

BUSINESS PLAN / FINANCIAL FORECAST

HearthLink Setup

A proposed installation and configuration service for supported connected-home devices bought and owned by customers.

PLANNING EDITION / 2026-10-24

YEAR 1 REVENUE

147,600.00

USD

YEAR 1 NET INCOME

5,672.29

USD

STARTUP USES

45,600.90

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

HearthLink Setup proposes a solo mobile smart-home installation service in Suburban US regional territory with small storage and parking base. A proposed installation and configuration service for supported connected-home devices bought and owned by customers. The central launch decision is: Can a paid owner earn enough from installation hours after travel, support and specialist work?

Business overview

Householders authorizing work on compatible customer-owned devices with usable network access and clear property permission. One paid owner-technician supplies 160 scheduled service hours monthly at 50% billable utilization. Five service categories allocate those hours once. Administrative coverage adds no technical hours. Customers purchase devices directly; the modeled consumables and specialist electrical support do not create hardware-resale revenue. The scenario is limited to this operating format; activity outside it needs its own inputs.

Key priorities

Complete paid installations and record travel, preparation, customer instruction, configuration and later support. Check which device/network combinations can be delivered within the fee. The source utilization allows unsold time; it does not establish local demand or prove every visit can be handled by one technician. 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 \$76,841.00 in equity. Launch spending is \$45,600.90, leaving \$31,240.10 in opening cash. Year 1 revenue is \$147,600.00 and net income is \$5,672.29. A positive first-year result depends on achieving the proposed fees and workload while keeping delivery within the paid team's capacity. The initial project outlay is not recovered within three operating years.

02

Company & management

HearthLink Setup proposes the operating format described in this example. The responsible management team must confirm legal formation, scope, paid staffing, commercial terms and cash controls before opening.

Company background

HearthLink Setup is a fictional one-van installer serving a practical suburban territory. It sells setup and configuration work on devices selected and purchased by the customer. The lean storage/parking base is not a showroom, device shop or a full-service electrical contractor.

Ownership & management

The proposed owner contribution is \$76,841.00 and covers all modeled equity. No external equity is included. Contributions and operating remuneration are separate; the listed paid roles do not establish the owner's employment or tax status.

Team & responsibilities

The paid owner-technician supplies the complete service-hour pool. One-fifth-time administration is a prorated coverage budget, not an additional installer. Specialist electrical support is purchased outside payroll for separately scoped work; those specialists are not silently added to the owner calendar. Owner technician: 1 × \$5,416.67 monthly, plus a 15% employer-cost allowance; Service admin: 1 × \$800.00 monthly, plus a 15% employer-cost allowance. Paid roles are counted once in operating expenses. A zero employer allowance excludes burden from the forecast; it does not prove that no statutory charge or benefit is owed. Confirm the actual roster and fully loaded pay before launch.

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

Network setup, thermostats, lighting, cameras/doorbells and whole-home integration divide technician hours. Device compatibility, accounts, network condition and included support must be stated before quoting. Installation of a category does not imply all electrical alterations or every brand configuration is included.

Pricing & revenue streams

1 paid delivery FTE provides 160.000 scheduled hours per month (160.000 per person). Requested sold time starts at 50% of allocated capacity and follows a 1-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. Home networks: 20% of the shared capacity at \$130.00 per billable hour. Thermostats: 15% of the shared capacity at \$160.00 per billable hour. Smart lighting: 20% of the shared capacity at \$150.00 per billable hour. Cameras: 25% of the shared capacity at \$155.00 per billable hour. Integration: 20% 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. Displayed shares are rounded to two decimals; calculations retain the full-precision mix.

Customer value

The proposed value is a supported setup with a useful handover: controls, access ownership and a clear support boundary. A working demonstration does not guarantee the customer network or a third-party platform will remain available. Ongoing help must be scoped and priced within the same calendar.

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

Householders authorizing work on compatible customer-owned devices with usable network access and clear property permission. 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

Complete paid installations and record travel, preparation, customer instruction, configuration and later support. Check which device/network combinations can be delivered within the fee. The source utilization allows unsold time; it does not establish local demand or prove every visit can be handled by one technician.

Competition & positioning

Alternatives include other installers, device-provider support and customer self-installation. Compare compatibility, access work, instruction and aftercare rather than device price. The selected hourly fees are planning assumptions and are not a claim that a national retailer charges the same hourly rate.

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 accurate service listings, local referrals and clearly labeled demonstrations. The marketing allowance is separate from owner pay. Request device/network details before a visit and avoid promoting a universal installation package that exceeds the demonstrated capability or permitted scope.

■ Sales process

Confirm device ownership, permissions, compatibility and support expectations, agree the work and collect after completion. The model uses three weighted collection days for a limited credit share. Customer equipment purchases and third-party subscriptions are paid directly and create no installer sales or stock.

■ Retention & measurement

Hand over account control and written scope notes, then price new changes or later help as new authorized work. Routine support consumes the paid owner calendar. Do not treat an installed device as an automatic monitoring account or assume recurring subscription income without a separate service contract.

06

Operations & milestones

Operating delivery must fit the actual premises, equipment, paid roster and service window. Confirm required resources and permissions before accepting customer or participant commitments.

■ Facilities & resources

A used van, testing/installation tools, reusable access equipment and service hardware support launch. Mounting and wiring consumables enter stock; vehicle fuel and outside electrical services do not. The one-time formation/training/launch allowance is paid once before opening rather than repeated in operating overhead. The refundable premises deposit is paid before opening and remains at cost without depreciation in the asset ledger; no refund is assumed. This aggregation is a planning proxy rather than formal accounting classification. The launch asset budget is Used cargo service van: \$30,000.00; Installation and testing tool kit: \$5,000.00; Ladders and reusable safety equipment: \$1,500.00; Computer and service tablet: \$2,000.00; Refundable storage deposit: \$700.00.

■ Service delivery

Screen devices and access, confirm the work boundary, prepare tools/consumables, install/configure, test the agreed functions and teach the customer controls. Escalate excluded electrical work to an appropriately verified outside specialist. A whole-home job may displace several smaller appointments within the same owner hours.

■ Launch & development milestones

Verify actual skills and operating permissions, specialist coverage, insurance, van/tools and client terms. Complete a paid limited scope through handover and support follow-up. Maintain the single-technician calendar until collected contribution and available cash support another paid role.

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 \$45,600.90: \$39,200.00 for assets and refundable deposits, \$6,200.00 for expensed setup and \$200.90 for opening inventory. Refundable deposits (Refundable storage deposit: \$700.00) are paid once before opening and held at cost without depreciation in the planning asset ledger. This aggregates their carrying value with other assets as a planning proxy; refund timing, impairment and formal accounting classification are not modeled. Deposit cash is unavailable for operations. Additional site work needs scoped quotes.

Sources of funding

Total proposed equity is \$76,841.00, entirely from the owner. This contribution is uncommitted. No external investors or borrowing are included, and financing receipts are separate from earned revenue.

Owner contribution

The owner must confirm availability and transfer of the proposed \$76,841.00 contribution. The saved payroll rows fund continuing operating work separately from contributed capital. Equipment, setup, supplier and payroll obligations require cash even when additional time is contributed.

Funding request

No external equity is requested. Receiving the proposed owner equity leaves \$31,240.10 of opening cash and a forecast funding gap of \$0.00. Confirm the owner's available funds and transfer date before committing launch payments.

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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

1 paid delivery FTE provides 160.000 scheduled hours per month (160.000 per person). Requested sold time starts at 50% of allocated capacity and follows a 1-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.

Named direct costs total 9.5% of operating receipts. Mounting and wiring consumables: 3.5% of operating receipts, 100% allocated to tangible stock; Service vehicle fuel: 2% of operating receipts, 0% allocated to tangible stock; Licensed electrical support: 4% of operating receipts, 0% allocated to tangible stock. Only tangible material shares enter purchased stock; purchased services, assistance and paid employee costs do not. All paid-role rows remain separate operating expenses. Fixed salary and overhead assumptions grow 3% annually. Collections use 3 days. Inventory uses 14 physical material days applied once to each material share. Supplier payments use 6 effective total-direct-cost days across material purchases and outside services, a blended timing approximation rather than a material-only credit schedule. Displayed rates and stock days are rounded to two decimals; calculations retain full input precision. The 21% income-tax provision is a scenario input. Personal taxes and customer sales-tax remittances are outside this scenario. Role-specific employer allowances follow the saved payroll rows.

Financial outlook

Year 1: revenue \$147,600.00, EBITDA \$15,146.76, net income \$5,672.29 and closing cash \$43,882.76. Year 2: revenue \$150,552.00, EBITDA \$14,393.76, net income \$5,077.42 and closing cash \$56,902.89. Year 3: revenue \$153,563.04, EBITDA \$13,593.84, net income \$4,445.42 and closing cash \$69,290.56. A positive first-year result depends on achieving the proposed fees and workload while keeping delivery within the paid team's capacity. 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 \$31,240.10, and the funding gap is \$0.00. Positive monthly operating EBITDA is first reached in month 1. 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

Incompatible devices, weak networks, absent passwords and unpriced support can consume the fee before installation is finished. The owner still needs pay during quiet periods or callbacks. Specialist electrical needs can also exceed the direct allowance unless the scope is revised before commitment.

Contingency actions

Use previsit compatibility/access checks, a defined handover and a separate authorization for additional support. Track the owner's full delivery time against collected fees. Test fewer billable hours, extra travel and higher specialist costs without substituting unpaid owner labor.

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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

Verified installation capability, jurisdiction-specific permissions, actual specialist agreements, device compatibility tests, insurer and vehicle/tool quotes, client terms and paid support records remain outstanding. No monitoring operation, electrical license or retailer partnership is asserted. 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	31,240.10
Unfunded cash gap	0.00
Operating-period net income	15,195.13
Final closing cash	69,290.56

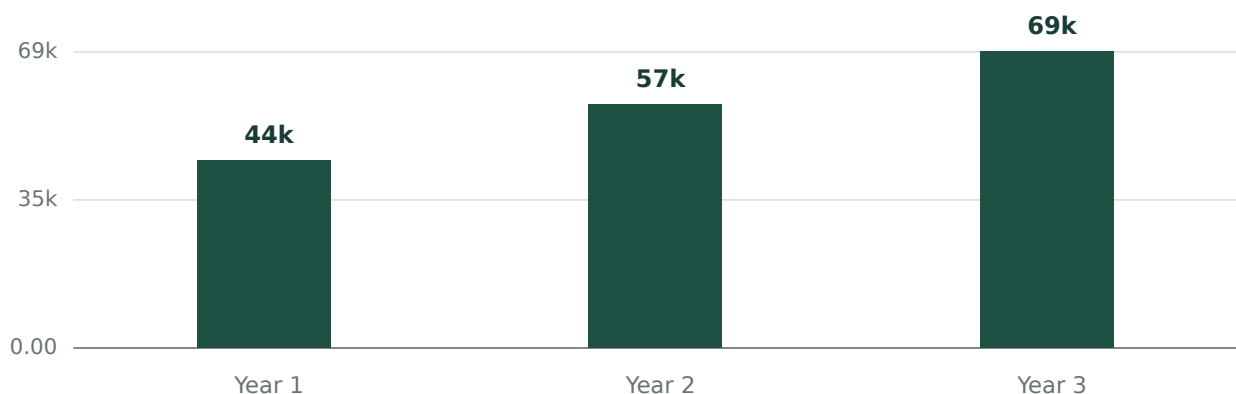
Profit and loss - USD

Item	Year 1	Year 2	Year 3
Revenue	147,600.00	150,552.00	153,563.04
Cost of goods sold	14,022.00	14,302.44	14,588.52
Gross profit	133,578.00	136,249.56	138,974.52
Operating expenses	118,431.24	121,855.80	125,380.68
EBITDA	15,146.76	14,393.76	13,593.84
Depreciation	7,966.67	7,966.66	7,966.67
Interest expense	0.00	0.00	0.00
Income tax	1,507.80	1,349.68	1,181.75
Net income	5,672.29	5,077.42	4,445.42

Cash flow - USD

Item	Year 1	Year 2	Year 3
Opening cash	31,240.10	43,882.76	56,902.89
Operating cash flow	12,642.66	13,020.13	12,387.67
Investing cash flow	0.00	0.00	0.00
Financing cash flow	0.00	0.00	0.00
Net cash movement	12,642.66	13,020.13	12,387.67
Closing cash	43,882.76	56,902.89	69,290.56

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	43,882.76	56,902.89	69,290.56
Receivables	1,230.00	1,254.60	1,279.69
Inventory	200.90	204.92	209.02
Assets and deposits	31,233.33	23,266.67	15,300.00
Total assets	76,546.99	81,629.08	86,079.27
Payables	233.70	238.37	243.14
Loan balances	0.00	0.00	0.00
Total liabilities	233.70	238.37	243.14
Equity	76,313.29	81,390.71	85,836.13
Reconciliation difference	0.00	0.00	0.00

Launch budget & proposed funding

Item	USD
Setup expenses	6,200.00
Asset purchases	39,200.00
Opening stock purchases	200.90
Equity contributions	76,841.00
Loan proceeds	0.00
Cash at launch	31,240.10
Opening inventory balance	200.90
Opening loan balance	0.00

Operating break-even - USD

Measure	Year 1	Year 2	Year 3
Break-even revenue	129,083.18	132,955.72	136,944.65
Margin of safety	18,516.82	17,596.28	16,618.39

Project payback

Measure	Forecast result
Initial project outlay (USD)	45,600.90
Payback	Not recovered within the forecast
Final cumulative project cash (USD)	-3,511.21

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 follows the selected sales or service activity. Any modeled subscriptions use monthly billing. Annual prepayments, milestone invoices, unbilled contract assets, customer taxes, seller settlements, capitalized interest and tax-loss carryforwards are not modeled. Refundable launch deposits are included at cost; refund timing, impairment and formal classification are outside scope.

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 organization results.

2027-2029 holds the source initial roster, workload, mix and base fees; later expansion is omitted. Fees grow 2%, paid/fixed costs 3%; payroll adds 15% employer allowance and uses prorated cent-rounded budgets. Named direct costs stay separate. Physical material stock days apply once; AP uses effective mixed-cost days. Deposits are paid at cost with no depreciation or assumed refund. Credit-loss provisions become cash buffers; asset depreciation is illustrative.

Role-specific employer-cost allowances follow the saved paid-role rows; zero excludes employer burden rather than proving no obligation. The 21% income-tax provision is an explicit scenario input. A zero input excludes entity income taxes from these results and establishes no exemption; personal taxes, customer sales-tax receipts/remittances and distributions are outside the 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; the listed refundable deposits are included, while unquoted additional site works are excluded.

Inventory days are physical material coverage applied once to each named COGS row's inventory share. Payment days are the effective blended delay across all direct-cost purchases and services, not a physical material supplier term. The shared payment schedule is a simplified timing proxy; material-specific supplier schedules are not modeled.

Refundable deposits are paid once before opening and retained at cost without depreciation in the planning asset ledger. Assets and deposits are aggregated as a planning proxy; their formal accounting classification, impairment, refund timing and recovery are not modeled. Deposit cash is not available operating cash.

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.