric diagnostics ($2k/course)	Partner with Zero Motorcycles	Mendez	
Workshop accident	3	4	12	OSHA compliance audits; PPE enforcement	Workers' comp coverage review	Rivera	

11. Implementation Timeline

Priority 1: Achieve 60 jobs/month by Month 6 to hit break-even trajectory. Critical path: Google Ads optimization (Month 2), Shopmonkey workflow integration (Month 1), technician training (Month 1). Dependencies: Facility buildout completion (Month 1), supplier agreements (Month 1). Month 10: Launch mobile unit requires $15,000 van purchase and driver hire.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Facility launch	Lifts installed, software live	$42k buildout, $38k tools	50 jobs completed	Rivera
2	Google Ads optimization	CAC <$75, 4% conversion	$1,200 ad spend	17 customers/month	Tran
3	First B2B contract	Signed scooter fleet agreement	Proposal template	$1,200/month revenue	Lee
4	Break-even volume	60 jobs/month achieved	Marketing data review	$18,000 revenue	Rivera
5	Apprentice certification	ASE G1 test passed	$500 training budget	20% productivity increase	Mendez
6	Positive cash flow	Ending cash >$0	Expense tracking	$708 net cash flow	Rivera
7	Community event ROI	4 customers/event at <$100 CAC	$700 event budget	243% ROI	Lee
8	First net profit	Positive net income	Cost control measures	$148 net income	Rivera
9	Referral program launch	12 customers/month from referrals	$50 credit system	520% ROI	Tran
10	Mobile unit planning	Van specs, driver job post	$15,000 budget	Feasibility report	Lee
11	Second technician hire	Full-time tech on payroll	$4,200 salary	20% capacity increase	Mendez
12	Year 1 review	1,050 customers, $315k revenue	Financial audit	9% net loss vs 9.5% forecast	Rivera

12. Appendix

Supporting documents: SBA loan term sheet (7.5%, 10-year), Shopmonkey case studies (65% dispute reduction), Rocky Mountain ATV/MC wholesale agreement (net-30 terms). Full financial assumptions documented in Appendix A (3-page model with sensitivity analysis). Data sources: IBISWorld 2023 Report OD4433, Motorcycle Industry Council 2023 Survey, CDOT 2023 Registration Data.