

Crafting Your Wildlife Control Strategy: US Market Sample Business Plan

WildShield Wildlife Control, LLC is a Texas-licensed wildlife exclusion services provider founded March 15, 2024 in Austin. Founder Jordan Reed (TPWD WCO #TX-11428, ex-Texas Pest Solutions operations manager) built prior company to \$1.8M revenue in 3 years. We provide humane wildlife removal and exclusion services to Central Texas homeowners at \$125-\$1,800/job, targeting \$220,500 Year 1 revenue with 52% gross margin. Business plan dated October 26, 2023.

1. EXECUTIVE SUMMARY

62% of US counties report rising wildlife conflicts (NWCOA 2023), costing Texas homeowners \$47.2M annually in property damage from raccoons, bats, and squirrels (IBISWorld). WildShield solves this with TPWD-compliant exclusion services starting at \$125 inspections, capturing 0.5% of Austin-San Antonio's \$9.2M serviceable market by Year 1. Our unit economics: \$525 average job value, \$252 COGS (48% margin), \$58.60 customer acquisition cost via Google LSAs.

We target residential customers in ZIP codes 78704-78759 (median home value \$412,000) with tiered pricing: \$350-\$650 for raccoon removal, \$600-\$1,800 for bat exclusion. Year 1 gross margin 52% rises to 68% by Year 3 as exclusion work (75% margin) grows from 30% to 55% of revenue. Break-even at 81 jobs/month (Month 14) with \$245,000 EBITDA by Year 3.

Seeking \$350,000 funding: \$200,000 SBA 7(a) loan (7.5% interest, 10-year term), \$100,000 founder equity, \$50,000 angel investment (10% equity). Funds deploy as: 38.6% vehicles (\$135,000), 10.9% equipment (\$38,000), 22.3% working capital (\$78,000). Enables 15% Austin-San Antonio market share capture by Year 5 with 28% EBITDA margin.

2. COMPANY OVERVIEW

WildShield Wildlife Control, LLC formed as Texas LLC on March 15, 2024 for liability protection and pass-through taxation. Headquarters at 6120 Burleson Road, Austin (1,800 sq. ft. light industrial space; \$1,500/month rent) chosen for proximity to high-demand suburbs (West Lake Hills, Dripping Springs) where 47% of homes experienced wildlife intrusion (HomeAdvisor 2023).

Key personnel: Jordan Reed (CEO) grew Texas Pest Solutions Central Texas division to \$1.8M revenue in 24 months with 92% retention; Maria Lopez (COO) managed Critter Control's Austin operations handling 1,200+ annual jobs at \$510 average revenue per job.

| Date | Milestone | Status | Next Steps |
|--------|----------------------------------|----------|--------------------------|
| Mar-24 | LLC formation, TPWD WCO license | Complete | Secure SBA loan |
| Apr-24 | 3 Ford Transit 150s delivered | Complete | Finalize insurance |
| May-24 | Website launch, Google LSA setup | Complete | Train 2 technicians |
| Jun-24 | First 20 paid jobs | Complete | Optimize ad spend |
| Sep-24 | Hire part-time admin | Pending | Implement Jobber CRM |
| Dec-24 | Reach 35 jobs/month | Pending | Negotiate HOA contracts |
| Mar-25 | Break-even point | Pending | Expand to San Antonio |
| Jun-25 | 12 commercial contracts | Pending | Launch maintenance plans |

3. MARKET ANALYSIS

TAM: \$2.1B US wildlife control (IBISWorld 2023). SAM: \$184.8M Texas market (8.8% of US TAM based on population share). SOM: \$9.24M Austin-San Antonio corridor (5% of Texas SAM; 120,000 annual service calls x \$77 average job value from TDA data).

Target customers: Homeowners in ZIP codes 78704-78759 (2023 median income \$98,400, 72% homeownership rate). Commercial targets: HOAs managing 50+ units (avg. \$120/month monitoring fee), schools (avg. \$1,200 bat exclusion jobs). 78% of consumers pay premiums for humane removal (Pew 2022).

Key trends: 1) TPWD's 2024 mandate for 8 annual CEU hours (creates \$1.2M training market); 2) Drone inspections growing 22% CAGR (Grand View Research); 3) Exclusion services demand up 15% annually as homeowners prioritize prevention.

| Segment | Size (\$) | Growth Rate | Share Target | Rationale |
|-----------------------|-----------|-------------|--------------|--|
| Residential Removal | \$5.1M | 8% | 1.2% | Low barrier to entry; 60% of Year 1 revenue |
| Residential Exclusion | \$3.0M | 15% | 2.5% | 75% margin; focus for Year 2+ growth |
| Commercial Monitoring | \$0.8M | 12% | 3.0% | Recurring revenue; 12 HOAs targeted by Year 2 |
| Municipal Contracts | \$0.3M | 5% | 0.5% | Long sales cycle; pilot with Austin Parks Dept in Year 3 |

| Category | Total Addressable | Serviceable Available | Serviceable Obtainable | Methodology |
|------------------|-------------------|-----------------------|------------------------|---|
| US Market | \$2,100,000,000 | - | - | IBISWorld 2023 report |
| Texas Market | - | \$184,800,000 | - | 8.8% of US TAM (TX population share) |
| Central TX Metro | - | \$92,400,000 | - | 50% of Texas SAM (Austin/SATX population) |
| Year 1 Target | - | - | \$924,000 | 1% of Central TX SAM (420 jobs x \$2,200 avg) |

4. COMPETITIVE ANALYSIS

Market fragmented: Top 3 competitors (Critter Control, Humane Wildlife Removal, Texas Wildlife Services) control 22% of Austin market. Critter Control averages \$725/job (47% above our pricing) but has 32% customer churn due to subcontracted labor (2023 Yelp analysis). Unlicensed operators (35% market share) charge \$200-\$400 but lack insurance; 68% fail TPWD compliance audits.

WildShield's advantages: 1) 3-year exclusion warranty (vs. industry 1-year standard) reducing re-infestations by 73% (per TPWD data); 2) \$125 inspection fee credited to service (drives 82% conversion vs. 65% industry avg); 3) Drone diagnostics cutting assessment time 40% (25 mins vs. 42 mins industry avg).

| Competitor | Revenue Est. | Pricing | Key Strength | Key Weakness | Our Differentiation |
|----------------------|----------------|---------------|-----------------------|----------------------------|--|
| Critter Control | \$1.2M | \$450-\$1,200 | National brand | 47% subcontracted labor | 100% in-house certified techs |
| Humane Wildlife | \$380K | \$500-\$1,500 | Bat specialization | 1 technician capacity | 3-vehicle fleet; 24/7 availability |
| Texas Wildlife | \$620K | \$300-\$900 | Low pricing | 3.2-star avg rating | 4.9+ target rating via photo documentation |
| Orkin | \$280K (local) | \$600-\$1,800 | Pest control bundling | Limited wildlife expertise | TPWD-certified WCO specialists |
| Unlicensed Operators | \$1.1M | \$200-\$400 | Low cost | No insurance/warranty | \$2M liability coverage; 3-year warranty |

| Strengths | Weaknesses | Opportunities | Threats |
|--------------------------------------|--|-------------------------------|---------------------------------|
| TPWD/TDA dual licensing | Limited brand recognition | TPWD training partnership | New bat protection laws |
| 3-year exclusion warranty | Seasonal revenue dips (Q1 15% below avg) | HOA contract expansion | Unlicensed operator growth |
| Drone inspection capability | Founder-dependent sales | Municipal abatement contracts | Insurance premium hikes |
| 92% referral rate from past employer | No commercial portfolio yet | Acquire small competitors | Recession reducing home repairs |

5. PRODUCTS & SERVICES

Core service: Humane wildlife exclusion combining removal (\$350-\$1,800), permanent sealing (\$199-\$2,500), and prevention. All jobs include thermal imaging inspection (standard), drone roof assessment (optional +\$75), and digital report with entry-point photos. Exclusion work uses WeatherGuard(TM) aluminum mesh (0.02% re-infestation rate per TPWD).

Pricing set 12% above market average (\$525 vs \$469) justified by 3-year warranty (vs 1-year standard) and drone diagnostics. Bat exclusion priced at \$1,200 (67% margin) vs competitor avg \$950 (52% margin) due to superior sealing materials. Inspection fee (\$125) converts 82% to paid jobs (vs 65% industry avg).

| Tier | Price | Features | Target Customer | % Revenue | Gross Margin |
|------------------|----------|------------------------|-------------------|-----------|--------------|
| Basic Inspection | \$125 | Attic/crawlspace check | New homeowners | 10% | 85% |
| Raccoon/Squirrel | \$450 | Removal + 1-way door | Suburban families | 45% | 58% |
| Bat Exclusion | \$1,200 | Sealing + monitoring | Homeowners 55+ | 30% | 67% |
| Commercial Plan | \$120/mo | Quarterly inspections | HOAs (50+ units) | 15% | 82% |

| Metric | Value | Calculation/Notes |
|-------------------|---------|--|
| Price per service | \$525 | Weighted avg: $(10\% \times \$125) + (45\% \times \$450) + (30\% \times \$1,200) + (15\% \times \$120)$ |
| COGS per service | \$252 | Labor (\$142) + Materials (\$88) + Vehicle (\$22) |
| Gross Profit | \$273 | $\$525 - \252 |
| Gross Margin | 52% | $\$273 / \525 |
| CAC | \$58.60 | $\$25,000 \text{ Year 1 marketing spend} / 427 \text{ leads}$ |

| | | |
|----------------|------------|---|
| LTV | \$1,176 | $\$525 \times 2.25 \text{ jobs/customer} \times 1/(1-0.15 \text{ churn})$ |
| LTV:CAC | 20.1 | $\$1,176/\58.60 |
| Payback Period | 1.3 months | $\text{CAC} / (\text{Gross Profit} \times \text{Jobs/Month})$ |

6. MARKETING & SALES

Primary channel: Google Local Service Ads (LSAs) targeting "raccoon removal Austin" (1,900 monthly searches). Budget: \$8,500/month at \$58.60 CAC (based on 3.2% conversion from 145 leads/month). Secondary: Facebook ads targeting homeowners 35-65 in ZIP 787xx (\$1,200/month; \$42 CAC). Content marketing: 8 SEO blog posts/month targeting keywords with 500+ volume (e.g., "bat exclusion cost") generating 85 organic leads/month.

Sales cycle: 1) Lead capture (phone/website), 2) 10-min phone consult (75% qualification rate), 3) \$125 inspection (82% close rate), 4) Digital proposal via Jobber, 5) 68% same/next-day service rate. Average cycle: 2.1 days (vs 3.8 industry avg). 22% of jobs from referrals (\$50 gift card program).

Retention: 3-year exclusion warranty (vs 1-year standard), free annual inspection, SMS seasonal alerts (e.g., "Raccoon season starts April 1"). Target churn: 15% annually (vs 32% industry avg). Expansion revenue: 35% of customers add maintenance plans (\$199/year).

| Channel | Monthly Budget | CAC | L Conv. Rate | Customers/Mo | ROI | |
|--------------|----------------|---------|--------------|--------------|--------|------|
| Google LSAs | \$8,500 | \$58.60 | 143.2% | 4.6 | 367% | |
| Facebook Ads | \$1,200 | \$42.00 | 29 | 4.1% | 1.2 | 548% |
| SEO/Blog | \$800 | \$28.20 | 852.4% | 2.0 | 852% | |
| Referrals | \$500 | \$22.70 | 22100% | 2.2 | 1,100% | |
| Yelp/Angi | \$1,000 | \$62.50 | 163.8% | 0.6 | 312% | |

| Month | Google Ads | Social Media | Content/SEO | Events | Other | Total | Leads | Customers |
|-------|------------|--------------|-------------|--------|-------|----------|-------|-----------|
| 1 | \$8,500 | \$1,200 | \$800 | \$0 | \$500 | \$10,000 | 297 | 8.6 |
| 2 | \$8,500 | \$1,200 | \$800 | \$0 | \$500 | \$10,000 | 297 | 8.6 |
| 3 | \$8,500 | \$1,200 | \$800 | \$0 | \$500 | \$10,000 | 297 | 8.6 |
| 4 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 5 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 6 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 7 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 8 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 9 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 10 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 11 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |
| 12 | \$8,500 | \$1,200 | \$800 | \$500 | \$500 | \$10,500 | 307 | 9.0 |

7. OPERATIONS

Daily workflow: 1) 6:30 AM dispatch via Jobber, 2) Technicians (2 per shift) complete 3-4 jobs/day using GPS-optimized routes, 3) Digital checklists with photo verification, 4) Same-day invoicing. Capacity: 3 vehicles handle 12 jobs/day (360/mo). Critical process: Exclusion work requires 24-hour monitoring period before sealing (TPWD regulation).

Key vendors: Nuisance Wildlife Control, Inc. (traps at \$42/unit, 30-day net terms), Austin Hardware Supply (\$1.80/ft aluminum mesh). Technology: Jobber (\$99/month/user) reduces admin time 35% vs manual scheduling; DJI Mavic 3 drone (\$3,200) cuts roof inspection time 40%.

| Vendor | Service | Monthly Cost | Contract Terms | Backup Option |
|---------------------------|------------------------|--------------|----------------|---------------------|
| Nuisance Wildlife Control | Traps/PPE | \$1,200 | Net 30 | Trutech Wildlife |
| Austin Hardware Supply | Metal mesh/sealants | \$2,500 | Net 15 | Home Depot Pro |
| Ford Commercial Vehicles | Vehicle maintenance | \$450 | 12-month | AAMCO Transmissions |
| Jobber | Field service software | \$297 | Month-to-month | ServiceTitan |

| Tool | Purpose | Monthly Cost | Users | Alternatives |
|-------------------|------------------|--------------|-------|----------------------|
| Jobber | Scheduling/CRM | \$297 | 5 | ServiceTitan (\$399) |
| QuickBooks Online | Accounting | \$50 | 2 | Xero (\$30) |
| RingCentral | Phone system | \$120 | 4 | Nextiva (\$110) |
| DJI Mavic 3 | Roof inspections | \$267 | 2 | Skydio (\$299) |

8. MANAGEMENT TEAM

Organizational structure: Flat hierarchy with CEO overseeing operations/sales, COO managing field staff. Compensation: Technicians \$18-\$22/hour + \$50/job bonus (avg. \$48,500/year). Founder salary capped at \$65,000 until Month 14 break-even. No equity grants until Year 2.

Advisors: Dr. Anita Patel (Wildlife Ecology PhD, Texas A&M) provides regulatory guidance at \$150/hour (10 hrs/month). David Chen (CPA) handles CFO duties at \$125/hour (20 hrs/month).

| Month | Role | Salary | Priority | Source | Onboarding |
|-------|-------------------|----------|----------|-------------------|------------|
| 1 | Field Technician | \$38,720 | High | Indeed | 2 weeks |
| 1 | Field Technician | \$38,720 | High | Indeed | 2 weeks |
| 3 | Admin Assistant | \$19,200 | Medium | Craigslist | 1 week |
| 9 | Field Technician | \$43,560 | High | Employee referral | 2 weeks |
| 12 | Sales Coordinator | \$42,000 | Medium | LinkedIn | 3 weeks |

9. FINANCIAL PLAN

Key assumptions: 1) 8.6 customers/month Month 1-3 rising to 9.0 by Month 4; 2) \$525 average revenue per job (Year 1), \$580 (Year 2), \$625 (Year 3); 3) 15% monthly churn; 4) COGS 48% of revenue; 5) Marketing 11.3% of revenue; 6) Payroll 64.4% of revenue Year 1 declining to 52.3% by Year 3.

Revenue model: 60% removal (58% margin), 30% exclusion (67% margin), 10% inspections (85% margin) in Year 1. Exclusion mix grows to 55% by Year 3 driving margin expansion. Commercial contracts add \$1,440/year recurring revenue per HOA.

Cost structure: 68% fixed costs (salaries, rent, software), 32% variable (materials, vehicle, commissions). Fixed costs grow 3% quarterly; variable costs scale 0.92x revenue growth. SBA loan payment: \$2,352/month starting Month 13.

Funding: \$350,000 provides 14 months runway. \$263,500 for capital (vehicles/equipment), \$78,000 working capital (3 months OpEx), \$8,500 contingency. Milestones: Month 6 - 35 jobs/month, Month 14 - break-even, Month 18 - San Antonio expansion.

| Item | Notes |
|--------------------------------------|-----------------------------|
| Legal/CO filing, operating agreement | \$1,850 Texas SOS fee \$300 |
| Licenses/Permits, TDA license | \$1,200 Biennial renewal |
| Equipment (50 units) | \$2,100/unit |
| Equipment (2 units) | \$6,400 Mavic 3 |
| Equipment gear (10 kits) | \$3,500 \$350/kits |
| Technology setup | \$495 5-user annual |
| Technology development | \$8,500 WordPress/Elementor |
| Initial Metal mesh (500 ft) Supplies | \$90 \$1.80/ft |

| | |
|---|--------------------------------|
| Initial Sealants (20 cases) Supplies | \$1,680/case |
| Marketing Ads prepay Launch | \$5,000/month budget |
| Working months OpEx Capital | \$78,200/month |
| Insurance premium | \$9,500M liability |
| Professional accounting Fees | \$4,200/month x 3 |
| Brand vehicle wraps | \$6,000/vehicle |
| Training DVD certification | \$2,400 staff x \$600 |
| Contingency costs (10%) | \$35,000 of total |
| TOTAL | \$350,000 |

| Category | T: M Annual Cost | Notes |
|----------|-------------------|--------------------------|
| Rent | Fixed \$1,500,000 | 1,800 sq. ft. warehouse |
| Salaries | Fixed \$1,332,000 | CEO, COO, 2 techs, admin |

| | | | | | | | | | | | | | |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Gross Profit | \$2,348 | \$2,348 | \$2,348 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$2,457 | \$28,665 |
| Marketing | \$10,000 | \$10,000 | \$10,000 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$123,000 |
| Salaries | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$11,833 | \$142,000 |
| Rent | \$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 |
| Software | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$534 | \$6,400 |
| Insurance | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$792 | \$9,500 |
| Other OpEx | \$10,000 | \$10,000 | \$10,000 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$10,500 | \$123,000 |
| Total OpEx | \$34,659 | \$34,659 | \$34,659 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$35,661 | \$427,900 |
| EBITDA | -\$32,311 | -\$32,311 | -\$32,311 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$399,235 |
| Net Income | -\$32,311 | -\$32,311 | -\$32,311 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$33,204 | -\$399,235 |

| Line Item | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
|----------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Beginning Cash | \$350,000 | \$22,378 | \$-59,934 | \$-124,245 | \$-189,456 | \$-254,667 | \$-319,878 | \$-385,089 | \$-450,300 | \$-515,511 | \$-580,722 | \$-645,933 |
| Cash In | \$4,515 | \$4,515 | \$4,515 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 |
| Total Cash In | \$4,515 | \$4,515 | \$4,515 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 | \$4,725 |
| Cash Out | \$39,826 | \$37,290 | \$37,290 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 |
| Total Cash Out | \$39,826 | \$37,290 | \$37,290 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 | \$37,935 |
| Net Cash Flow | -\$35,311 | -\$32,775 | -\$32,775 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 | -\$33,210 |
| Ending Cash | \$22,378 | \$-59,934 | \$-124,245 | \$-189,456 | \$-254,667 | \$-319,878 | \$-385,089 | \$-450,300 | \$-515,511 | \$-580,722 | \$-645,933 | \$-711,144 |

| Metric | Y1 | Y2 Q1 | Y2 Q2 | Y2 Q3 | Y2 Q4 | Y3 Q1 | Y3 Q2 | Y3 Q3 | Y3 Q4 | Y3 Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Revenue | \$220,500 | \$188,100 | \$205,200 | \$222,300 | \$239,400 | \$256,500 | \$273,600 | \$290,700 | \$307,800 | \$1,128,600 |
| COGS | \$114,660 | \$97,812 | \$106,704 | \$115,596 | \$124,488 | \$133,380 | \$142,272 | \$151,164 | \$160,056 | \$586,872 |
| Gross Profit | \$105,840 | \$90,288 | \$98,496 | \$106,704 | \$114,912 | \$123,120 | \$131,328 | \$139,536 | \$147,744 | \$541,728 |
| OpEx | \$326,070 | \$78,300 | \$78,300 | \$78,300 | \$78,300 | \$85,500 | \$85,500 | \$85,500 | \$85,500 | \$342,000 |

| | | | | | | | | | | |
|-------------|------------|------------|------------|------------|------------|----------|-----------|-----------|-----------|-----------|
| EBITDA | -\$220,230 | \$11,988 | \$20,196 | \$28,404 | \$36,612 | \$37,620 | \$45,828 | \$54,036 | \$62,244 | \$199,728 |
| Net Income | -\$220,230 | \$7,193 | \$12,118 | \$17,042 | \$21,967 | \$22,572 | \$27,497 | \$32,422 | \$37,346 | \$119,837 |
| Ending Cash | \$-711,144 | \$-599,168 | \$-465,758 | \$-309,044 | \$-130,010 | \$92,590 | \$260,908 | \$434,950 | \$614,724 | - |

| Metric | Value | Calculation |
|-----------------------|----------|-----------------------------------|
| Monthly Fixed Costs | \$21,237 | From OpEx table |
| Variable Cost per Job | \$252 | COGS per service |
| Price per Job | \$525 | Weighted average |
| Contribution Margin | \$273 | $\$525 - \252 |
| Contribution Margin % | 52% | $\$273/\525 |
| Break-Even Units | 77.8 | $\$21,237 / \273 |
| Break-Even Revenue | \$40,845 | $77.8 \times \$525$ |
| Expected Break-Even | Month 14 | Per cash flow projection |
| Safety Margin | 4.9% | $(9.0 \text{ jobs} - 77.8) / 9.0$ |

| Metric | Y1 | Y2 | Y3 | Industry Benchmark |
|---------------------|-------|-----|-----|--------------------|
| Gross Margin % | 48% | 58% | 58% | 50-65% |
| Operating Margin % | -100% | 18% | 28% | 15-25% |
| Net Profit Margin % | -100% | 11% | 17% | 8-15% |
| Current Ratio | 0.8 | 1.9 | 3.2 | 1.5+ |

| | | | | |
|-------------------|----------|------------|------------|---------|
| CAC Payback | 1.3 mo | 0.9 mo | 0.7 mo | 6-18 mo |
| LTV:CAC Ratio | 20.1 | 28.3 | 32.6 | 3:1+ |
| Monthly Burn Rate | \$55,125 | - | - | - |
| Runway (Months) | 6.3 | Indefinite | Indefinite | - |

10. RISK ANALYSIS

Top risks: 1) Unlicensed operators (Probability 4/5, Impact 5/5) capturing 35% market share with sub-\$400 pricing; 2) TPWD regulation changes (Probability 3/5, Impact 5/5) like 2024's mandatory CEU hours; 3) Seasonal revenue dips (Probability 5/5, Impact 3/5) with Q1 revenue 15% below annual average.

Mitigation: For unlicensed operators, we require TPWD license verification in all marketing (\$1,200/month ad spend targeting "licensed wildlife removal"). For regulatory changes, Dr. Patel monitors TPWD updates (\$1,500/month consulting). For seasonality, commercial contracts target 30% of revenue by Year 2 (12 HOAs locked by Month 18).

| Risk | Probability | Impact | Risk Score | Mitigation Strategy | Contingency Plan | Owner |
|------------------------|-------------|--------|------------|---|---|-------|
| Unlicensed competition | 4 | 5 | 20 | Highlight licensing in ads; \$50 referral bonus | Price match guarantee for licensed services | CEO |
| Regulatory changes | 3 | 5 | 15 | Monthly TPWD compliance audits | Allocate \$5k/quarter for rapid retraining | COO |
| Seasonal revenue dip | 5 | 3 | 15 | Commercial contracts (target 30% rev) | Pre-sell winter maintenance packages | COO |
| Technician injury | 3 | 4 | 12 | Mandatory OSHA 30 training; \$2M insurance | Backup contractor network | COO |
| Disease exposure | 2 | 5 | 10 | N95 respirators; decon protocols | Workers' comp coverage | COO |
| Cash flow gap | 4 | 4 | 16 | 3-month working capital reserve | Prepaid service packages (20% discount) | CFO |
| Negative reviews | 3 | 3 | 9 | Photo documentation; 24-hr follow-up | Offer free re-inspection | CEO |
| Vehicle accident | 2 | 4 | 8 | Dashcams; GPS speed monitoring | Rental vehicle agreement | COO |

11. IMPLEMENTATION TIMELINE

Critical path: Secure SBA loan by Month 2 to fund vehicle leases, achieve 35 jobs/month by Month 6 to validate unit economics, sign first HOA contract by Month 9. Dependencies: TPWD license renewal (Month 10), Jobber CRM implementation (Month 3). Key constraint: Technician hiring limited to 2/month due to TPWD certification backlog.

| Month | Milestone | Deliverables | Resources | Success Metric | Owner |
|-------|-------------------------|---------------------|-------------------|------------------------|-------|
| 1 | SBA loan closing | \$200k deposit | Bank docs | Funds in account | CFO |
| 2 | Vehicle delivery | 3 branded Transits | \$135k capital | DOT inspection passed | COO |
| 3 | Jobber CRM launch | Full scheduling | \$495 setup | 100% digital dispatch | CEO |
| 4 | First 20 jobs | Customer database | 2 technicians | \$10,500 revenue | COO |
| 5 | Google Ads optimization | CAC < \$60 | \$8,500 budget | 8.6 customers/month | CEO |
| 6 | 35 jobs/month | Profitability model | Full team | \$18,375 revenue | COO |
| 7 | Referral program launch | 25 referrals | \$500 budget | 22% referral rate | CEO |
| 8 | First HOA contract | 50-unit agreement | Proposal template | \$120/month revenue | CEO |
| 9 | Commercial pipeline | 5 HOA proposals | Sales coordinator | 30% close rate | CEO |
| 10 | TPWD CEU session | 8 staff certified | \$2,400 training | 100% compliance | COO |
| 11 | Maintenance plans | 50 subscribers | Email campaign | \$8,300 annual revenue | CEO |
| 12 | Break-even prep | 81 jobs/month | 3 technicians | \$42,525 revenue | COO |

12. APPENDIX

Full financial model available with 36-month projections, sensitivity analysis (revenue +/-20%), and source documentation for all market data (IBISWorld, TPWD, HomeAdvisor). Key assumption: 15% monthly customer churn based on 2023 NWCOA industry survey of 127 wildlife control firms.