

BUSINESS PLAN / FINANCIAL FORECAST

StrataBridge Advisory

A proposed petroleum advisory practice providing scoped technical analysis to US onshore operators through paid professionals and outside specialists.

PLANNING EDITION / 2026-10-20

YEAR 1 REVENUE

647,064.00

USD

YEAR 1 NET INCOME

-135,444.91

USD

STARTUP USES

32,500.00

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

StrataBridge Advisory proposes a small independent petroleum technical advisory practice in Houston, Texas; US onshore operator clients. A proposed petroleum advisory practice providing scoped technical analysis to US onshore operators through paid professionals and outside specialists. The central launch decision is: Can a fixed technical advisory roster support a long operator collection cycle without treating advice as production revenue?

Business overview

Authorized operator and asset-team sponsors commissioning a defined technical review with controlled data access and payment authority. Three delivery professionals share one sold-hour pool across reservoir, drilling, production, HSE and technical diligence work. Fractional principal administration and operations budgets add no advisory hours. Outside specialists, field travel/access and project data are separate direct purchases; no oil sales are modeled. The business will accept assignments within this service boundary and quote separately or refer work that falls outside it.

Key priorities

Start with a paid desktop review that can be completed from authorized usable data. Track specialist effort, data quality, field-access needs, sponsor acceptance and invoice payment. An operator introduction does not establish a paid engagement. Demand must justify the retained technical roster and long collection period, without relying on future staff growth in the source estimate. 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 \$460,000.00 in equity. Launch spending is \$32,500.00, leaving \$427,500.00 in opening cash. Year 1 revenue is \$647,064.00 and net income is -\$135,444.91. 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.

02 Company & management

StrataBridge Advisory 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

StrataBridge Advisory is a fictional Houston practice serving US onshore operator clients. It provides commissioned technical interpretation through a small hybrid office. Actual professional capability, relevant permissions and supervision remain to be verified for each promised scope. The plan does not establish a licensed firm, a field-operations contractor or a proven operator relationship.

Ownership & management

The proposed owner contribution is \$301,906.97; the remaining \$158,093.03 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

Three paid petroleum professionals provide the delivery pool. Quarter-time owner principal administration and half-time operations support are prorated paid budgets, not additional full-time advisers. The owner's administrative role is separate from those three delivery professionals. Specialist subcontractors are purchased outside payroll; their inclusion does not create an unspecified reserve of internal delivery hours. Advisory team: 3 × \$11,666.67 monthly, plus a 15% employer-cost allowance; Owner principal: 1 × \$3,333.33 monthly, plus a 15% employer-cost allowance; Operations support: 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.

03

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

Reservoir/reserves advisory, drilling-program review, production optimization, HSE review and acquisition technical diligence allocate the same sold time. Each engagement states the datasets, assumptions, review responsibility and limits of the deliverable. The service list does not itself authorize a regulated engineering opinion, official reserve certification or a compliance determination for a real asset.

Pricing & revenue streams

3 paid petroleum professionals provide 480.000 scheduled hours per month (160.000 per person). Requested sold time starts at 60% of allocated capacity and follows a 3-month ramp. Five service shares total 100%; each hour is allocated once. Uniform monthly demand is assumed. Requested work grows 0% annually, subject to the available-hour ceiling; fees grow 2% annually. Staffing stays fixed. Reservoir: 25% of the shared capacity at \$225.00 per billable hour. Drilling: 25% of the shared capacity at \$200.00 per billable hour. Production: 20% of the shared capacity at \$190.00 per billable hour. HSE review: 20% of the shared capacity at

\$175.00 per billable hour. Diligence: 10% of the shared capacity at \$250.00 per billable hour. Fees exclude customer sales tax. Confirm scope and any exceptional materials before accepting a fixed price.

Customer value

The proposed value is a documented technical decision with transparent data limitations and alternatives for the operator. Advice should distinguish supplied measurements, assumptions and professional judgment. The firm does not guarantee production, recovery, safety or investment performance. Any reliance on a specialist opinion needs the actual qualified provider, scope and applicable review to support it.

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 operator and asset-team sponsors commissioning a defined technical review with controlled data access and payment authority. 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

Start with a paid desktop review that can be completed from authorized usable data. Track specialist effort, data quality, field-access needs, sponsor acceptance and invoice payment. An operator introduction does not establish a paid engagement. Demand must justify the retained technical roster and long collection period, without relying on future staff growth in the source estimate.

Competition & positioning

Alternatives include other technical advisers, appropriate independent specialists and the operator's internal team. Compare scope, data assumptions, professional accountability, access and liability terms. A bundled field-service contract is not comparable with this advisory-hour model. No basin market-size estimate, technical ranking or claimed national-average consulting rate is presented.

05 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 relevant operator introductions, professional networks and accurately labeled technical explanations. Brand networking and sales/referral expenses are separate from principal pay. Qualify the asset question, data rights, sponsor authority and budget before preparing a lengthy proposal. Do not publish confidential field information or imply an endorsement from a former or hypothetical client.

Sales process

Agree the technical question, deliverable, usable data, reliance limitations, change process and invoice terms before work starts. The forecast's collection period includes billing and payment delay. It does not treat contract signature, oil production or a client's acquisition proceeds as the practice's cash. Actual milestone invoices and retention need separate cash testing.

Retention & measurement

Close with an accepted analysis record and quote any new asset or follow-up decision separately. Track data gaps, unpriced reanalysis, invoice age and client concentration. Recurring relationships are possible but no renewal rate is supplied. Later asset performance cannot be attributed to the advice without considering the operator's implementation, geology and other changing conditions.

06

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

Workstations, monitors, secure network/backup hardware and durable field devices form the launch assets. Internal technical software is overhead, while project data, travel/access and specialists are direct costs. No tangible product inventory is carried. Confirm configured licenses, permitted data use, field arrangements and professional insurance before treating the allowances as feasible commitments. The launch asset budget is Engineering workstations: \$12,000.00; Monitors docks and durable peripherals: \$3,000.00; Network and backup hardware: \$2,000.00; Durable field tablets and safety monitors: \$3,000.00.

Service delivery

Confirm competence and scope, obtain authorized data, run quality checks, document analysis and assumptions, arrange specialist review where required and obtain sponsor acceptance. Field access is planned only when within the agreed responsibility. The initial professional roster remains fixed; an average available-hour total cannot prove that each needed specialty is available at the same time.

Launch & development milestones

Verify the actual service boundary, professional permissions/supervision, insurance, secure data terms and specialist availability. Complete a paid review and follow its invoice through collection. The forecast retains an operating loss and an initial cash gap. The revised reserve adds proposed external equity while leaving technical workload, paid roles and operating losses unchanged.

07

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 \$32,500.00: \$20,000.00 for assets, \$12,500.00 for expensed setup and \$0.00 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 \$460,000.00, comprising \$301,906.97 from the owner and \$158,093.03 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 \$301,906.97 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 \$158,093.03. Receiving all proposed equity leaves \$427,500.00 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.

08

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

3 paid petroleum professionals provide 480.000 scheduled hours per month (160.000 per person). Requested sold time starts at 60% of allocated capacity and follows a 3-month ramp. Five service shares total 100%; each hour is allocated once. Uniform monthly demand is assumed. Requested work grows 0% annually, subject to the available-hour ceiling; fees grow 2% annually. Staffing stays fixed. Direct costs are 15% of net fees. No product resale or purchased inventory is included. Salaries are operating expenses, outside the direct-cost ratio. Salaries and fixed overhead grow 3% annually. Collections take 45 days, supplier payments 0 days and inventory coverage 0 days. The 21% flat income-tax provision and 15% employer-cost allowance are simplified planning inputs.

Financial outlook

Year 1: revenue \$647,064.00, EBITDA -\$128,778.24, net income -\$135,444.91 and closing cash \$210,485.76. Year 2: revenue \$720,005.76, EBITDA -\$89,282.28, net income -\$95,948.94 and closing cash \$119,438.76. Year 3: revenue \$734,405.88, EBITDA -\$97,792.92, net income -\$104,459.59 and closing cash \$19,845.82. 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 \$19,845.82, 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.

09

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

Unusable asset data, scope expansion, field delays, reliance disputes and slow operator payment can consume paid professional time. Revenue is concentrated in a small technical roster. The long collection assumption and simplified project billing can understate the cash needed for a particular contract; the proposed extra equity is not proof of commercial viability.

Contingency actions

Use data-readiness and professional-scope checks, documented assumptions, peer review and written change decisions. Track realized fees against all paid delivery and specialist effort. Test later invoices and lost client work while preserving payroll. Defer expansion when qualified coverage or collected contribution cannot justify commitments, rather than treating a possible production gain as revenue.

10

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

Verified professional competence and applicable supervision/permissions, client data and reliance agreements, technical software/data and specialist quotes, field-access terms, configured insurance, paid review/collection records and equity commitments remain outstanding. No license certificate, operator endorsement, reserve certification, produced volumes or secured investment is supplied. 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	19,845.82
Unfunded cash gap	0.00
Operating-period net income	-335,853.44
Final closing cash	19,845.82

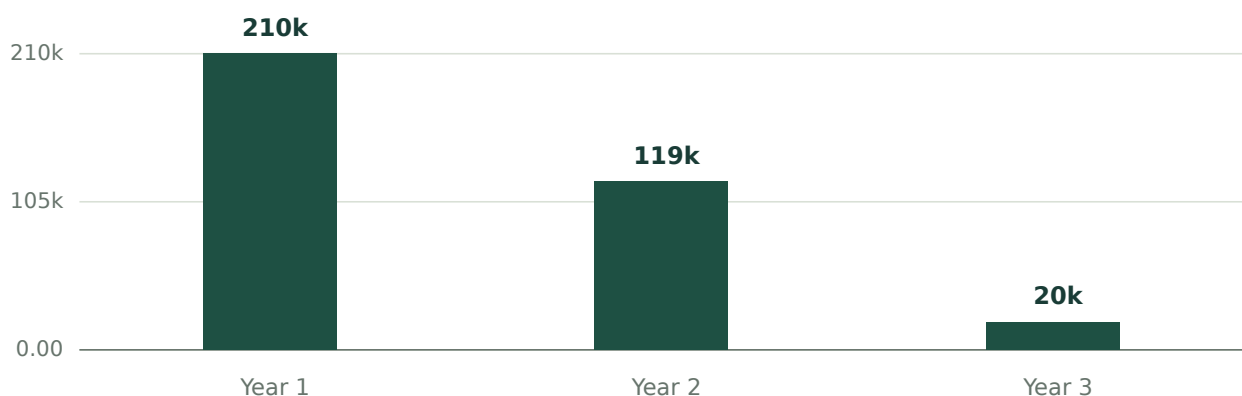
Profit and loss - USD

Item	Year 1	Year 2	Year 3
Revenue	647,064.00	720,005.76	734,405.88
Cost of goods sold	97,059.60	108,000.84	110,160.72
Gross profit	550,004.40	612,004.92	624,245.16
Operating expenses	678,782.64	701,287.20	722,038.08
EBITDA	-128,778.24	-89,282.28	-97,792.92
Depreciation	6,666.67	6,666.66	6,666.67
Interest expense	0.00	0.00	0.00
Income tax	0.00	0.00	0.00
Net income	-135,444.91	-95,948.94	-104,459.59

Cash flow - USD

Item	Year 1	Year 2	Year 3
Opening cash	427,500.00	210,485.76	119,438.76
Operating cash flow	-217,014.24	-91,047.00	-99,592.94
Investing cash flow	0.00	0.00	0.00
Financing cash flow	0.00	0.00	0.00
Net cash movement	-217,014.24	-91,047.00	-99,592.94
Closing cash	210,485.76	119,438.76	19,845.82

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	210,485.76	119,438.76	19,845.82
Receivables	88,236.00	90,000.72	91,800.74
Inventory	0.00	0.00	0.00
Fixed assets, net	13,333.33	6,666.67	0.00
Total assets	312,055.09	216,106.15	111,646.56
Payables	0.00	0.00	0.00
Loan balances	0.00	0.00	0.00
Total liabilities	0.00	0.00	0.00
Equity	312,055.09	216,106.15	111,646.56
Reconciliation difference	0.00	0.00	0.00

Launch budget & proposed funding

Item	USD
Setup expenses	12,500.00
Asset purchases	20,000.00
Opening stock purchases	0.00
Equity contributions	460,000.00
Loan proceeds	0.00
Cash at launch	427,500.00
Opening inventory balance	0.00
Opening loan balance	0.00

Operating break-even - USD

Measure	Year 1	Year 2	Year 3
Break-even revenue	806,049.48	830,230.77	855,137.82
Margin of safety	-158,985.48	-110,225.01	-120,731.94

Project payback

Measure	Forecast result
Initial project outlay (USD)	32,500.00
Payback	Not recovered within the forecast
Final cumulative project cash (USD)	-440,154.18

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 138247.21; 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.