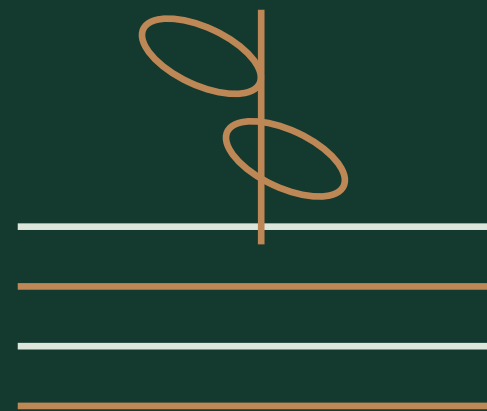


FieldLedger Advisory

Seasonal farm decisions.
One paid advisory team.

Fictional prelaunch



Advice takes time beyond the visit.

Paid delivery time



55% sold-time target

Travel, preparation and support take time.

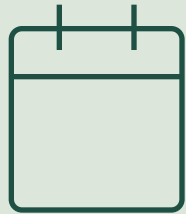
Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



Deliver



Collect

One agreed job. One documented acceptance.

Start with a reachable buying occasion.



Iowa crop producers

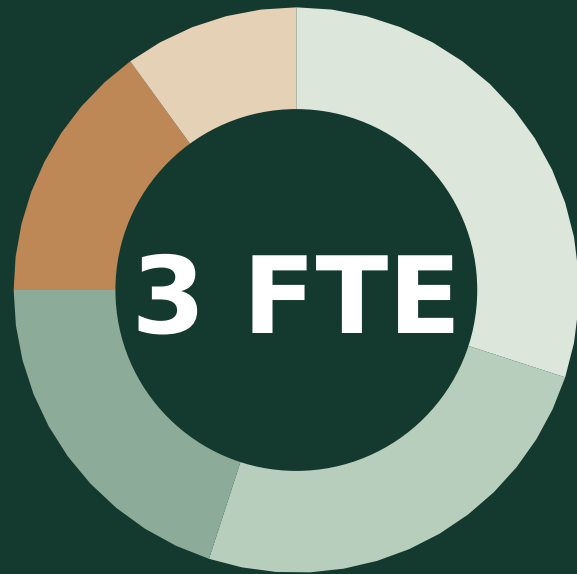
Seasonal crop decisions

Farm decision-makers

Soil and business advice

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Crop / soil 30%

135/h

Nutrients 25%

150/h

Precision 20%

165/h

Business 15%

175/h

Training 10%

200/h

USD / sold-hour equivalents; illustrative mix.

Compete on the job and the commercial terms.

Possible alternatives

Independent advisers

In-house expertise

Existing advisory provider

Check before booking

Scope + authorization

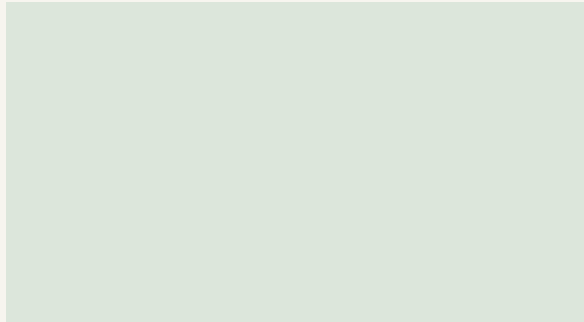
Response commitments

Acceptance + warranty

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.

160,000.00



Proposed equity

19,000.00



Launch uses

141,000.00



Opening cash

Year 1 net income: USD 25,151.16

Proposed team.

Clear delivery responsibilities.



3 delivery consultants

Owner included and paid once

Administration: 0.5 FTE

Seasonality changes demand, not paid staffing.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 60,000.00

Owner contribution: USD 100,000.00

Terms and funding remain uncommitted.

Project payback: recovered in 14.06 months