

Signal Grove

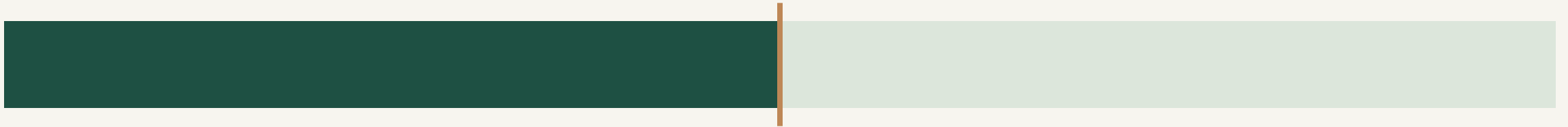
One delivery team.
Clear client commitments.

Fictional prelaunch



Delivery time is a finite resource.

Paid delivery time



50% sold-time target

Travel, preparation and support take time.

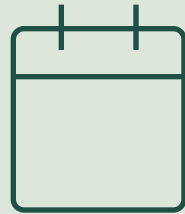
Paid work will test time and margin.

A clear scope.

A controlled delivery process.



Agree



Schedule



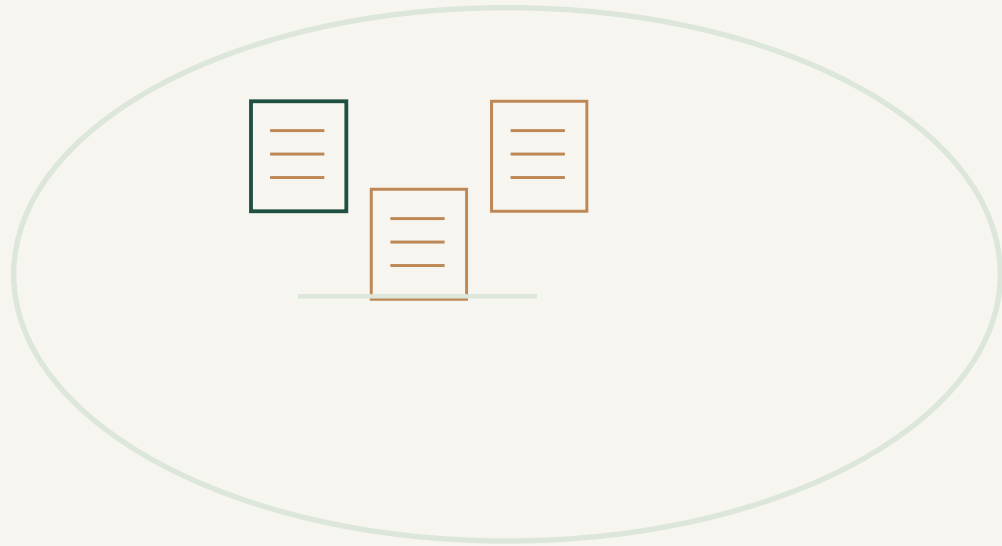
Deliver



Collect

One agreed job. One documented acceptance.

Start with a reachable buying occasion.



Owner-led B2B firms

Defined campaigns

Authorized client sponsors

Continuing marketing work

Schematic; buyers and area to validate.

Every service draws from one pool of hours.



Strategy 20%

180/h

Paid media 25%

160/h

Content / SEO 20%

145/h

Design 20%

140/h

Email / CRM 15%

165/h

USD / sold-hour equivalents; illustrative mix.

Compete on the job and the commercial terms.

Possible alternatives

Internal team

Freelancers

Other agencies

Check before booking

Scope + authorization

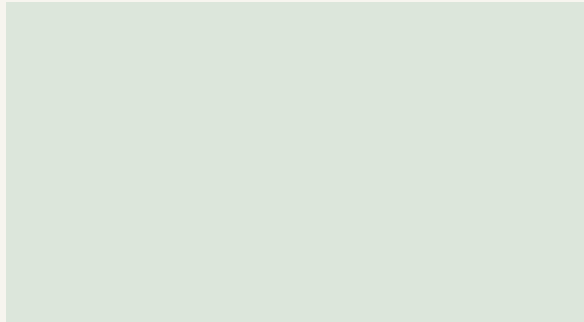
Response commitments

Acceptance + warranty

Compare equivalent work and written terms.

Fund the launch. Keep a reserve.

140,000.00



Proposed equity

15,200.00



Launch uses

124,800.00



Opening cash

Year 1 net loss: USD -39,077.84

Proposed team.

Clear delivery responsibilities.



3 delivery specialists

Working director

Account support: 0.25 FTE

Management does not add delivery hours.

Prove the job economics before adding capacity.



Prelaunch. These are the next tests.

Proposed external equity.

USD 70,000.00

Owner contribution: USD 70,000.00

Terms and funding remain uncommitted.

Project payback: recovered in 34.28 months