

BUSINESS PLAN / FINANCIAL FORECAST

HearthPath Cleanup

A proposed mobile crew sorting possessions, removing agreed contents and cleaning released residential spaces within a nonregulated service boundary.

PLANNING EDITION / 2026-10-20

YEAR 1 REVENUE

225,060.00

USD

YEAR 1 NET INCOME

-73,145.04

USD

STARTUP USES

57,872.88

USD

Your guide to the plan

Detailed · Clear & Professional | Investor fundraising

Forecast from 2027-01-01 | 3 operating years | USD | base

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Planning forecast. Assumptions require review; proposed funding is not secured.

01

Executive summary

HearthPath Cleanup proposes a nonregulated residential clutter-cleanup crew in Mid-cost suburban US service area; jurisdiction unselected. A proposed mobile crew sorting possessions, removing agreed contents and cleaning released residential spaces within a nonregulated service boundary. The central launch decision is: Can a single paid cleanup crew collect enough contribution to support its year-round wages and a realistic cash reserve?

Business overview

Authorized homeowners, family decision-makers and property representatives who can approve the contents decision, access and payment. One three-person field crew supplies a single crew-hour pool. Each sold crew hour is allocated once to sorting, removal, cleaning, odor work or follow-up organizing; it is not three separately sold technician hours. Outside waste hauling is purchased separately from employee pay. The business will accept assignments within this service boundary and quote separately or refer work that falls outside it.

Key priorities

Test a limited paid room or released area before committing to a whole-property engagement. Record crew hours, handling decisions, hauling quantities, access delays and actual collection. A family inquiry does not establish authority over possessions or a funded job. The commercial test is accepted, completed work at a scope the crew can deliver. The proposed first operating month is January 2027. The owner should confirm service readiness, paid staffing and available cash before opening the calendar.

Financial highlights

The proposal requires \$250,000.00 in equity. Launch spending is \$57,872.88, leaving \$192,127.12 in opening cash. Year 1 revenue is \$225,060.00 and net income is -\$73,145.04. The first-year operating shortfall means sales do not yet cover the paid team and overhead. Funding provides time to establish demand; it does not remove that shortfall. The initial project outlay is not recovered within three operating years.

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Company & management

HearthPath Cleanup will operate as an independent service business. The working owner will control scope, staffing, commercial terms and weekly cash decisions; legal formation and the ownership agreement must be completed before trading.

Company background

HearthPath Cleanup is a fictional independent mobile service using a small storage depot and a crew-capable van. Its operating territory has not been selected. The initial offer concerns possessions, ordinary waste and nonregulated cleaning; it requires an authorized decision-maker and a released, assessable site before work is accepted.

Ownership & management

The proposed owner contribution is \$130,645.48; the remaining \$119,354.52 is sought from external equity investors. The owner is also paid for an operating role. Investment valuation, ownership percentages, voting rights and distribution terms remain to be agreed.

Team & responsibilities

The paid field roster comprises a crew lead and two technicians. Half-time owner operations coverage handles assessment, scheduling and cash without adding field capacity. The owner budget represents fractional coverage, not another full-time employee. Travel, estimates, breaks and callbacks fit inside the time left unsold by the crew utilization assumption. Crew lead: 1 × \$4,666.67 monthly, plus a 15% employer-cost allowance; Cleanup technicians: 2 × \$3,500.00 monthly, plus a 15% employer-cost allowance; Owner operations: 1 × \$2,500.00 monthly, plus a 15% employer-cost allowance. A weekly roster must cover delivery, preparation, travel, administration, leave and absence. The owner's salary appears once in payroll; contributed time is not an additional cash contribution.

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Products & business model

The offer is limited to work the team can define, price and deliver consistently. Each agreement should identify the buyer, included tasks, access requirements, deliverables, acceptance and payment terms.

Products & services

Sorting establishes an agreed keep, donate and remove decision. Contents removal covers handling within that decision, while outside hauling/disposal remains a purchased service. Deep cleaning, suitable odor treatment and follow-up organizing occupy their own shares of the same crew calendar. Specialist remediation and clinical care are excluded from the offer.

Pricing & revenue streams

160 available whole-crew hour units per month × 55% utilization = 88 sold units before ramp and seasonality. This shared capacity pool allocates completed work. 5 mutually exclusive service shares allocate that pool once. Each price is per whole-crew hour. The 3-month ramp, 0% annual requested-volume growth, normalized monthly seasonality and 2% annual price growth are illustrative. Fractional units are expected monthly averages, not partial completed customer assignments. Actual scheduling, completed work and collections still need validation. Sorting: 25% of the shared capacity at \$210.00 per whole-crew hour. Removal: 35% of the shared capacity at \$240.00 per whole-crew hour. Deep cleaning: 25% of the shared capacity at \$240.00 per whole-crew hour. Odor work: 10% of the shared capacity at \$270.00 per whole-crew hour. Follow-up: 5% of the shared capacity at \$180.00 per whole-crew hour. Fees exclude customer sales tax. Confirm scope and any exceptional materials before accepting a fixed price.

Customer value

The proposed value is controlled progress through an overwhelming household task, with written authority over possessions and a documented handover. Respectful handling and clear scope matter more than speed alone. The company would not promise recovery from hoarding disorder, a health outcome or complete odor removal before understanding the cause and conditions.

04

Market & competition

The initial market is the specific buyer and buying occasion described below. The launch should be justified by paid work in a practical service area, rather than by applying a market-share percentage to a broad industry estimate.

Target customers

Authorized homeowners, family decision-makers and property representatives who can approve the contents decision, access and payment. Confirm who commissions the work, who supplies access or records and who authorizes payment. Keep the initial territory small enough to support the promised response and delivery time.

Demand & validation

Test a limited paid room or released area before committing to a whole-property engagement. Record crew hours, handling decisions, hauling quantities, access delays and actual collection. A family inquiry does not establish authority over possessions or a funded job. The commercial test is accepted, completed work at a scope the crew can deliver.

Competition & positioning

Alternatives include ordinary cleanout providers, organizers and specialist restoration contractors for their respective scopes. Compare assessment, possession handling, hauling exclusions, site conditions and payment rather than a headline hourly fee. The example makes no local market-size or quality-ranking claim; a buyer may need several coordinated providers rather than one expanded promise.

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Marketing & sales

The acquisition process should bring in work that fits the team and produces collected contribution after delivery costs. Track qualified opportunities, accepted quotes, completed work and cash received as separate steps.

Customer acquisition

Proposed channels are property-service introductions, suitable community referrals and a clear website describing the service boundary. Marketing uses its own expense allowance; paid owner time remains in payroll. Ask referral partners to identify the authorized buyer and assessable scope. Do not use sensitive household photographs or imply a clinical endorsement without permission and evidence.

Sales process

Document the person authorizing work, the agreed contents decision, access, exclusions, staged acceptance and payment before dispatch. The forecast uses a blended collection delay rather than treating every household as immediately paying. If an agency is the payer, obtain its actual authorization and invoice procedure. Unapproved disposal or additional rooms require a new scope decision.

Retention & measurement

A completed phase may lead to another separately agreed visit or organizing assignment. Track accepted handover, rework, damage concerns, unpaid invoices and which possessions remain out of scope. A follow-up invitation is not a renewal contract. Any account of a household's circumstances must respect the customer's permission and avoid unsupported claims about personal outcomes.

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Operations & milestones

Delivery must fit the paid team's hours, equipment and service window. Work should enter the calendar only after scope, competence, access and required resources are confirmed.

Facilities & resources

The launch budget covers a used van, durable cleaning/handling equipment and business devices. Supplies/PPE are tangible consumables; hauling and job travel are distinct purchased inputs. Only the consumable share enters stock. Depot suitability, chemical handling, vehicle configuration, disposal-provider terms and configured insurance need actual checks before these allowances become commitments. The launch asset budget is Used crew transport van: \$38,000.00; Cleaning and handling equipment: \$7,000.00; Computer and business phones: \$1,800.00.

Service delivery

Assess the released area, confirm authority and possessions instructions, plan a staged route, sort, remove agreed contents, complete included cleaning and record handover. Stop when an unassessed specialist condition appears. The utilization target applies to the complete crew working together. The schedule must allow travel, estimates and disposal coordination without multiplying the sold hour pool.

Launch & development milestones

Select a territory and verify permissions, competence, insurance and outside-provider arrangements. Complete a limited paid phase and reconcile its crew time and collection. Confirm the proposed reserve before a long depot commitment. The first-year forecast remains loss-making; adding equity buys time and does not establish an economically sustainable workload.

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Funding request & use of funds

All proposed equity must be available before launch payments. The funding plan separates equipment and setup spending from the cash reserve needed to support operations.

Use of funds

Launch spending totals \$57,872.88: \$46,800.00 for assets, \$10,500.00 for expensed setup and \$572.88 for opening inventory. Setup covers an allowance for formation, professional preparation, training and launch work. Refundable premises deposits and additional site work are excluded until scoped quotes are available.

Sources of funding

Total proposed equity is \$250,000.00, comprising \$130,645.48 from the owner and \$119,354.52 from external investors. Neither contribution is committed. No borrowing is included, and financing receipts are separate from earned revenue.

Owner contribution

The owner must confirm the availability and transfer date of the \$130,645.48 contribution. Salary pays for the owner's continuing operating work. The company still needs cash for payroll, equipment and supplier invoices, even when the owner contributes additional time.

Funding request

The external equity request is \$119,354.52. Receiving all proposed equity leaves \$192,127.12 of opening cash and a forecast funding gap of \$0.00. The gap measures a cash shortfall after assumed funding; it is not a substitute for the investment request. Agree investor rights and reporting before accepting funds.

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Financial plan

The forecast covers January 2027-December 2029 in USD, with launch spending reported separately. Its usefulness depends on the service mix, fee, staffing cost and collection terms below.

Forecast assumptions

160 available whole-crew hour units per month $\times$ 55% utilization = 88 sold units before ramp and seasonality. This shared capacity pool allocates completed work. 5 mutually exclusive service shares allocate that pool once. Each price is per whole-crew hour. The 3-month ramp, 0% annual requested-volume growth, normalized monthly seasonality and 2% annual price growth are illustrative. Fractional units are expected monthly averages, not partial completed customer assignments. Actual scheduling, completed work and collections still need validation. Direct costs are 17% of net fees. Only purchased materials enter inventory; outside services are not stocked. Salaries are operating expenses, outside the direct-cost ratio. Salaries and fixed overhead grow 3% annually. Collections take 6 days, supplier payments 4 days and inventory coverage 21 days. The 21% flat income-tax provision and 15% employer-cost allowance are simplified planning inputs.

Financial outlook

Year 1: revenue \$225,060.00, EBITDA -\$63,545.04, net income -\$73,145.04 and closing cash \$124,953.84. Year 2: revenue \$250,430.40, EBITDA -\$51,487.32, net income -\$61,087.32 and closing cash \$73,382.50. Year 3: revenue \$255,439.08, EBITDA -\$54,910.56, net income -\$64,510.56 and closing cash \$18,386.23. The first-year operating shortfall means sales do not yet cover the paid team and overhead. Funding provides time to establish demand; it does not remove that shortfall. EBITDA excludes depreciation, interest and income tax; net income includes depreciation and the tax provision.

Cash needs & financial resilience

The lowest forecast cash balance is \$18,386.23, and the funding gap is \$0.00. Positive monthly operating EBITDA is not reached within the three years. The initial project outlay is not recovered within three operating years. Cash differs from profit because of equipment spending, depreciation, collection delays and financing. Review the monthly low point before committing the reserve.

Debt & repayment

No debt or investor distributions are included. Any borrowing option needs an amount, draw date, interest rate and repayment schedule before its affordability can be assessed. Pre-tax project payback measures recovery of the operating investment; it is not a promised dividend, investor return or financing approval.

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Risks & contingencies

The main exposure is committing paid resources before collected sales justify them. The owner should use the service-specific risks below to decide when to narrow the offer, defer spending or stop.

Key risks

Incorrect authority, unsafe hidden conditions, emotionally difficult possessions decisions and disposal delays can interrupt the work. Crew wages continue during those interruptions. The initial funding proposal produced a cash shortfall under the retained operating assumptions. Higher proposed equity preserves that loss and exposes the need to improve measured collected contribution before expansion.

Contingency actions

Use written release and possessions decisions, staged acceptance, clear stop conditions and a named specialist referral path. Compare each job's total crew time and outside invoices with cash received. Retest lower sold utilization and slower agency payment while keeping payroll intact. Delay additional commitments if completed paid work does not support the reserve.

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Supporting documents

The launch decision needs commercial evidence as well as a forecast. Maintain an organized working file so that costs, commitments and delivery capacity can be reviewed before money is spent.

Available supporting information

The operating proposal defines the customer, service boundary, paid roles, launch assets and collection terms. The accompanying annual financial statements set out earnings, cash flow and the balance sheet for the three-year period. All funding remains a proposal; the business is at the prelaunch stage.

Documents to obtain

An actual service area, jurisdiction and insurance review, possession/access agreements, waste-provider quotes, suitable depot and vehicle terms, paid phase records and committed equity remain outstanding. Specialist capability must be verified before accepting any regulated or hazardous scope. The case contains no clinical assessment or actual household results. Record the actual fee, total delivery effort and date of payment for each trial assignment. Update the forecast and funding decision when quotes, commitments or measured results change a material assumption.

THE FINANCIAL FORECAST

Annual financial appendix

All amounts are USD and cover the forecast period. Operating years exclude pre-opening expenses; closing balances are never added together.

Cash & operating summary

Indicator	USD
Minimum cash, including prelaunch	18,386.23
Unfunded cash gap	0.00
Operating-period net income	-198,742.92
Final closing cash	18,386.23

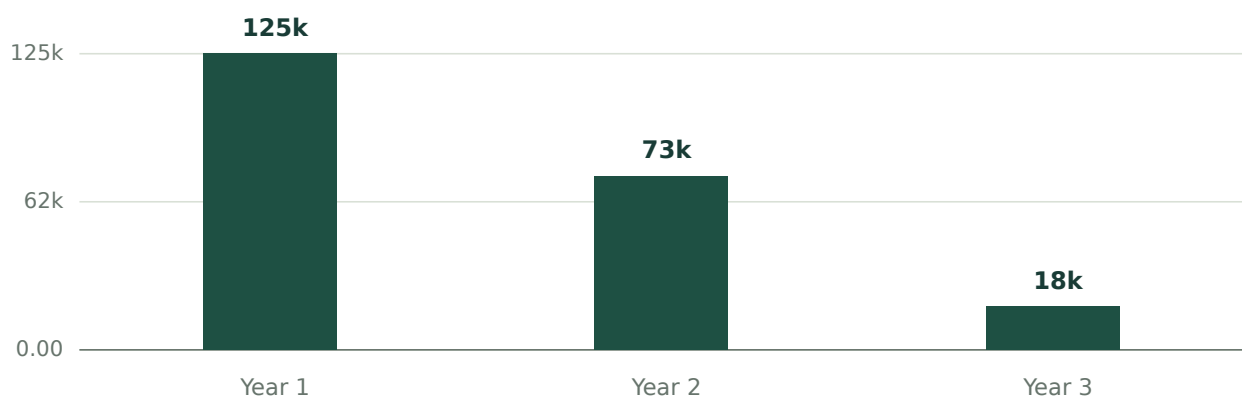
Profit and loss - USD

Item	Year 1	Year 2	Year 3
Revenue	225,060.00	250,430.40	255,439.08
Cost of goods sold	38,260.20	42,573.12	43,424.64
Gross profit	186,799.80	207,857.28	212,014.44
Operating expenses	250,344.84	259,344.60	266,925.00
EBITDA	-63,545.04	-51,487.32	-54,910.56
Depreciation	9,600.00	9,600.00	9,600.00
Interest expense	0.00	0.00	0.00
Income tax	0.00	0.00	0.00
Net income	-73,145.04	-61,087.32	-64,510.56

Cash flow - USD

Item	Year 1	Year 2	Year 3
Opening cash	192,127.12	124,953.84	73,382.50
Operating cash flow	-67,173.28	-51,571.34	-54,996.27
Investing cash flow	0.00	0.00	0.00
Financing cash flow	0.00	0.00	0.00
Net cash movement	-67,173.28	-51,571.34	-54,996.27
Closing cash	124,953.84	73,382.50	18,386.23

Closing cash, year by year



Year-end cash balances. Exact figures appear in the cash-flow table above.

Balance sheet - USD

Item	Year 1	Year 2	Year 3
Cash	124,953.84	73,382.50	18,386.23
Receivables	4,092.00	4,173.84	4,257.32
Inventory	572.88	584.33	596.03
Fixed assets, net	37,200.00	27,600.00	18,000.00
Total assets	166,818.72	105,740.67	41,239.58
Payables	463.76	473.03	482.50
Loan balances	0.00	0.00	0.00
Total liabilities	463.76	473.03	482.50
Equity	166,354.96	105,267.64	40,757.08
Reconciliation difference	0.00	0.00	0.00

Launch budget & proposed funding

Item	USD
Setup expenses	10,500.00
Asset purchases	46,800.00
Opening stock purchases	572.88
Equity contributions	250,000.00
Loan proceeds	0.00
Cash at launch	192,127.12
Opening inventory balance	572.88
Opening loan balance	0.00

Operating break-even - USD

Measure	Year 1	Year 2	Year 3
Break-even revenue	309,786.72	319,080.12	328,653.17
Margin of safety	-84,726.72	-68,649.72	-73,214.09

Project payback

Measure	Forecast result
Initial project outlay (USD)	57,872.88
Payback	Not recovered within the forecast
Final cumulative project cash (USD)	-231,613.77

Review before committing

11 financial checks passed; 0 require attention. The forecast is a planning scenario, not an audit, financing approval or promised return.

Planning model, not audited accounts or tax advice. Revenue is invoiced as earned; monthly subscriptions only. Annual prepayments, refundable deposits, milestone invoices, unbilled contract assets, customer taxes, seller settlements, capitalized interest and tax-loss carryforwards are not modeled.

Collection and supplier terms use 30-day monthly interpolation. Inventory purchases and non-stock direct costs use supplier terms; operating costs, setup costs, taxes and opening stock are paid immediately. Stock coverage applies only to linked goods costs. Production stock is tracked separately at unit cost.

Fictional editorial scenario. Prices, workload, wages, costs and financing are illustrative planning inputs, not current quotes, measured local averages or actual company results.

Five-year source narrowed to Jan 2027-Dec 2029; initial paid roster, mix and base fees retained. Later expansion omitted. Fixed utilization and three-month ramp; fees grow 2%, paid/fixed costs 3%. Fractional rows are prorated budgets. Owner pay counted once. Stock uses physical goods days; supplier lag is blended. Deposits/prepayments excluded; setup paid once. Source noncash loss allowances become conservative cash buffers. Tax/employer allowances illustrative. Initial funding gap 100968.29; only uncommitted equity increased, retaining operating losses.

A 15% illustrative employer allowance is added to paid salaries. The flat 21% native tax provision is a simplified planning input, not an entity or personal tax opinion. Customer sales-tax receipts/remittances and owner distributions are outside this scenario.

All equity is proposed, uncommitted month-0 cash. No debt is modeled. Opening cash is a reserve, not an extra startup expense. Asset/setup/insurance/premises allowances need scoped quotes; refundable premises deposits and site-specific additional works are excluded.

Calculation basis: operating and pre-opening periods remain separate. Stock, supplier terms, depreciation and debt terms affect profit and cash differently. Payback is project cash before financing, not an investor distribution. Review the assumptions and accounting policies alongside these statements.