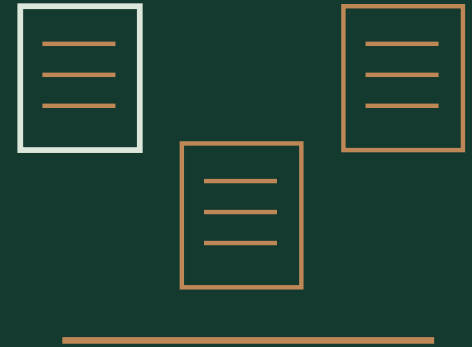


Plainview Planning

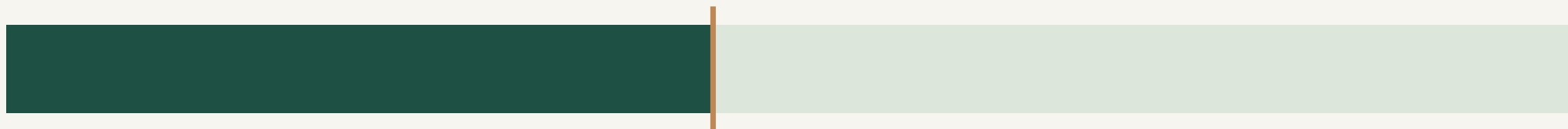
Hourly planning. One paid advice
calendar.

Fictional prelaunch



Advice must also fund preparation and client support.

Paid delivery capacity



45% sold-time target

Preparation and support also take time.

Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



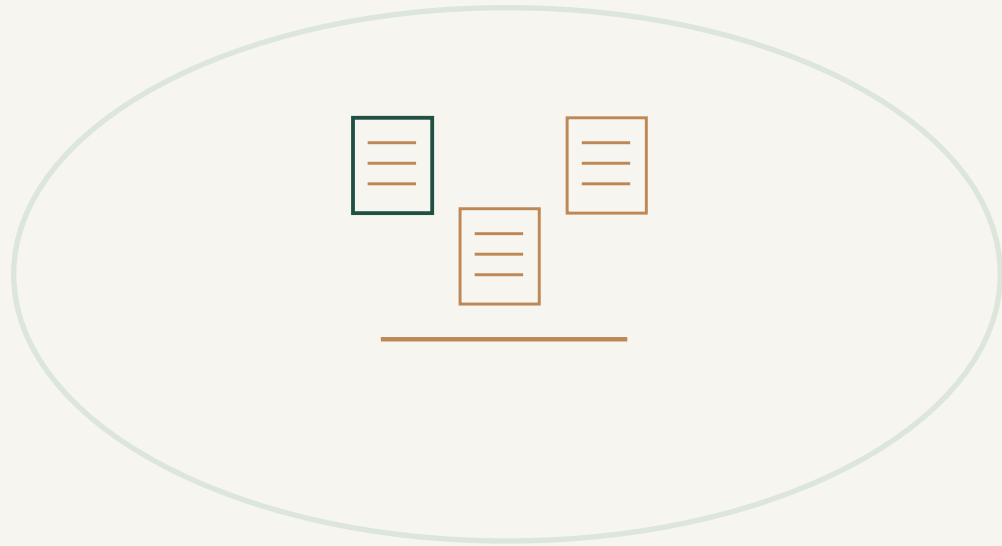
Deliver



Collect

One agreed scope. Documented acceptance.

Start with a reachable buying occasion.



Households

An agreed planning scope

Individual clients

A scoped advice meeting

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Full planning 40%

250/h

Retirement 25%

250/h

Allocation 15%

250/h

Equity pay 10%

250/h

Cash/debt 10%

250/h

USD / sold hour; illustrative shared-time mix.

Compete on the job and the commercial terms.

Possible alternatives

Other fee advisers

Existing professionals

Self-directed resources

Check before booking

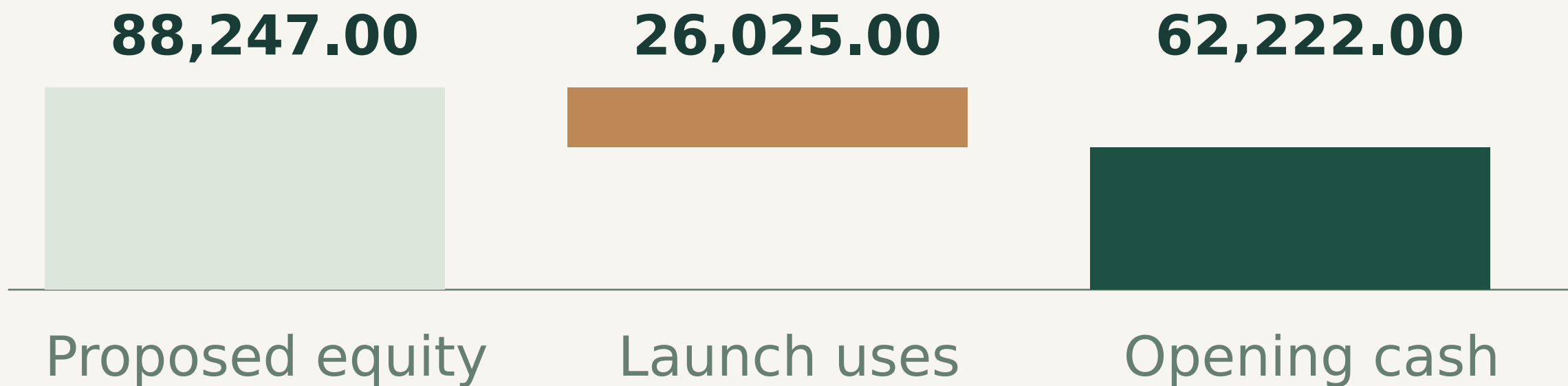
Authority and scope

Records and conflicts

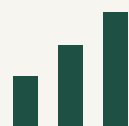
Time and fee collection

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.



Year 1 net loss: USD -27,211.66



Proposed team.

Clear delivery responsibilities.



Monthly base pay

Owner adviser

8,333.33

Client support

2,291.67

Paid working adviser and fractional client support.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed owner equity.

USD 88,247.00

External equity requested: USD 0.00

Terms and funding remain uncommitted.

Project payback: not reached within 36 months