

The Ultimate Pest Control Business Plan Sample for US Launch

EcoShield Pest Solutions LLC (Texas LLC founded March 15, 2024) provides EPA-certified botanical pest control to Austin homeowners at \$59-\$89/month. We target \$285,600 Year 1 revenue with 65% gross margins. Sarah Thompson (ex-Terminix Regional Manager, scaled operations to \$8M revenue) leads the venture.

1. EXECUTIVE SUMMARY

US homeowners lose \$4.6B annually to pest damage (NPMA 2023), with 87% preferring low-toxicity solutions but only 12% of Austin providers offering certified eco-options. EcoShield solves this gap with EPA Biopesticide Program-approved treatments and ShieldSense IoT monitoring, charging \$59-\$89/month for residential plans. We project \$285,600 Year 1 revenue at 65% gross margin by acquiring 420 customers (380 residential, 40 commercial) at \$120 CAC.

Our subscription model generates 78% recurring revenue with \$455 contribution margin per customer after \$245 variable costs (chemicals \$68, labor \$142, vehicle ops \$35). Fixed costs of \$220,000 annually require 40 customers to break even (achieved Month 7). Profitability hits Month 16 with \$105,000 net income by Year 3.

We seek \$350,000: \$200,000 angel (57.1%), \$100,000 SBA 7(a) loan (28.6%), \$50,000 founder equity (14.3%). Funds deploy as \$48,000 equipment (13.7%), \$12,750 fleet (3.6%), \$65,000 tech (18.6%), \$18,000 licensing (5.1%), \$25,000 marketing (7.1%), \$32,000 facility (9.1%), \$149,250 working capital (42.6%). This enables 5% Austin market share capture by Year 3 with 9:1 LTV:CAC ratio.

2. COMPANY OVERVIEW

EcoShield operates as a Texas LLC (formed March 15, 2024) for liability protection and pass-through taxation. We lease 2,500 sq. ft. in Austin (Travis County) due to 2.4M-person MSA, 5.2% annual pest control market growth (IBISWorld), and 38% household income >\$75,000 (US Census). Ownership: Sarah Thompson 60%, Marcus Rivera 25%, GreenStart Capital 15%.

Sarah Thompson (CEO) scaled Terminix Austin to \$8.2M revenue in 3 years (2021-2023), reducing technician turnover to 18% vs industry 25%. Marcus Rivera (COO) cut Orkin Southwest fleet downtime 32% through predictive maintenance protocols. Dr. Evelyn Chen (Compliance Director) reduced pesticide exposure incidents 47% at UC Davis field trials.

| Date | Milestone | Status | Next Steps |
|--------------|--|-------------|--------------------------------|
| Mar 15, 2024 | Texas LLC formation | Complete | N/A |
| Apr 2, 2024 | TDA Pest Control License #PC12457 issued | Complete | N/A |
| Apr 10, 2024 | 2,500 sq. ft. facility lease signed | Complete | Buildout completion by May 15 |
| May 1, 2024 | 5 Ford Transit vans leased | Pending | Driver licensing by Apr 25 |
| Jun 1, 2024 | CRM platform launch | In progress | Technician training by May 20 |
| Jul 1, 2024 | Commercial launch | Planning | Secure 35 customers by Month 1 |
| Jan 2025 | Break even (EBITDA positive) | Planning | Maintain >75 customers |
| Dec 2026 | \$1.2M revenue target | Planning | Capture 5% Austin market share |

3. MARKET ANALYSIS

TAM: \$12.3B US pest control (IBISWorld 2023). SAM: \$210M Texas urban market (65% of \$323M state total per TPMA). SOM: \$15.8M Austin-Round Rock MSA (1.2M homes x \$115 avg annual spend + 45k commercial units x \$200 avg spend = \$138M total; we target 11.4% of residential and 1.8% of commercial based on 5% market share capture).

Primary customers: Homeowners in ZIP codes 78703, 78704, 78757 (avg income \$98,400, 42% college degree+). Budget: \$600-\$900/year for pest control (NPMA 2023). 68% prioritize "green" options but 71% cancel services after ineffective treatment (J.D. Power 2023). Commercial targets: Restaurants (avg spend \$3,200/year) and apartments (avg \$42/unit/year).

Trends: 1) Biopesticide adoption growing at 9.3% CAGR (EPA 2023); 2) Subscription plans now 54% of residential revenue (up from 32% in 2020); 3) Smart sensor adoption at 18% among eco-providers (NPMA); 4) Bifenthrin restrictions expanding to 12 Texas counties by 2025.

| Segment | Size (\$) | Growth Rate | Our Share Target | Rationale |
|---------------------|-----------|-------------|------------------|---|
| Single-Family Homes | \$138M | 4.8% | 1.2% | Focus on eco-conscious ZIP codes; 5% market share by Year 3 |
| Multi-Family | \$18.9M | 6.1% | 2.5% | 5 preferred vendor agreements by Q3 2024 |
| Restaurants | \$9.2M | 5.3% | 1.8% | Target 120 locations via health inspector partnerships |
| Office Buildings | \$7.1M | 3.9% | 0.9% | Focus on LEED-certified properties only |

| Category | Total Addressable | Serviceable Available | Serviceable Obtainable | Methodology |
|-------------|-------------------|-----------------------|------------------------|---|
| Residential | \$10.2B | \$178.5M | \$14.1M | IBISWorld x TPMA x Austin MSA population |
| Commercial | \$2.1B | \$31.5M | \$1.7M | NPMA commercial survey x local business density |
| Total | \$12.3B | \$210M | \$15.8M | Sum of residential/commercial |

4. COMPETITIVE ANALYSIS

Terminix (42% Austin market share) and Orkin (31%) dominate with \$220-\$280/year basic plans using synthetic pesticides. Truly Nolen (8%) offers limited green options at \$240/year but lacks tech integration. Local independents (19% share) price aggressively at \$180/year but have 35% technician turnover (vs industry 25%). No competitor combines EPA-certified botanicals with IoT monitoring.

Our advantages: 1) 100% EPA Biopesticide Program formulations (cost 18% less than synthetics per EcoSafe Solutions data); 2) ShieldSense sensors reduce callback rates by 40% (SensorLogic pilot data); 3) Digital reporting drives 80% retention vs industry 65%; 4) No long-term contracts increase conversion by 22% (NPMA).

| Competitor | Revenue Est. | Pricing | Key Strength | Key Weakness | Our Differentiation |
|-------------------|-----------------|----------------|----------------------|---------------------------|--|
| Terminix | \$1.8M (Austin) | \$220/yr basic | Brand recognition | Only 15% green options | 100% botanical treatments; real-time app reporting |
| Orkin | \$1.3M (Austin) | \$250/yr basic | Commercial contracts | No subscription discounts | 10% annual prepay discount; IoT monitoring |
| Truly Nolen | \$340k (Austin) | \$240/yr basic | Local reputation | No digital service logs | Photo documentation; 30-day cancellation |
| Austin Pest Squad | \$190k | \$180/yr basic | Low price | 28% callback rate | 40% lower callbacks via sensors |
| DIY Products | \$1.1B (US) | \$50-\$150/yr | Low cost | 73% ineffective long-term | Professional application; 100% guarantee |

| Strengths | Weaknesses | Opportunities | Threats |
|---|----------------------------------|---|------------------------------|
| EPA-certified botanicals (18% lower COGS) | Limited brand recognition | TDA grants for green businesses (\$15k max) | New bifenthrin restrictions |
| ShieldSense IoT (40% lower callbacks) | Higher upfront tech cost (\$65k) | Austin Green Living Expo sponsorship | Terminix price war |
| 80% retention target (vs 65% industry) | Dependent on 2 key suppliers | Multi-family referral program | Technician licensing backlog |

| | | | |
|-------------------------------|--------------------------------|---|------------------------------|
| 65% gross margin (vs 58% avg) | No commercial treatment trucks | City of Austin sustainability contracts | EPA formula reclassification |
|-------------------------------|--------------------------------|---|------------------------------|

5. PRODUCTS & SERVICES

We deliver quarterly perimeter treatments using rosemary/clove oil blends (EcoSafe Solutions BotaniGuard EC) with interior inspections biannually. ShieldSense IoT sensors (\$299 installation) detect rodent/termite activity via vibration analytics, triggering technician dispatch within 4 hours (vs industry 48-hour avg). All services include digital reports with treatment maps and before/after photos via mobile app.

Pricing targets 65% gross margin: Basic Plan \$599/year (\$49.92/month) covers \$17.38 chemical cost (29% of price), \$24.77 labor (41%), \$7.79 vehicle ops (13%). Premium Plan \$849/year (\$70.75/month) adds \$12.10 sensor cost (17%) but increases retention to 85%. Commercial pricing uses \$3.50/unit for apartments (covers \$1.23 chemical, \$1.72 labor, \$0.55 ops).

| Tier | Price | Features | Target Customer | Expected % Revenue | Gross Margin |
|---------------------|----------------|--|--------------------------------|--------------------|--------------|
| Residential Basic | \$599/yr | Quarterly exterior, biannual interior | Homeowners \$75k-\$120k income | 52% | 67% |
| Residential Premium | \$849/yr | Monthly service, 2 sensors, termite inspection | Homeowners >\$120k income | 33% | 64% |
| Multi-Family | \$3.50/unit/mo | Monthly common areas, unit treatments as needed | 50+ unit properties | 10% | 62% |
| Restaurant | \$299/mo | Biweekly service, health code compliance reports | 50-200 sq. ft. eateries | 5% | 68% |

| Metric | Value | Calculation/Notes |
|-------------------------------------|-------|---|
| Price per service (residential avg) | \$700 | $(\$599 \times 52\% + \$849 \times 48\%)$ |
| COGS per service | \$245 | Chemicals \$171 (24.4% of price), Labor \$203 (29/hr x 1.4 hrs), Vehicle \$49 (0.35/mile x 140 miles) |
| Gross Profit per service | \$455 | $\$700 - \245 |
| Gross Margin % | 65% | $\$455 / \700 |

| | | |
|----------------|------------|---|
| CAC | \$120 | $(\$5,000 \text{ Google Ads} / 44 \text{ leads}) \times (1/0.04 \text{ conversion})$ |
| LTV | \$1,080 | $\$700 \text{ ARPU} \times 36 \text{ months} \times 80\% \text{ retention rate}$ |
| LTV:CAC | 9:1 | $\$1,080 / \120 |
| Payback Period | 3.2 months | $\$120 \text{ CAC} / (\$455 \text{ contribution margin} \times 83\% \text{ monthly retention})$ |

6. MARKETING & SALES

We allocate \$8,500/month to Google Ads targeting "eco friendly pest control Austin" (CPC \$4.50, 1,889 monthly clicks, 75.6 conversions at 4% rate). Facebook Ads (\$3,200/month) target homeowners 30-55 in Travis County ZIPs with income >\$75k (CPC \$3.80, 842 clicks, 42 conversions at 5% rate). Content marketing (blog/YouTube) generates 120 organic leads/month at \$0 CAC.

Sales cycle: 1) Lead books free inspection (68% conversion from inquiry); 2) Technician completes digital quote onsite (72% close rate); 3) Payment via app (85% choose annual prepay for 10% discount). Average cycle: 3.2 days. Commercial sales require 2.8 touchpoints via property manager referrals.

Retention tactics: Automated SMS service reminders (reduces no-shows 37%), \$20 survey credit (82% completion rate), loyalty rewards (1 free month after 12 months). Target churn: 4.2% monthly (vs industry 6.5%). Expansion revenue: 22% of Premium Plan customers add termite monitoring (\$99/month).

| Channel | Monthly Budget | Expected CAC | Expected Leads/Month | Conversion Rate | Expected Customers/Month | ROI |
|-------------------|----------------|--------------|----------------------|-----------------|--------------------------|--------|
| Google Ads | \$5,000 | \$66 | 44 | 4.0% | 1.76 | 585% |
| Facebook Ads | \$3,200 | \$76 | 28 | 5.0% | 1.40 | 497% |
| Realtor Partners | \$0 | \$38 | 15 | 65.0% | 9.75 | 2,737% |
| Property Managers | \$0 | \$21 | 10 | 70.0% | 7.00 | 4,095% |
| Content/SEO | \$1,500 | \$12 | 120 | 2.5% | 3.00 | 3,400% |
| Total | \$9,700 | \$120 | 217 | 3.7% | 22.91 | 800% |

| Month | Google Ads | Social Media | Content/SEO | Events | Other | Total | Expected Leads | Expected Customers |
|-------|------------|--------------|-------------|--------|-------|-------|----------------|--------------------|
| 1 | 3000 | 2000 | 1000 | 0 | 500 | 6500 | 128 | 4.7 |
| 2 | 4000 | 2500 | 1200 | 0 | 500 | 8200 | 165 | 6.1 |
| 3 | 5000 | 3000 | 1500 | 0 | 500 | 10000 | 217 | 8.0 |
| 4 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 5 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 6 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 7 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 8 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 9 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 10 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 11 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |
| 12 | 5000 | 3200 | 1500 | 500 | 500 | 10700 | 230 | 8.5 |

7. OPERATIONS

Daily workflow: 1) Customer books via app/web (72% of requests); 2) Zoho CRM assigns technician within 5-mile radius using Route4Me optimization; 3) Technician completes digital inspection report with GPS-tagged photos; 4) Auto-email report to customer with 30-day re-service guarantee. Capacity: 8 technicians handle 12 jobs/day each (96 total) with 1.4-hour avg service time. Dispatch center operates 7am-6pm daily.

Key vendors: EcoSafe Solutions (biopesticides at \$18.75/gallon vs industry \$22.90), SensorLogic (ShieldSense sensors at \$149/unit with 20% volume discount), United Pest Solutions (PPE at \$225/kit). Technology: Zoho One (\$120/user/month) for CRM/scheduling, PestPak Pro (\$99/month) for TDA compliance, QuickBooks Online (\$50/month).

| Vendor/Supplier | Service | Monthly Cost | Contract Terms | Backup Option |
|-----------------------|-------------------------|--------------|---|------------------------|
| EcoSafe Solutions | Botanical pesticides | \$3,200 | 3-year, 10% discount at 500 gal/quarter | Nature's Way Products |
| SensorLogic | ShieldSense IoT devices | \$1,490 | 2-year, \$149/unit at 10+ units/month | Antelliq Group |
| United Pest Solutions | PPE/sprayers | \$890 | Open purchase order | DoMyOwn.com |
| Enterprise Fleet | 5 Ford Transit vans | \$4,250 | 36-month lease w/maintenance | Local dealership lease |
| Zoho One | CRM/scheduling | \$960 | Annual billing | ServiceTitan |

| Tool | Purpose | Monthly Cost | Users | Alternatives Considered |
|-------------------|----------------------------|--------------|-------|---|
| Zoho One | CRM, scheduling, invoicing | \$960 | 10 | ServiceTitan (\$299/user), Jobber (\$49/user) |
| PestPak Pro | TDA compliance records | \$99 | 2 | PestRoutes (\$150/month) |
| QuickBooks Online | Accounting | \$50 | 2 | Xero (\$30/month) |
| Route4Me | Route optimization | \$125 | 1 | OptimoRoute (\$100/month) |
| HubSpot | Marketing automation | \$800 | 3 | Mailchimp (\$299/month) |

8. MANAGEMENT TEAM

8-person team: 1 CEO, 1 COO, 1 Director (Compliance), 1 CTO, 4 technicians, 1 dispatcher. Salaries: Technicians \$37,440-\$45,760/year (\$18-\$22/hour + \$2,000 bonus), Dispatcher \$32,500, CTO \$110,000. Compensation philosophy: 15% above industry median (BLS 2023) with 5% revenue bonus at >\$500k revenue.

Advisory board: Robert Chen (ex-Orkin VP, 25 years experience, 0.5% equity), Lisa Rodriguez (TPMA Director, regulatory guidance, \$1,500/month retainer). Board meets quarterly to review safety metrics and compliance.

| Month | Role | Salary | Priority | Source | Onboarding Time |
|-------|--------------------------|-----------|----------|------------------------|-----------------|
| 1 | 4 Technicians | \$37,440 | Critical | Indeed, TPMA job board | 2 weeks |
| 1 | Dispatcher | \$32,500 | Critical | Internal referral | 1 week |
| 3 | Compliance Director | \$85,000 | High | LinkedIn, UC Davis | 4 weeks |
| 4 | CTO | \$110,000 | High | AngelList, Techstars | 6 weeks |
| 6 | 2 Additional Technicians | \$37,440 | Medium | Employee referral | 2 weeks |

9. FINANCIAL PLAN

Key assumptions: Customer acquisition starts Month 1 at 35 customers, grows to 55 by Month 6 (4.17% monthly growth). Churn: 4.2% monthly. ARPU: \$680 Year 1, \$710 Year 2, \$750 Year 3. COGS: 35% of revenue. Fixed OpEx: \$18,333/month. Working capital reserve covers 6 months of \$25,000 burn.

Revenue model: 78% recurring (subscriptions), 22% one-time (specialty treatments). Growth drivers: 1) Realtor partnerships (target 15% of customers); 2) Multi-family contracts (50+ units at \$3.50/unit); 3) Sensor add-ons (\$299 installation + \$99/month monitoring).

Cost structure: 35% variable (chemicals 18%, labor 14%, vehicle 3%), 65% fixed (salaries 42%, marketing 28%, rent/tech 35%). Fixed costs scale at 7% annually. Variable costs decrease 0.5% quarterly through supplier discounts.

Funding: \$350,000 provides 18 months runway. \$200,000 angel funds tech/equipment, \$100,000 SBA loan covers working capital, \$50,000 equity secures founder commitment. Milestones: 420 customers by Year 1, profitability Month 16, 5% market share by Year 3.

| Category | Item | Cost | Notes |
|------------------|--------------------------|---------|--------------------|
| Legal/Formation | Texas LLC filing | \$300 | State fee only |
| Licenses/Permits | TDA Pest Control License | \$1,200 | Application + exam |
| Licenses/Permits | EPA Certification | \$850 | Operator training |
| Equipment | 5 spray rigs | 12,500 | \$2,500 each |
| Equipment | PPE kits (8) | \$1,800 | \$225 each |
| Equipment | 4 inspection cameras | \$2,000 | 4 units @ \$800 |

| | | | |
|-------------------|--------------------------|---------|-------------------------|
| Equipment | Chemical storage | 8,500 | Climate-cabinet |
| Technology | CRM customization | 2,000 | Zoho integration |
| Technology | ShieldSense sensors (50) | 7,500 | \$149 x 50 |
| Technology | Mobile app development | 15,550 | Contract fee |
| Initial Inventory | 90 days chemical supply | 14,200 | 500 gallons @ \$28.40/g |
| Marketing Launch | Website + SEO | 3,700 | WordPress + content |
| Marketing Launch | Google Ads (3 months) | 15,000 | \$5,000/m |
| Working Capital | 6 months OpEx reserve | 149,250 | \$24,875 x 6 |
| Insurance | Annual premium | 10,000 | GL, \$2M, WC, Auto |
| Total | | 350,000 | |

| Category | T: Monthly Cost | Annual Cost | Notes |
|----------|-----------------|-------------|-------|
|----------|-----------------|-------------|-------|

| | | | |
|-------------------|-------------------|---------|--------------------------------|
| Rent | Fixed 3,200 | 38,400 | 2,500 sq. ft. @ \$1.28/sq. ft. |
| Salaries | Fixed 7,692 | 92,308 | 8 FTE @ avg \$3,846/m |
| Benefits | Fixed 4,538 | 18,462 | 20% of payroll |
| Insurance | Fixed 4,500 | 18,000 | GL, WC, Auto |
| Software | Fixed 2,034 | 24,408 | Zoho, QuickBooks, PestPak |
| Utilities | Fixed 450 | 5,400 | Electric, water, internet |
| Marketing | Fixed 9,700 | 116,400 | Google/Facebook Ads, content |
| Professional Fees | Fixed 4,000 | 12,000 | Legal/accounting |
| Chemicals | Variable 5,000 | 60,000 | 18% of revenue |
| Labor Overtime | Variable 2,000 | 24,000 | 14% of revenue |
| Vehicle Ops | Variable 1,050 | 12,600 | 3% of revenue |
| Fleet Lease | Fixed 4,250 | 51,000 | 5 vans @ \$850 each |

| | | | |
|----------------|--|--------|---------|
| Fixed Total | | 17,384 | 208,616 |
| Variable Total | | 8,050 | 96,600 |
| Combined Total | | 25,434 | 305,216 |

| Line Item | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Year 1 Total |
|--------------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Revenue | 19,800 | 26,400 | 33,000 | 39,600 | 46,200 | 52,800 | 59,400 | 66,000 | 72,600 | 79,200 | 85,800 | 92,400 | 619,200 |
| COGS | 6,930 | 9,240 | 11,550 | 13,860 | 16,170 | 18,480 | 20,790 | 23,100 | 25,410 | 27,720 | 30,030 | 32,340 | 216,720 |
| Gross Profit | 12,870 | 17,160 | 21,450 | 25,740 | 30,030 | 34,320 | 38,610 | 42,900 | 47,190 | 51,480 | 55,770 | 60,060 | 402,480 |
| Marketing | 6,500 | 8,200 | 10,000 | 10,700 | 10,700 | 10,700 | 10,700 | 10,700 | 10,700 | 10,700 | 10,700 | 10,700 | 124,200 |
| Salaries | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 7,692 | 92,308 |
| 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 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 2,034 | 24,408 |
| Insurance | 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 |
| Other OpEx | 4,558 | 2,818 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 1,078 | 18,922 |
| Total OpEx | 25,484 | 25,444 | 25,504 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 314,240 |
| EBITDA | -12,614 | -8,284 | -4,054 | -464 | 3,826 | 8,116 | 12,406 | 16,696 | 20,986 | 25,276 | 29,566 | 33,856 | 88,240 |
| 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 | -15,531 | -11,201 | -6,971 | -3,381 | 909 | 5,199 | 9,489 | 13,779 | 18,069 | 22,359 | 26,649 | 30,939 | 53,240 |
| Interest | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 625 | 7,500 |
| Taxes (25%) | 0 | 0 | 0 | 0 | 71 | 1,144 | 2,206 | 3,272 | 4,339 | 5,406 | 6,473 | 7,540 | 26,435 |
| Net Income | -16,156 | -11,826 | -7,596 | -4,006 | 213 | 3,430 | 6,658 | 9,882 | 13,105 | 16,328 | 19,551 | 22,774 | 19,305 |

| Line Item | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Beginning Cash | 149,250 | 133,094 | 121,268 | 113,672 | 109,666 | 109,879 | 113,309 | 120,000 | 129,902 | 143,027 | 159,375 | 178,946 |
| Cash In (Revenue) | 16,500 | 22,000 | 27,500 | 33,000 | 38,500 | 44,000 | 49,500 | 55,000 | 60,500 | 66,000 | 71,500 | 77,000 |

| | | | | | | | | | | | | |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Cash In (Funding) | 200,750 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Cash In | 217,250 | 22,000 | 27,500 | 33,000 | 38,500 | 44,000 | 49,500 | 55,000 | 60,500 | 66,000 | 71,500 | 77,000 |
| Cash Out (COGS) | 6,930 | 9,240 | 11,550 | 13,860 | 16,170 | 18,480 | 20,790 | 23,100 | 25,410 | 27,720 | 30,030 | 32,340 |
| Cash Out (OpEx) | 25,484 | 25,444 | 25,504 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 | 26,204 |
| Cash Out (CapEx) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cash Out (Debt) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cash Out (Taxes) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Cash Out | 32,414 | 34,684 | 37,054 | 40,064 | 42,374 | 44,684 | 46,994 | 49,304 | 51,614 | 53,924 | 56,234 | 58,544 |
| Net Cash Flow | 184,836 | -12,684 | -9,554 | -7,064 | -3,874 | -784 | 2,506 | 5,696 | 8,886 | 12,076 | 15,266 | 18,456 |
| Ending Cash | 133,094 | 121,268 | 113,672 | 109,666 | 109,879 | 113,309 | 120,000 | 129,902 | 143,027 | 159,375 | 178,946 | 199,422 |

| Metric | Y1 | Y2 Q1 | Y2 Q2 | Y2 Q3 | Y2 Q4 | Y3 Q1 | Y3 Q2 | Y3 Q3 | Y3 Q4 | Y3 Total |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Revenue | 285,600 | 188,100 | 207,900 | 227,700 | 247,500 | 267,300 | 287,100 | 306,900 | 326,700 | 1,200,000 |
| COGS | 99,960 | 65,835 | 72,765 | 79,695 | 86,625 | 93,555 | 100,485 | 107,415 | 114,345 | 420,000 |
| Gross Profit | 185,640 | 122,265 | 135,135 | 148,005 | 160,875 | 173,745 | 186,615 | 199,485 | 212,355 | 780,000 |
| OpEx | 220,000 | 105,000 | 107,100 | 109,242 | 111,427 | 113,655 | 115,928 | 118,247 | 120,612 | 675,000 |
| EBITDA | -34,360 | 17,265 | 28,035 | 38,763 | 49,448 | 60,090 | 70,687 | 81,238 | 91,743 | 105,000 |
| Net Income | -34,400 | 2,375 | 11,250 | 20,125 | 29,000 | 37,875 | 46,750 | 55,625 | 64,500 | 105,000 |
| Ending Cash | 199,422 | 220,000 | 250,000 | 290,000 | 340,000 | 400,000 | 470,000 | 550,000 | 640,000 | 640,000 |

| Metric | Value | Calculation |
|---------------------|--------|----------------|
| Monthly Fixed Costs | 18,333 | \$220,000 / 12 |

| | | |
|------------------------------|--------|---|
| Variable Cost per Service | 245 | Chemicals \$68 + Labor \$142 + Vehicle \$35 |
| Price per Service | 700 | ARPU \$700 |
| Contribution Margin per Unit | 455 | \$700 - \$245 |
| Contribution Margin % | 65% | \$455 / \$700 |
| Break-Even Units per Month | 40.3 | \$18,333 / \$455 |
| Break-Even Revenue per Month | 28,210 | 40.3 x \$700 |
| Expected Break-Even Month | 7 | Month 7 revenue \$59,400 > \$28,210 |
| Safety Margin | 52.5% | (\$59,400 - \$28,210) / \$59,400 |

| Metric | Y1 | Y2 | Y3 | Industry Benchmark |
|---------------------|--------|-------|-------|--------------------|
| Gross Margin % | 65.0% | 64.5% | 65.0% | 58.0% |
| Operating Margin % | -12.0% | 4.2% | 8.8% | 8.5% |
| Net Profit Margin % | -12.0% | 4.2% | 8.8% | 7.2% |
| Current Ratio | 1.8 | 2.1 | 2.4 | 1.5 |
| Quick Ratio | 1.5 | 1.8 | 2.1 | 1.2 |
| CAC Payback Period | 3.2 | 2.8 | 2.5 | 5.0 |
| LTV:CAC Ratio | 9.0 | 9.5 | 9.0 | 3.0 |
| Monthly Burn Rate | 2,867 | - | - | - |
| Runway (months) | 69.5 | - | - | - |

10. RISK ANALYSIS

Top risks: 1) Technician turnover (probability 4/5, impact 4/5) - industry average 25% vs our 18% target; 2) Regulatory changes (probability 3/5, impact 5/5) - EPA reclassifying botanicals as pesticides; 3) Cash flow shortfall (probability 3/5, impact 4/5) - slow customer ramp; 4) Sensor tech failure (probability 2/5, impact 4/5) - ShieldSense accuracy below 85%.

Mitigation: 1) \$2,000 retention bonus for 12-month tenure (reduces turnover to 15%); 2) Dr. Chen's compliance team monitors EPA dockets daily; 3) SBA loan provides 18 months runway; 4) SensorLogic SLA guarantees 95% uptime or \$500 credit. Contingencies include cross-training office staff as backup technicians and maintaining \$50k emergency cash reserve.

| Risk | Probability | Impact | Risk Score | Mitigation Strategy | Contingency Plan | Owner |
|-----------------------------|-------------|--------|------------|--|--|----------|
| Technician turnover >20% | 4 | 4 | 16 | \$2k retention bonus; \$22/hr starting wage | Cross-train dispatcher; temp agency contract | Rivera |
| EPA reclassification | 3 | 5 | 15 | Monthly compliance review; 3 alternative formulators | Switch to Nature's Way products (pre-approved) | Chen |
| Customer acquisition <20/mo | 3 | 4 | 12 | Realtor referral program (\$50/lead) | Reduce CAC via direct mail (tested \$85 CAC) | Thompson |
| Sensor accuracy <85% | 2 | 4 | 8 | SensorLogic SLA with uptime credits | Manual inspection backup protocol | Wu |
| Vehicle accident | 2 | 3 | 6 | GPS speed monitoring; \$5M liability coverage | Rental van agreement with Enterprise | Rivera |
| Chemical supply disruption | 1 | 5 | 5 | Dual sourcing (EcoSafe + Nature's Way) | 90-day chemical inventory buffer | Chen |
| Price war with Terminix | 2 | 3 | 6 | Emphasize eco-certification; loyalty discounts | Target commercial segment (Terminix weakness) | Thompson |
| Software failure | 1 | 4 | 4 | Weekly Zoho backups; \$15k/hour disaster recovery | Manual service logs for 72 hours | Wu |

11. IMPLEMENTATION TIMELINE

Critical path: Facility buildout completion by May 15 (Month 2), technician certification by June 1 (Month 3), CRM launch by June 15 (Month 3). Dependencies: TDA license required before hiring technicians; SensorLogic API integration must precede app launch. Key priority: Achieve 35 customers by Month 1 through realtor partnerships.

| Month | Milestone | Deliverables | Resources Needed | Success Metric | Owner |
|-------|------------------------|---|------------------------------|----------------------------------|----------|
| 1 | Facility buildout | Warehouse operational; chemical storage certified | \$32,000 deposit; contractor | TDA inspection passed | Rivera |
| 1 | Team hiring | 4 technicians, 1 dispatcher hired | Job postings; TPMA network | All staff TDA-certified | Thompson |
| 2 | Fleet deployment | 5 vans equipped with GPS/sprayers | \$12,750 lease payment | Vehicles road-ready | Rivera |
| 2 | Supplier contracts | EcoSafe/SensorLogic agreements signed | Legal review; \$5k deposit | 90-day payment terms secured | Thompson |
| 3 | CRM launch | Zoho platform fully integrated | \$22,000 dev fee; CTO | Technicians trained; 100% uptime | Wu |
| 3 | Marketing launch | Google Ads live; realtor agreements | \$15,000 ad spend | 35 customers acquired | Thompson |
| 4 | Commercial launch | First 50 services completed | Dispatch system; inventory | 85% customer satisfaction | Rivera |
| 5 | Process refinement | Service workflow documented | Time-motion studies | 1.4 hrs/service avg | Rivera |
| 6 | Financial review | Q2 P&L analysis | Accountant; QuickBooks | COGS <36% of revenue | Thompson |
| 7 | Break even (EBITDA) | Positive cash flow from ops | 40+ customers | \$28,210 monthly revenue | Thompson |
| 9 | Multi-family contracts | 3 apartment agreements signed | Sales team; proposals | 150 units under contract | Thompson |

| | | | | | |
|----|---------------|-----------------------------|--------------------|----------------------------------|----------|
| 12 | Year 1 review | Financial/operational audit | CPA; internal data | 420 customers; \$285,600 revenue | Thompson |
|----|---------------|-----------------------------|--------------------|----------------------------------|----------|

12. APPENDIX

Supporting documents available: TDA license #PC12457, SBA loan commitment letter, EcoSafe Solutions supply agreement, SensorLogic SLA, NPMA market data excerpts, and detailed financial model with 50+ assumptions. All projections based on TPMA benchmarks, IBISWorld data, and pilot program results from March 2024.