

BUSINESS PLAN / FINANCIAL FORECAST

Larkline Audio

A proposed fee-for-service podcast studio selling separately scoped recording, episode editing, short clips and launch consultations to local and remote clients.

PLANNING EDITION / 2026-10-20

YEAR 1 REVENUE

162,072.90

USD

YEAR 1 NET INCOME

-78,460.17

USD

STARTUP USES

29,500.00

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

Larkline Audio proposes a owner-operated recording and editing studio in Columbus, Ohio area, USA. A proposed fee-for-service podcast studio selling separately scoped recording, episode editing, short clips and launch consultations to local and remote clients. The central launch decision is: Can the paid producer and editor sell enough nonoverlapping production time to support the room and full owner compensation?

Business overview

Small businesses and independent hosts commissioning an episode or repeat production task, with a content owner who can approve the work and supply necessary material. One producer supplies 70% of a delivery equivalent and one engineer/editor supplies one, for 1.7 equivalents at 144 available hours monthly. Five independent tasks share that pool once. Allocated hours divided by task duration determine sessions, episodes or clip packages; prices include the modeled production work. The business will accept assignments within this service boundary and quote separately or refer work that falls outside it.

Key priorities

Produce a paid trial episode and record preparation, recording, edit, review, correction, export and collection. Compare the paid task with its duration allowance and the actual room calendar. A host who wants to start a podcast is not yet recurring studio demand. Track repeat paid work only after the first deliverable has been accepted; the scenario contains no completed pilot, subscribers or sponsorship commitments. 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 \$200,000.00 in equity. Launch spending is \$29,500.00, leaving \$170,500.00 in opening cash. Year 1 revenue is \$162,072.90 and net income is -\$78,460.17. 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

Larkline Audio 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

Larkline Audio is a fictional Columbus-area studio with one treated recording room and two editing workstations. It would serve local sessions and remote post-production without owning a publishing network or selling sponsorship inventory. No address, existing room, actual audience or company registration is supplied. The owner must verify permitted use, access, room condition, legal setup and insurance before committing to a premises.

Ownership & management

The proposed owner contribution is \$80,000.00; the remaining \$120,000.00 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 full-time owner-producer is paid for a complete role, with only the selected delivery share entering production capacity. The remaining share covers management, selling and client review; it does not create extra sold hours. A full-time engineer/editor delivers production and a 0.2 FTE administration allowance supports records and bookings. Fractional coverage is an aggregate salary budget. A real roster must separate recording-room use, editing stations, leave and the specific skills each task requires. Owner-producer: 1 × \$6,500.00 monthly, plus a 15% employer-cost allowance; Engineer and editor: 1 × \$6,000.00 monthly, plus a 15% employer-cost allowance; Admin (0.2 FTE): 1 × \$800.00 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

A recording session is one studio hour. The standard audio edit is a 45-minute episode using three production hours, and the lean video edit uses six. A social package contains three short clips from existing material and uses one-and-a-half editing hours. A launch consultation is a one-hour task. These are independently ordered services: an editing allocation is not automatically bundled into the separately sold recording hour. Extra source length, revisions, animation or difficult audio require a revised scope.

Pricing & revenue streams

1.7 paid production delivery equivalents provide 244.800 scheduled hours per month (144.000 per person). Requested sold time starts at 45% 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 10% annually, subject to the available-hour ceiling; fees grow 2% annually. Staffing stays fixed. Recording: 25% of the shared capacity at \$175.00 per billable

hour. Audio edit: 25% of the shared capacity at \$225.00 per 3-hour package. Video edit: 25% of the shared capacity at \$750.00 per 6-hour package. Clip package: 15% of the shared capacity at \$225.00 per 1.5-hour package. Consultation: 10% of the shared capacity at \$175.00 per billable hour. Fees exclude customer sales tax. Confirm scope and any exceptional materials before accepting a fixed price.

Customer value

The proposed benefit is an agreed production result, file specification and review process. Hosts retain responsibility for their message and approval, while the studio keeps a defined handoff and production log. A polished file does not guarantee a larger audience, platform acceptance, advertising income or business leads. The commercial test is whether clients will pay for the scoped work and accept it within the allotted effort.

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

Small businesses and independent hosts commissioning an episode or repeat production task, with a content owner who can approve the work and supply necessary material. 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

Produce a paid trial episode and record preparation, recording, edit, review, correction, export and collection. Compare the paid task with its duration allowance and the actual room calendar. A host who wants to start a podcast is not yet recurring studio demand. Track repeat paid work only after the first deliverable has been accepted; the scenario contains no completed pilot, subscribers or sponsorship commitments.

Competition & positioning

Buyers can record and edit themselves, hire a remote editor, use another studio or commission a broader production package. Compare source length, recording access, editing complexity, revision rounds, file delivery and rights responsibilities. The selected format sells lean separate tasks rather than presenting a full-service bundle as comparable to a single edit. No provider tariff or local market-size estimate is asserted as this studio's realized price.

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

The proposed channels are local business introductions, clearly labeled demonstration episodes and relationships with complementary video or communications suppliers. Seek clients who can supply a repeatable recording brief and an approver. Separate demonstration production at launch from recurring project marketing. The marketing allowance is an expense assumption; it does not establish a conversion rate or the value of an audience.

Sales process

Agree the source length, selected task, technical output, revision boundary, approval contact and rights responsibilities before scheduling. Recognize the fee for delivered production, with fifteen-day collection and no assumed client advance deposits. Consultation is a separate service allocation, not an additional charge on every episode. Podcast advertising revenue, royalties and a client's monetization receipts are outside the studio's service revenue.

Retention & measurement

After acceptance, propose the next scoped recording or edit based on the client's real content schedule. Keep templates, revision notes and file specifications that reduce repeated setup without deleting review time. Record repeat paid orders and actual collections rather than forecasting a guaranteed subscription. Agree the retention and deletion of source files before storing a client's material indefinitely.

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

The launch asset budget covers audio capture/monitoring, editing computers and backup drives, cameras/lighting, acoustic treatment improvements and furniture. Recurring production software and storage are overhead; external transcription and third-party music rights are direct services, not stock. A room lease budget is not a soundproofing specification or an installed studio quote. Confirm acoustics, ventilation, access, insurance, equipment compatibility and any refundable deposit separately. The launch asset budget is Audio capture and monitoring: \$4,000.00; Editing computers and backup: \$5,000.00; Cameras and studio lighting: \$5,000.00; Acoustic treatment improvements: \$6,000.00; Studio furniture: \$1,500.00.

Service delivery

Scope the task, collect source files and approvals, reserve the room or workstation, capture/ingest, edit, review and deliver against a checklist. Confirm suitable rights or permissions for music and other supplied material before incorporating it; a subscription name alone does not prove the actual use is licensed. Agree guest/content approvals and secure file access. Shared delivery hours cannot be sold twice, and the one recording room cannot host simultaneous sessions merely because editing capacity remains.

Launch & development milestones

Before opening, inspect a real room, obtain equipment and treatment quotes, verify permitted use and agree client/rights terms. Test recording and recovery of files, then complete a paid episode through acceptance and payment. Review whether measured durations fit the roster before offering a repeat schedule. January 2027 is the modeling start; no room lease, release, paid trial or launch date is committed.

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 \$29,500.00: \$21,500.00 for assets, \$8,000.00 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 \$200,000.00, comprising \$80,000.00 from the owner and \$120,000.00 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 \$80,000.00 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 \$120,000.00. Receiving all proposed equity leaves \$170,500.00 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

1.7 paid production delivery equivalents provide 244.800 scheduled hours per month (144.000 per person). Requested sold time starts at 45% 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 10% annually, subject to the available-hour ceiling; fees grow 2% annually. Staffing stays fixed. Direct costs are 2.5% 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 15 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 \$162,072.90, EBITDA -\$73,043.50, net income -\$78,460.17 and closing cash \$90,089.55. Year 2: revenue \$198,377.28, EBITDA -\$46,464.96, net income -\$51,881.62 and closing cash \$42,725.82. Year 3: revenue \$222,579.24, EBITDA -\$31,159.92, net income -\$36,576.59 and closing cash \$10,557.48. 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 \$10,557.48, 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

The room and paid producer/editor continue to cost money when sessions are empty. Long source material, poor audio, repeated revisions, missing client approvals and lost files can reduce sold capacity. A simple pooled-hour ceiling does not resolve the separate room schedule or skill bottlenecks. The selected room allowance may prove inadequate, and unlicensed material or disputed rights can prevent delivery. The initial funding proposal did not cover the forecast cash shortfall. The revised proposal seeks more external equity to fund the modeled deficit; it does not make the operation profitable or establish investment merit.

Contingency actions

Use bounded source length, revision rules, file naming, backups and an acceptance checklist. Delay an unsupported session rather than assuming that overtime or unpaid producer work will preserve margin. Test slower utilization, longer editing time, rework and later payment while retaining full compensation and room overhead. Revisit the premises decision and commercial scope when paid evidence does not support the commitments. The reserve proposal was explicitly increased after that cash review, with the owner contribution unchanged. All prices, demand, paid salaries and operating losses are retained; external capital remains an uncommitted assumption. The business should not launch on a forecast reserve alone.

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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

A suitable room and scoped lease/deposit/treatment quotes, insurance, equipment specification, paid production logs, guest and content permissions, actual third-party licenses, secure storage and recovery procedure, client acceptance terms and funding commitments remain outstanding. No verified host audience, successful show launch, sponsorship, credential or real production portfolio 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	10,557.48
Unfunded cash gap	0.00
Operating-period net income	-166,918.38
Final closing cash	10,557.48

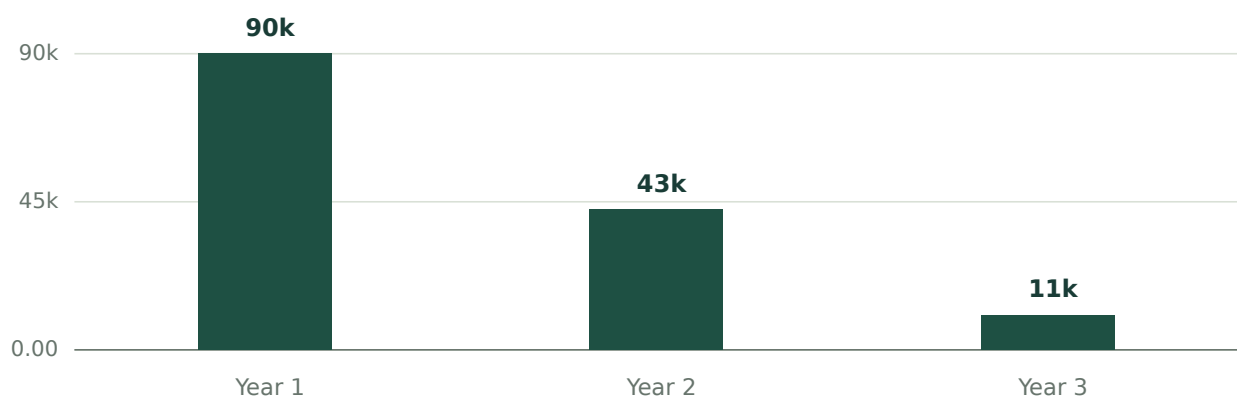
Profit and loss - USD

Item	Year 1	Year 2	Year 3
Revenue	162,072.90	198,377.28	222,579.24
Cost of goods sold	4,051.97	4,959.36	5,564.52
Gross profit	158,020.93	193,417.92	217,014.72
Operating expenses	231,064.43	239,882.88	248,174.64
EBITDA	-73,043.50	-46,464.96	-31,159.92
Depreciation	5,416.67	5,416.66	5,416.67
Interest expense	0.00	0.00	0.00
Income tax	0.00	0.00	0.00
Net income	-78,460.17	-51,881.62	-36,576.59

Cash flow - USD

Item	Year 1	Year 2	Year 3
Opening cash	170,500.00	90,089.55	42,725.82
Operating cash flow	-80,410.45	-47,363.73	-32,168.34
Investing cash flow	0.00	0.00	0.00
Financing cash flow	0.00	0.00	0.00
Net cash movement	-80,410.45	-47,363.73	-32,168.34
Closing cash	90,089.55	42,725.82	10,557.48

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	90,089.55	42,725.82	10,557.48
Receivables	7,366.95	8,265.72	9,274.14
Inventory	0.00	0.00	0.00
Fixed assets, net	16,083.33	10,666.67	5,250.00
Total assets	113,539.83	61,658.21	25,081.62
Payables	0.00	0.00	0.00
Loan balances	0.00	0.00	0.00
Total liabilities	0.00	0.00	0.00
Equity	113,539.83	61,658.21	25,081.62
Reconciliation difference	0.00	0.00	0.00

Launch budget & proposed funding

Item	USD
Setup expenses	8,000.00
Asset purchases	21,500.00
Opening stock purchases	0.00
Equity contributions	200,000.00
Loan proceeds	0.00
Cash at launch	170,500.00
Opening inventory balance	0.00
Opening loan balance	0.00

Operating break-even - USD

Measure	Year 1	Year 2	Year 3
Break-even revenue	241,901.97	249,158.65	256,633.81
Margin of safety	-79,829.07	-50,781.37	-34,054.57

Project payback

Measure	Forecast result
Initial project outlay (USD)	29,500.00
Payback	Not recovered within the forecast
Final cumulative project cash (USD)	-189,442.52

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 adapted to 36 months: fixed producer/editor/admin; 1.7 delivery equivalents at 144 hours. Original tasks/shares/fees remain; package fee divided by task hours supplies hourly rates. Three-month ramp, 10% workload, 2% fee and 3% payroll/overhead growth replace expansion. No inventory; setup paid once. Forecast cash deficit prompted an explicit equity proposal of 200,000, owner 80,000; losses and unrecovered payback remain. Funding is uncommitted. Deposits/additional works excluded; tax/employer allowance illustrative.

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.