

Smart home installation Market Entry: A Sample Business Plan Template

SmartHome Pro Solutions LLC (Texas LLC, formed March 15, 2024) is a Central Texas smart home installer targeting homeowners earning \$100,000+ with tiered packages from \$1,199 to \$15,000+. We project \$378,000 Year 1 revenue at 46% gross margin with 210 installations. Founders Michael Reyes (ex-ADT senior PM, 12 years home automation) and Sarah Chen (ex-Vivint Solar operations lead) secured \$150,000 equity for this \$350,000 startup.

1. Executive Summary

41% of U.S. households own smart devices but 68% hire professionals due to integration failures (Consumer Reports 2023), costing DIY users \$400+ annually in troubleshooting. SmartHome Pro Solutions delivers certified multi-platform installations (Apple HomeKit/Google/Amazon) with 24-month labor warranty at \$1,800 average ticket. We generate revenue through installation (65%), maintenance contracts (25%), and hardware resale (10%) with 46% gross margin.

We require \$350,000 funding (\$150,000 equity, \$200,000 SBA 7(a) loan at 7.5% fixed over 10 years). Funds deploy as: \$75,000 equipment, \$60,000 inventory, \$65,000 vehicles, \$40,000 facilities, \$50,000 marketing, \$40,000 working capital, \$20,000 legal/licensing. This enables 210 Year 1 installations, \$378,000 revenue, and break-even at Month 18 with \$828 contribution margin per job.

2. Company Overview

SmartHome Pro Solutions LLC (Texas LLC, EIN 87-4563210) operates under NAICS 238220 with TDLR Electrical Contractor License #ELE12345. Founded March 15, 2024 in Austin due to 12.4% CAGR smart home adoption (Statista 2023) and 42,000+ households earning \$100,000+ in Travis County. Ownership: Michael Reyes (CEO, 60%), Sarah Chen (COO, 30%), Silicon Hills Tech Fund (10% convertible note).

Michael Reyes managed \$8M/year ADT Smart Solutions projects (2019-2023) with 95% on-time delivery. Sarah Chen reduced Vivint Solar Texas customer acquisition cost by 22% in 2022 through Salesforce optimization. David Wu (Lead Technician) holds TDLR #1234567 with 8 years field experience.

Date	Milestone	Status	Next Steps
Mar 15, 2024	Texas LLC formation	Complete	N/A
Apr 10, 2024	TDLR Electrical Contractor License	Complete	N/A
May 1, 2024	Google Nest Pro certification	Complete	Amazon Alexa Pro by Jun 15
Jun 15, 2024	First customer installation	Pending	Close 3 pilot clients by May 30
Sep 30, 2024	Break 15 installations/month	Target	Hire 2nd technician by Aug 1
Dec 31, 2024	Achieve \$30,000 MRR	Target	Secure 2 builder contracts

3. Market Analysis

U.S. smart home TAM: \$147 billion by 2028 (Statista 2023). SAM: \$9.2 billion (U.S. installation services). Austin MSA SOM: \$42 million annual spend (2024), calculated from 420,000 households x 15% adoption rate x \$667 average installation spend (CEDIA 2023). We target \$504,000 Year 1 SOM capture (1.2% share).

Primary customers: Homeowners aged 35-55 earning \$100,000-\$250,000 (72% of target). Budget range: \$1,200-\$5,000 per installation. Secondary: Real estate developers spending \$1,800-\$3,500/unit (e.g., Taylor Morrison). Tertiary: Property managers paying \$199/month for maintenance contracts.

Key trends: Professional installation demand up 28% YoY (CEDIA 2023); Matter protocol adoption reducing compatibility issues by 40%; 35% annual growth in solar/smart thermostat integration (SEIA 2024).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Homeowners (Starter)	\$12.6M	18%	2.5%	Lowest entry cost; 55% of market
Homeowners (Premium)	\$18.9M	22%	3.0%	Higher margins; 30% of market
Homeowners (Elite)	\$6.3M	25%	4.0%	Niche expertise; 10% of market
Builders	\$4.2M	30%	5.0%	Recurring contracts; 5% of market

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Smart Home	\$147B	N/A	N/A	Statista 2023
U.S. Installation	N/A	\$9.2B	N/A	CEDIA 2023 revenue data
Austin MSA	N/A	N/A	\$42M	420k HH x 15% adoption x \$667 avg spend

4. Competitive Analysis

Direct competitors: Vivint Smart Home (Austin revenue est. \$4.2M, 10% market share), ADT+Google (est. \$3.8M), local electricians (est. \$2.1M fragmented). Vivint uses high-pressure sales with 45% customer churn (J.D. Power 2023); ADT lacks custom integration; electricians charge 20% less but deliver 68% lower customer satisfaction (Consumer Reports).

Our advantages: 1) Multi-platform certification (Apple/Google/Amazon) enabling 95% compatibility success vs. industry 75%; 2) 24-month labor warranty (vs. standard 12 months) reducing callbacks by 30% based on CEDIA data; 3) Flat-rate pricing with \$0 consultation vs. competitors' \$150 assessment fees; 4) ServiceTitan FSM reducing scheduling errors by 40% (per vendor case studies).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Vivint	\$4.2M	\$2,200 avg	Brand recognition	45% churn rate	24-mo warranty; no pressure sales
ADT+Google	\$3.8M	\$2,500 avg	Security integration	Limited customization	Multi-platform expertise
Mr. Electric	\$1.1M	\$1,300 avg	Low cost	No system integration	Whole-home optimization
DIY Platforms	N/A	\$0 hardware	User control	68% failure rate	Certified installation guarantee

Strengths	Weaknesses	Opportunities	Threats
UL/Google/Amazon certifications	Limited brand awareness	Dallas/San Antonio expansion	Google Nest price cuts
24-mo labor warranty	No financing options	Solar integration partnerships	Texas electrical code changes
ServiceTitan optimization	Dependent on 2 founders	Matter protocol adoption	ADT market saturation
46% gross margin	Inventory carrying costs	Builder contract growth	Supply chain delays

5. Products & Services

We deliver three installation tiers: Starter (\$1,199 for 5 devices + Wi-Fi optimization), Premium (\$2,999 for 15+ devices + mesh network), Elite (\$5,000-\$15,000 for whole-home automation). All include 60-min consultation, app training, and remote access setup. Add-ons: \$199 security audit, \$29/month monitoring, \$199/year maintenance.

Pricing is value-based: Starter at 15% below ADT's \$1,400 entry package to capture price-sensitive buyers; Premium at parity with Vivint (\$3,000) but includes 2 extra devices; Elite at 10% premium for custom integrations. Hardware resale margin: 25% (vs. industry 20%) through Graybar volume discounts.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Starter	\$1,199	5 devices, Wi-Fi, app setup	First-time adopters	40%	42%
Premium	\$2,999	15+ devices, mesh network, voice control	Established homeowners	45%	48%
Elite	\$5,000-\$15,000	Whole-home automation, solar/EV integration	High-net-worth clients	15%	52%

Metric	Value	Calculation/Notes
Price per service	\$1,800	Weighted avg: (40% x \$1,199) + (45% x \$2,999) + (15% x \$7,500)
COGS per service	\$972	Hardware (\$540) + Labor (\$432); labor at \$72/hr x 6 hrs
Gross Profit	\$828	\$1,800 - \$972
Gross Margin	46%	\$828 / \$1,800
CAC	\$180	\$50,000 marketing / 278 customers (Year 1)
LTV	\$2,100	(\$1,800 x 1.15) x 1.2 years avg retention

LTV:CAC	11.7:1	\$2,100 / \$180
Payback Period	2.4 months	\$180 CAC / (\$828 GP x 8.3% monthly retention)

6. Marketing & Sales

Primary channel: Google Ads targeting 15 keywords (e.g., "smart home installer Austin") with \$3,000/month budget. CPC: \$2.40 (SEMrush Austin data), CTR: 3.2%, conversion rate: 4.1% -> 145 leads/month. Secondary: Referral program (\$50 cash) generating 30% of leads at \$0 CAC. Tertiary: Builder partnerships securing 10% of projects.

Sales cycle: 1) Lead (online/referral), 2) Free in-home assessment (65% show rate), 3) Proposal within 24 hrs (70% acceptance), 4) 30% deposit, 5) Installation (2-day avg), 6) Day 7/30 follow-up. Close rate: 45% from assessment to contract. Cycle length: 14 days (vs. industry 21).

Retention: \$199/year maintenance plan (65% uptake) with quarterly system checks. Automated health alerts reduce churn to 5.8% monthly (vs. industry 7.2%). Expansion revenue: \$150 avg from add-ons per existing customer annually.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	\$3,000	\$207	145	4.1%	6	300%
Referrals	\$1,500	\$0	73	41%	30	N/A
Builder Partnerships	\$500	\$167	3	33%	1	400%
Social Media	\$1,000	\$250	40	2.5%	1	220%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1-3	\$3,000	\$1,000	\$2,000	\$0	\$500	\$6,500	261	38
4-6	\$3,000	\$1,000	\$1,500	\$500	\$500	\$6,500	298	44
7-9	\$3,000	\$1,000	\$1,000	\$1,000	\$500	\$6,500	335	50
10-12	\$3,000	\$1,000	\$500	\$1,500	\$500	\$6,500	372	56

7. Operations

Daily workflow: 1) Lead enters Salesforce, 2) ServiceTitan dispatch assigns technician within 2 hrs, 3) Tech completes pre-install checklist via Asana, 4) Installation with NetSpot Wi-Fi assessment, 5) Post-install training documented in CRM. Capacity: 2 crews (4 techs) handle 40 jobs/week (5 jobs/tech/day). Inventory turnover: 6x/year.

Key vendors: Graybar (hardware at 25% margin), D-Tools (Crestron/Lutron access), Insight Electronics (networking gear). Technology stack: ServiceTitan (\$199/user/mo), Salesforce (\$25/user/mo), QuickBooks Online (\$30/mo).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Graybar	Hardware supply	\$5,000	Net 30	D-Tools
ServiceTitan	Field service mgmt	\$398	Annual	Housecall Pro
Salesforce	CRM	\$150	Annual	HubSpot
Travelers	Liability insurance	\$1,000	Annual	State Farm

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
ServiceTitan	Scheduling/invoicing	\$398	5	Jobber (rejected: no inventory mgmt)
Salesforce	Lead tracking	\$150	3	Zoho (rejected: poor mobile)
QuickBooks Online	Accounting	\$30	2	Xero (rejected: no Bill.com sync)
NetSpot Pro	Wi-Fi assessment	\$20	2	AirCheck (rejected: \$499 hardware)

8. Management Team

Organizational structure: CEO (revenue P&L), COO (operations), Marketing Director, 2 Lead Technicians.
Compensation: Base salaries \$48,000-\$85,000 + 5% revenue bonus at \$500K+ revenue. No equity grants in Year 1.

Advisory board: James Carter (ex-CEDIA President, 20 hrs/mo, \$150/hr consulting), Maria Lopez (ex-ADT compliance officer, 10 hrs/mo, \$125/hr).

Month	Role	Salary	Priority	Source	Onboarding Time
Apr 2024	Lead Technician	\$48,000	High	Indeed	30 days
Jun 2024	Customer Support	\$36,000	Medium	Upwork	14 days
Aug 2024	2nd Technician	\$48,000	High	Employee referral	30 days

9. Financial Plan

Key assumptions: 15 new customers/month in Year 1 (growing to 25/month by Year 3), 5.8% monthly churn, \$1,800 average revenue per job, 46% gross margin, \$180 CAC. Fixed costs: \$24,000/month (rent, salaries, software). Variable costs: 54% of revenue (hardware, labor, commissions).

Revenue model: 70% from installations (growing to 65% in Year 3 as maintenance contracts scale), 20% from service contracts (growing to 25%), 10% from hardware resale (growing to 10%). Growth drivers: Builder contracts (15% of Year 2 revenue), referral program (30% of leads).

Cost structure: Fixed costs 65% of total expenses (salaries, rent, software), variable costs 35% (hardware, fuel, commissions). Salaries scale at 20% annually; marketing holds at 13% of revenue.

Funding: \$350,000 total (\$150,000 equity, \$200,000 SBA loan). Covers 15 months runway at \$23,200 monthly burn. Milestones: \$30,000 MRR by Dec 2024, Dallas expansion by Q3 2026.

Item	Cost	Notes
Legal/Compliance	\$500	Texas SOS fee
Licensing/Electrical License	\$1,500	#ELE123
Equipment Transit vans	\$60,000	2024 models, fleet pricing
Equipment Diagnostic tools	\$15,000	NetSpot, multimeter, cable testers
Technology Titan setup	\$2,500	Implementation fee
Initial Inventory Smart thermostats	\$15,000	Ecobee, Nest x 100 units

Initial Inventory	Security cameras	\$20,000	Ring, Arlo x 150 units
Initial Inventory	Networking gear	\$25,000	Eero, Nest Wifi Pro x 100 kits
Marketing Launch	Website development	\$5,000	WordPress + SEO
Marketing Launch	Google Ads prepay	\$9,000	3 months budget
Working Capital	6 months payroll	\$90,000	\$15,000 x 6
Insurance	General liability	\$12,000	\$2M coverage Travelers
Professional Fees	Accounting setup	\$3,000	QuickBooks configuration
Office Setup	Warehouse lease deposit	\$6,000	2,000 sq ft @ \$3/sq ft
Contingency	10% buffer	\$35,000	10% of total
Total		\$350,000	

C Type	Monthly Cost	Annual Cost	Notes
Fixed Rent	\$3,000	\$36,000	1,200 sq ft office + 2,000 sq ft warehouse
Fixed Salaries	\$20,000	\$240,000	5 FTEs @ avg \$4,000/m
Fixed Benefits	\$2,000	\$24,000	10% of payroll
Fixed Insurance	\$1,000	\$12,000	General liability + workers comp
Fixed Software	\$600	\$7,200	ServiceTitan, Salesforce, QuickBooks
Fixed Marketing	\$5,417	\$65,000	\$50,000 Year 1 + \$15,000 buffer
Variable & Fuel	\$1,500	\$18,000	2 vans, 1,500 miles/mo @ \$0.50/mil
Variable Inventory Replenishment	\$37,500	\$450,000	54% of \$694,000 COGS

Commodities	\$1,080	\$12,960	6% of \$1,800 avg job x 20 jobs/mo
Loan Fixed Payment	\$2,398	\$28,776	\$200,000 SBA 7(a) at 7.5% over 10y
Utilities	\$500	\$6,000	Electricity internet, phones
Professional Services	\$500	\$6,000	Accounting legal
Fixed Total	\$28,498	\$341,976	
Variable Total	\$39,080	\$468,960	
Combined Total	\$67,578	\$810,936	

Line Item	M1	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1	
Revenue	\$0	\$18,000	\$27,000	\$36,000	\$45,000	\$54,000	\$63,000	\$72,000	\$81,000	\$90,000	\$99,000	\$504,000	
COGS	\$0	\$9,720	\$14,580	\$19,440	\$24,300	\$29,160	\$34,020	\$38,880	\$43,740	\$48,600	\$53,460	\$272,160	
Gross Profit	\$0	\$8,280	\$12,420	\$16,560	\$20,700	\$24,840	\$28,980	\$33,120	\$37,260	\$41,400	\$45,540	\$231,840	
Marketing	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$78,000
Salaries	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$240,000	
Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	
Software	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200	
Insurance	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	
Other OpEx	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$5,898	\$70,776	
Total OpEx	\$36,998	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$441,976	
EBITDA	-\$36,998	-\$24,818	-\$24,678	-\$20,538	-\$16,398	-\$12,258	-\$8,118	-\$3,978	\$162	\$4,302	\$8,442	-\$210,136	

Depreciation	\$0	\$0	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$25,000
EBIT	-\$36,998	-\$36,998	-\$26,761	-\$22,621	-\$18,481	-\$14,341	-\$10,201	-\$6,061	-\$1,921	\$2,219	\$6,359	\$15,000	-\$235,136
Interest	\$0	\$0	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income	-\$36,998	-\$36,998	-\$28,011	-\$23,871	-\$19,731	-\$15,591	-\$11,451	-\$7,311	-\$3,171	\$969	\$5,109	\$15,000	-\$250,136

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	\$350,000	\$313,002	\$276,504	\$244,353	\$216,342	\$192,471	\$172,740	\$157,149	\$145,698	\$138,387	\$135,216	\$136,185
Cash In	\$0	\$0	\$14,400	\$21,600	\$28,800	\$36,000	\$43,200	\$50,400	\$57,600	\$64,800	\$72,000	\$79,200
Total Cash In	\$0	\$0	\$14,400	\$21,600	\$28,800	\$36,000	\$43,200	\$50,400	\$57,600	\$64,800	\$72,000	\$79,200
Cash Out	\$36,998	\$36,498	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098
Total Cash Out	\$36,998	\$36,498	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098	\$37,098
Net Cash Flow	-\$36,998	-\$36,498	-\$22,698	-\$15,498	-\$8,298	-\$1,098	\$6,102	\$13,302	\$20,502	\$27,702	\$34,902	\$42,102
Ending Cash	\$313,002	\$276,504	\$244,353	\$216,342	\$192,471	\$172,740	\$157,149	\$145,698	\$138,387	\$135,216	\$136,185	\$178,287

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	\$504,000	\$210,000	\$240,000	\$270,000	\$300,000	\$330,000	\$360,000	\$390,000	\$420,000	\$1,500,000
COGS	\$272,160	\$113,400	\$129,600	\$145,800	\$162,000	\$178,200	\$194,400	\$210,600	\$226,800	\$810,000
Gross Profit	\$231,840	\$96,600	\$110,400	\$124,200	\$138,000	\$151,800	\$165,600	\$179,400	\$193,200	\$690,000
OpEx	\$441,976	\$85,000	\$85,000	\$85,000	\$85,000	\$90,000	\$90,000	\$90,000	\$90,000	\$360,000
EBITDA	-\$210,136	\$11,600	\$25,400	\$39,200	\$53,000	\$61,800	\$75,600	\$89,400	\$103,200	\$330,000
Net Income	-\$250,136	\$5,800	\$15,240	\$26,880	\$39,750	\$49,440	\$63,000	\$77,520	\$92,880	\$288,690
Ending Cash	\$178,287	\$150,000	\$180,000	\$220,000	\$270,000	\$330,000	\$400,000	\$480,000	\$570,000	\$570,000

Metric	Value	Calculation
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Monthly Fixed Costs	\$28,498	From OpEx table
Variable Cost per Job	\$972	COGS per service
Price per Job	\$1,800	Weighted average
Contribution Margin	\$828	\$1,800 - \$972
Contribution Margin %	46%	\$828 / \$1,800
Break-Even Units	35	\$28,498 / \$828
Break-Even Revenue	\$62,100	35 units x \$1,800
Expected Break-Even Month	Month 18	Per cash flow projection
Safety Margin	15%	(40 actual jobs - 35 BE) / 40

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	46%	46%	46%	40-50% (CEDIA)
Operating Margin %	-44%	12%	22%	5-15% (NAHB)
Net Profit Margin %	-50%	9%	19%	3-10% (IBISWorld)
Current Ratio	1.2	1.8	2.5	1.5+ (healthy)
CAC Payback	2.4 months	2.1 months	1.9 months	6-18 months (SaaS Capital)
LTV:CAC Ratio	11.7:1	13.2:1	15.0:1	3:1+ (good)
Monthly Burn Rate	\$23,200	\$0	N/A	N/A
Runway (months)	15	N/A	N/A	N/A

10. Risk Analysis

Top risks: 1) Technician turnover (probability 4/5, impact \$48,000/year loss at 25% industry rate), 2) Hardware supply chain delays (probability 3/5, impact \$15,000/week revenue loss), 3) Google Nest price cuts (probability 2/5, impact 15% margin compression), 4) Texas electrical code changes (probability 2/5, impact \$10,000 compliance cost).

Mitigation: 1) \$5,000 retention bonus reducing turnover to 15%, 2) 60-day inventory buffer + multi-vendor sourcing, 3) Diversify to Matter protocol devices (80% compatibility), 4) Quarterly code training with TDLR updates.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Tech turnover	4	4	16	\$5K retention bonus; cross-training	Contract labor pool at \$85/hr	COO
Supply chain delay	3	4	12	60-day inventory buffer; 3 suppliers	Switch to Matter-compatible alternatives	CEO
Google price cuts	2	3	6	Diversify to Apple/Amazon ecosystems	Introduce \$99 "Nest Essential" package	CEO
Code changes	2	3	6	Quarterly TDLR training	Legal retainer for compliance review	COO
ADT saturation	3	3	9	Focus on custom integrations	Target commercial clients	CEO
Payment delays	3	2	6	30% deposit required	Offer 2% discount for upfront payment	COO
Data breach	2	4	8	CCPA-compliant data handling	Cyber insurance (\$1M coverage)	CEO
Builder contract loss	2	3	6	Diversify to 5 builders	Focus on homeowner referrals	CEO

11. Implementation Timeline

Critical path: Google Nest Pro certification (May 1), first revenue (June 15), break 15 jobs/month (September 30).
 Dependencies: TDLR license (secured April 10) enables technician hiring; ServiceTitan setup (completed April 15) required for scheduling.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
Apr 2024	Team hiring	2 lead technicians onboarded	\$96,000 payroll budget	Technicians certified by May 1	COO
May 2024	Google Nest certification	Pro Installer Network approval	\$2,500 training fees	Certification by May 1	CEO
Jun 2024	First revenue	3 pilot installations completed	\$5,400 marketing spend	\$5,400 revenue by Jun 15	CEO
Jul 2024	SEO ranking	Top 3 Google ranking for 5 keywords	\$5,000 SEO budget	15% organic traffic increase	Marketing
Aug 2024	Break 10 jobs/month	10 installations completed	ServiceTitan optimization	\$18,000 revenue	COO
Sep 2024	First builder contract	1 signed agreement	\$1,000 proposal development	\$3,600 revenue (2 units)	CEO
Oct 2024	Break 15 jobs/month	15 installations completed	2nd technician hire	\$27,000 revenue	COO
Nov 2024	Net cash flow positive	Ending cash > beginning cash	Marketing optimization	\$1,620 net cash flow	CEO
Dec 2024	\$30,000 MRR	16.7 avg jobs/month	Referral program scaling	\$54,000 monthly revenue	CEO
Jan 2025	Amazon Alexa certification	Pro Partner approval	\$3,000 training	Certification by Jan 15	CEO
Feb 2025	Break-even	35 jobs completed	Optimized scheduling	\$62,100 revenue	COO
Mar 2025	Year 1 review	Financial/operational report	Accounting data	\$504,000 annual revenue	CEO