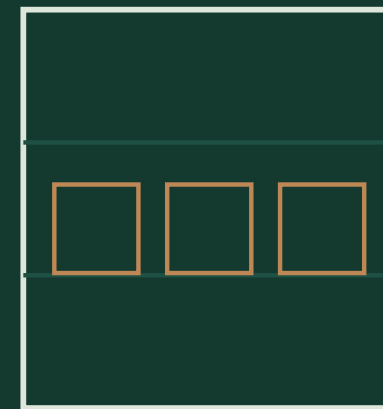


Gatherline Planning

Defined events. A calendar that
can deliver.



Fictional prelaunch

Peak dates collide before monthly hours run out.

Inquiries → bookings → collected fees



Demand and completion are assumptions.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



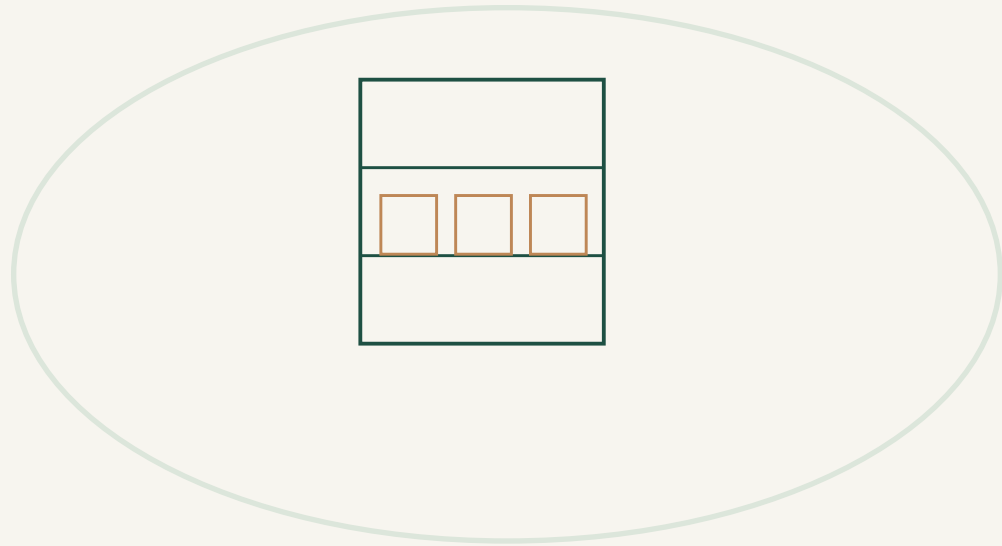
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Couples and families

A wedding or social occasion

Business event owner

A defined corporate event

Schematic; buyers and area to validate.

Job mix and capacity set the revenue ceiling.



Full wedding 20%	5,000/job
Partial wedding 15%	3,500/job
Coordination 25%	2,000/job
Corporate 25%	6,000/job
Social 15%	2,500/job

USD / completed job; illustrative inquiry mix.

Compete on the job and the commercial terms.

Possible alternatives

Client self-planning

Venue coordination

Another agency

Check before booking

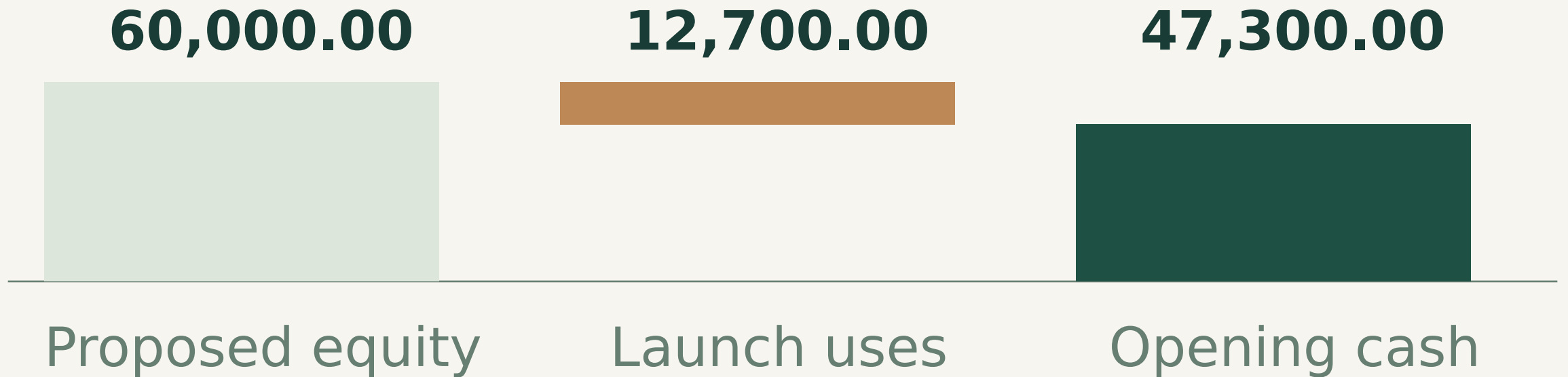
Date and scope

Total planner effort

Vendor budget boundary

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net income: USD 10,351.77



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Owner-planner	5,416.67
Planner (0.35 FTE)	1,604.17
Admin (0.1 FTE)	395.83

Paid planners and admin; vendor fees stay outside.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 20,000.00

Owner contribution: USD 40,000.00

Terms and funding remain uncommitted.

Project payback: recovered in 11.15 months