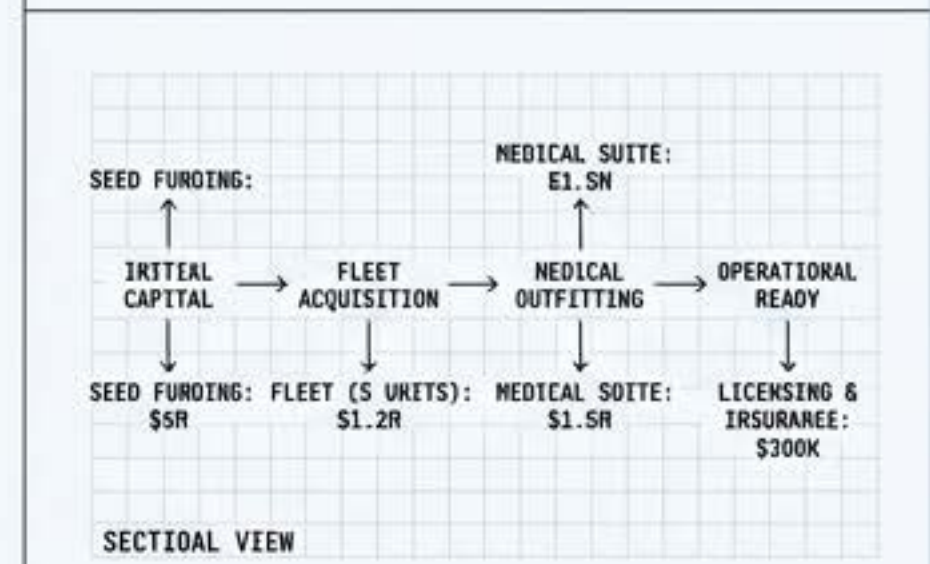
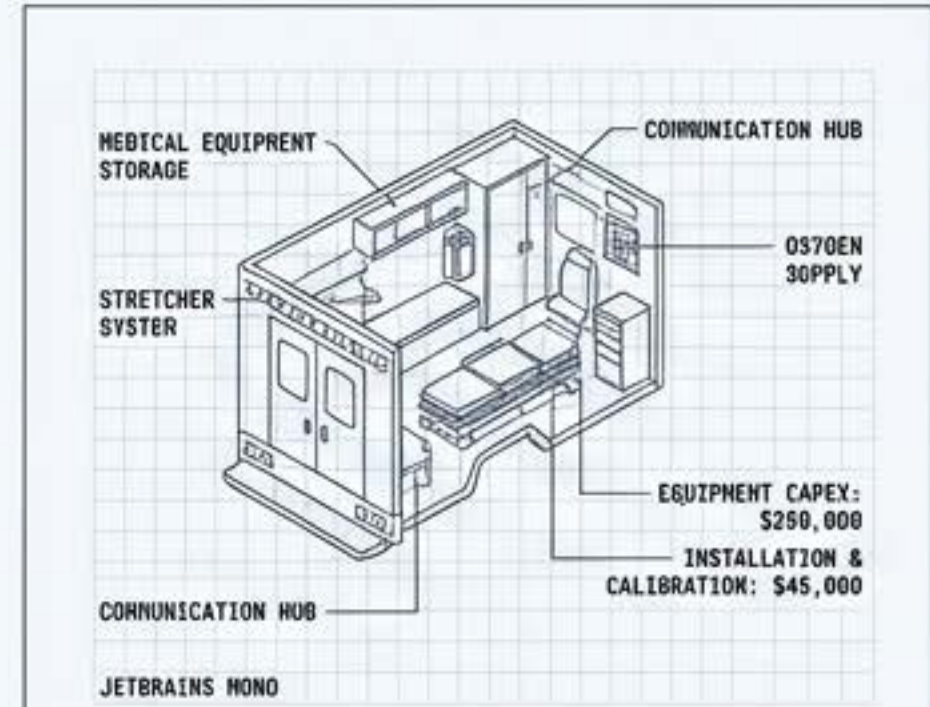
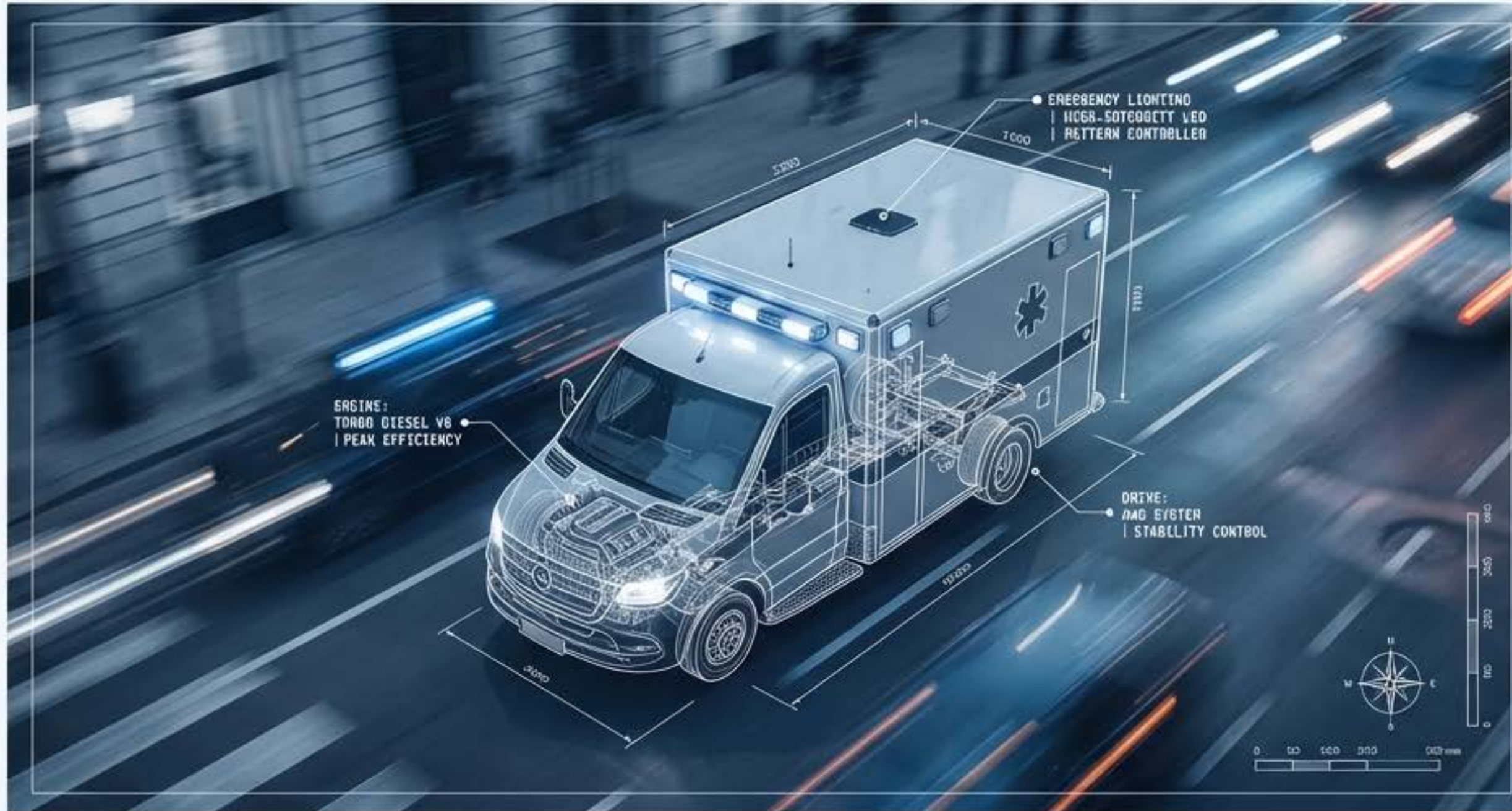


The Financial Anatomy of a Launch

Capital Requirements and Strategic Setup Costs for a Modern Ambulance Service



STRATEGY DOCUMENT | Q4 2025 PLANNING
 STATUS: FINAL DRAFT
 LOCALE: UNITED KINGDOM / USD CURRENCY

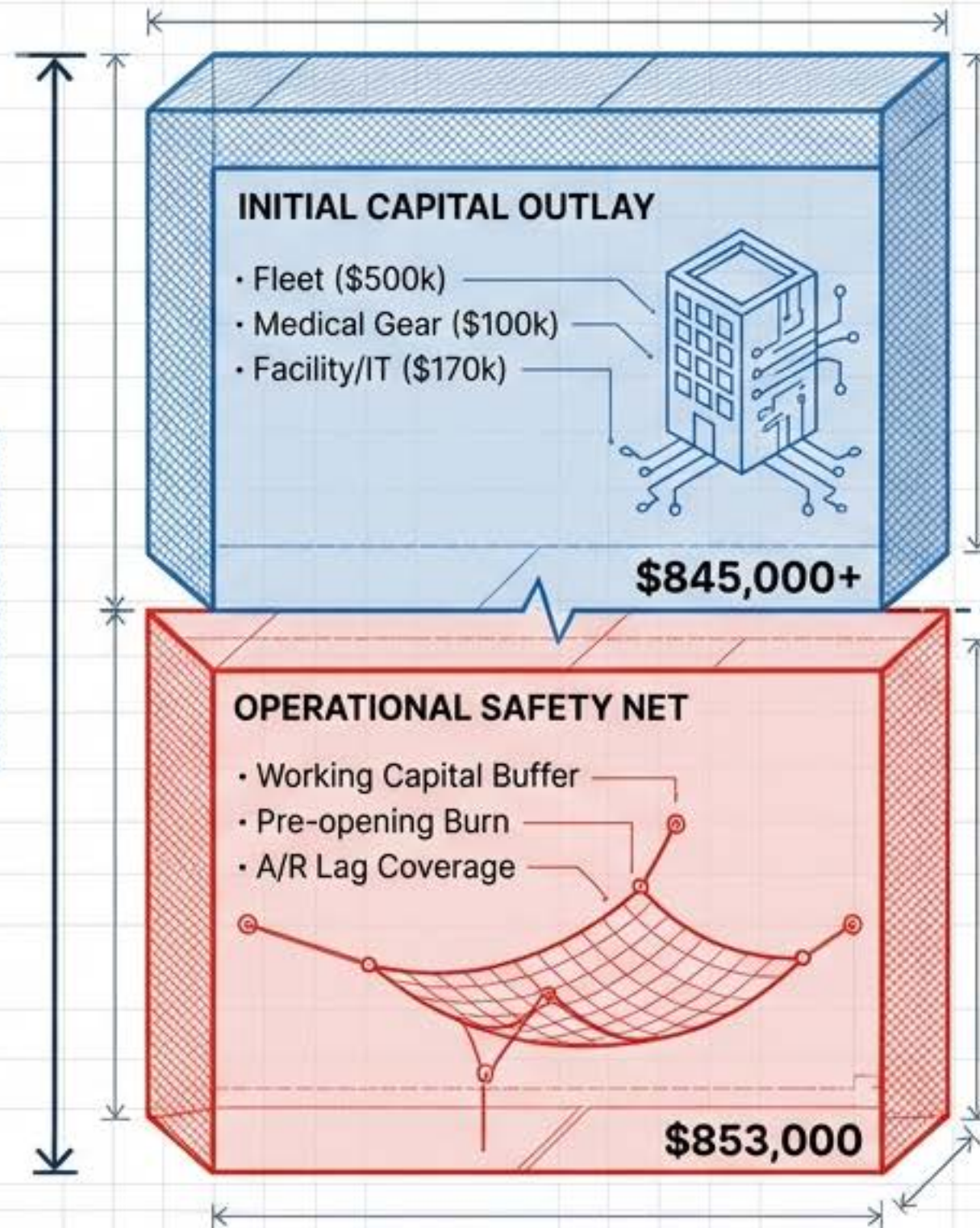


SLATE NAVY: PRIMARY STRUCTURE/TEXT
 ALERT RED: CRITICAL/URGENT
 SAFETY ORANGE: CAUTION/WARNING
 STERILE BLUE: OPERATIONAL/DATA

The Investment Landscape: Liquidity is the Barrier to Entry

\$1.77M

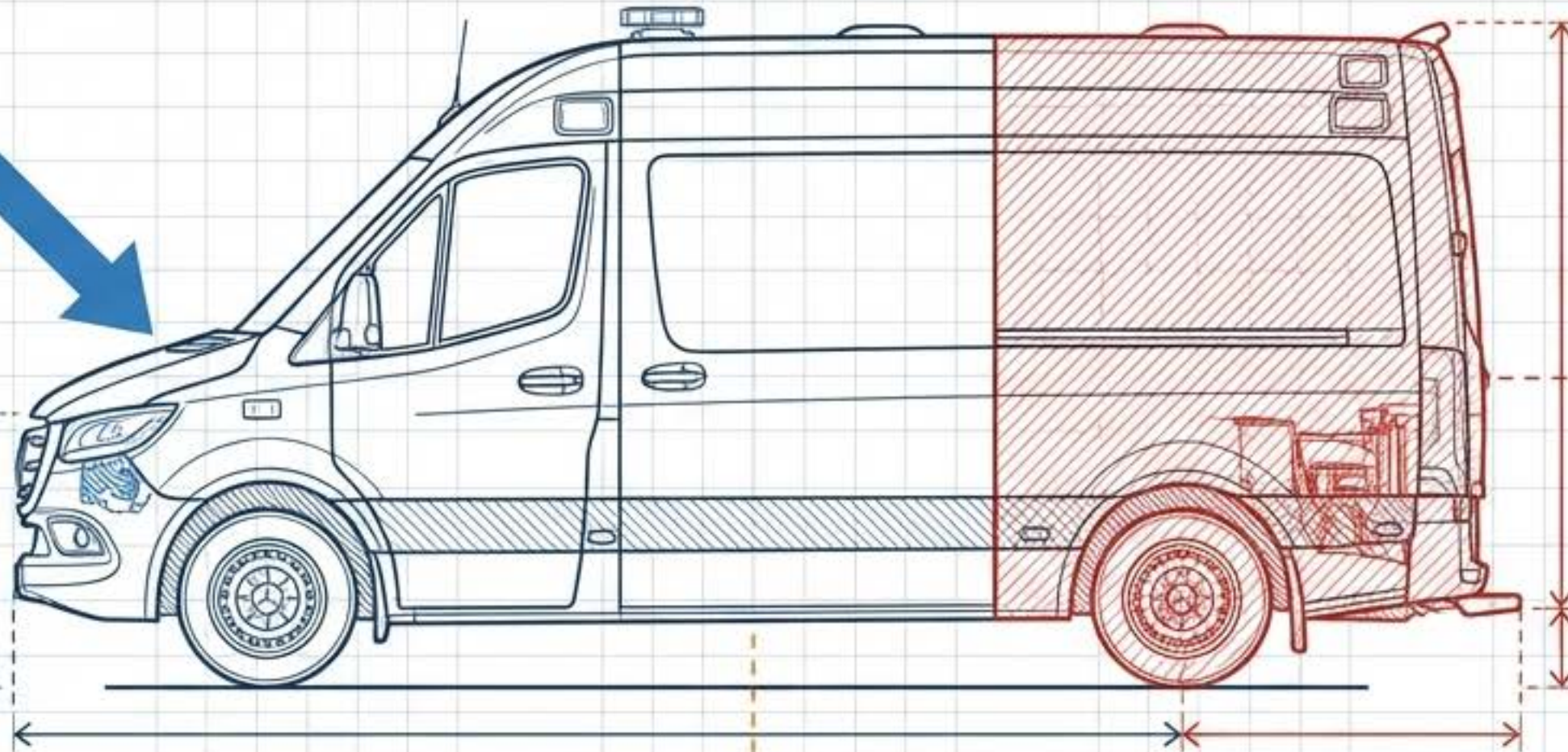
TOTAL LAUNCH REQUIREMENT



STRATEGIC INSIGHT: While the model projects an aggressive path to profitability (potential breakeven in Month 1), the primary risk is liquidity. This \$1.77m structure is designed to weather the lag between service delivery and insurance reimbursement.

The Core Asset: Fleet Acquisition & Liability Management

UPFRONT CAPEX:
\$500,000



RECURRING RISK:
Maintenance Liability

ASSET COST

\$500,000

Covers the purchase of the initial ambulance fleet. This is the single largest upfront hurdle.

STRATEGIC LEVER

Aggressive Preventative Maintenance: Implement rigorous check schedules to prevent breakdowns. Maximise utilisation to spread this fixed 40% cost over more billable trips.

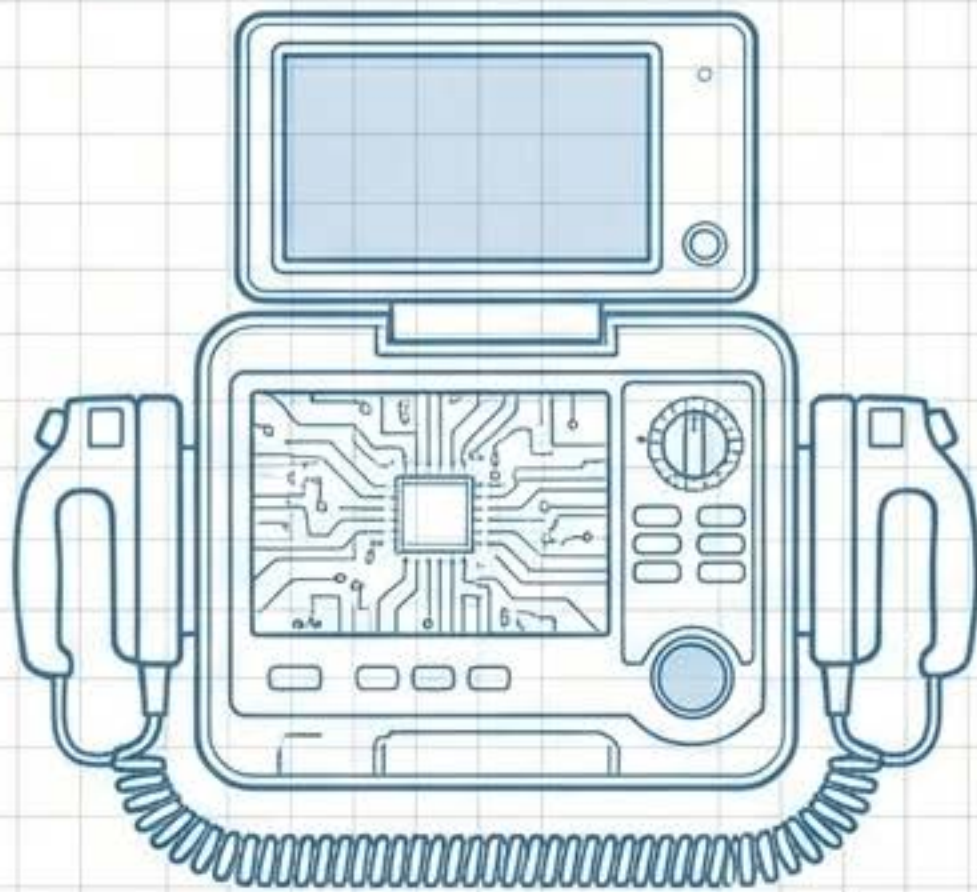
MAINTENANCE BURN

40% of Revenue

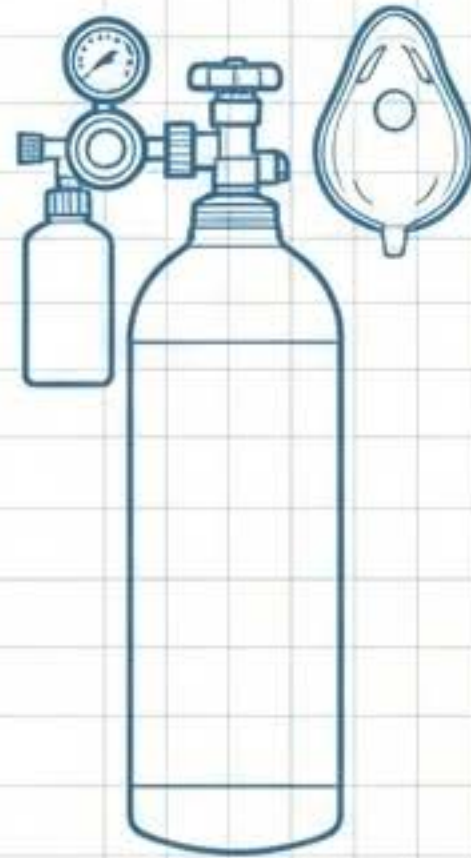
Maintenance costs consume nearly half of revenue. This is the 'Kill Zone' for margins.

Clinical Infrastructure: The High Cost of Care

DEFIBRILLATOR/HARDWARE



OXYGEN TANK/HARDWARE



CONSUMABLES/VARIABLE RISK



HARDWARE (FIXED CAPEX)

\$100,000

Specialised medical hardware for stabilisation and transport.

STRATEGIC LEVER: Just-in-Time Procurement

- Negotiate volume-based supplier contracts immediately.
- Cap inventory at 30 days of projected runs to prevent cash from being tied up on shelves.

CONSUMABLES (VARIABLE RISK)

80% of Gross Revenue

Recurring medical supplies cost. If revenue hits \$100k, supplies consume \$80k. This leaves a thin 20% gross margin before fixed costs.

Operational Backbone: Physical & Digital Base

Module A: The Facility

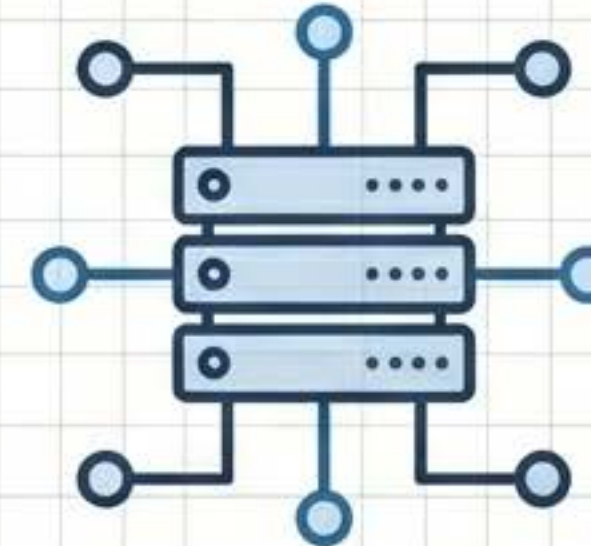


RENOVATION CAPEX

\$80,000

Renovation budget for the operational base. Prioritise code compliance over aesthetics. Use modular solutions where codes allow.

Module B: IT & Dispatch



SETUP CAPEX

\$90,000

\$50,000 for Dispatch Centre setup + \$40,000 for Server/Network security. Non-negotiable hardware for data-driven dispatching.

LEASE NEGOTIATION STRATEGY: Negotiate rent abatement to defer the start of payments past the January 2026 operational start date.

The Cost of Being Open: Monthly Fixed Burn

\$37,333 / MONTH



Liability Premiums

Starts Jan 2026

CEO & Ops
Manager

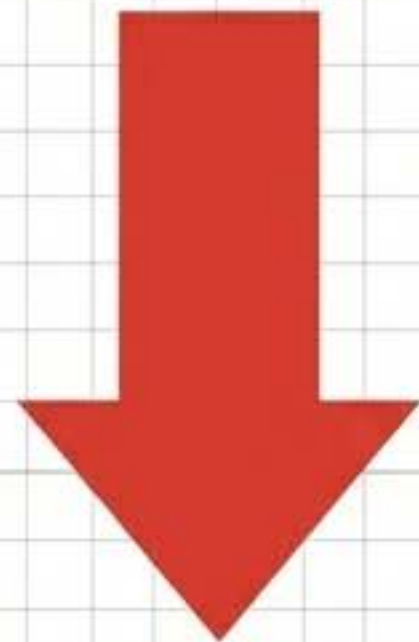
Admin Payroll
(~\$20,833)

**The 'Must-Pays'.
These costs
accrue before a
single patient is
transported.**

This burn rate is constant. Securing contracts to cover this \$37k+ monthly outflow immediately is the operational priority.

Bridging the Liquidity Gap: The Case for \$853,000

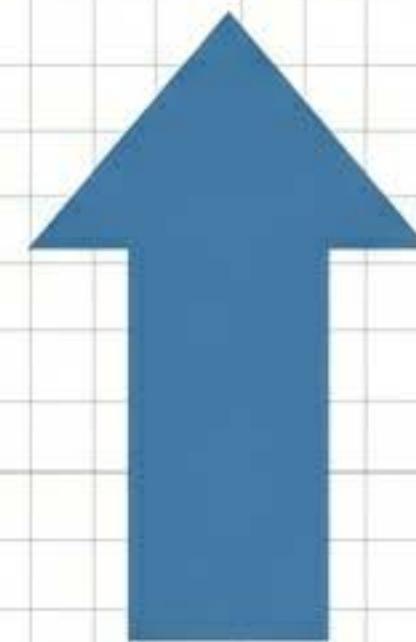
DAY 1



CASH OUT

Labour, Fuel,
Supplies

DAY 90



CASH IN

Insurance
Reimbursement

THE \$853,000 BUFFER

TARGET DATE: January 2026
PURPOSE: Survive the A/R Lag

Risk Note:
If onboarding/contracting takes longer than projected, the cash requirement rises instantly.

The Price of Legitimacy: Compliance & Insurance

LICENSING FEES

→ **Variable Sunk Cost** ←

State/Local permits.
Mandatory for operation.

INSURANCE PREMIUMS

→ **\$5,000 / Month** ←

Covers critical liability. This is a fixed cost that starts immediately upon binding.

Safety Orange

THE 90-DAY RULE

Action 1: Start licensing research 90 days pre-launch.

Action 2: Shop liability coverage annually, but bundle vehicle insurance to reduce premiums.

Insight: A 14-day delay in onboarding due to permits creates "**churn risk**" where expenses continue without revenue capability.

Human Capital: Pre-Opening Administration

LEADERSHIP COST RUN RATE

CEO \$150,000 / Year

Operations Manager \$100,000 / Year

Total Run Rate: \$250,000 / Year

IMPACT CALCULATION

4 MONTHS PRE-LAUNCH = ~\$83,332 BURN

This consumes ~10% of the working capital buffer before launch.

Strategic Lever

PAYROLL STAGGERING STRATEGY

- Delay hiring non-essential staff until facility setup is complete.
- Tie bonuses to initial contract signings rather than guaranteed base salary.

Funding the Vision: Matching Capital to Purpose

ASSET FINANCING (DEBT/LEASE)

\$500,000 Fleet

→ Preserves equity. Debt servicing is a predictable expense. Leasing offers faster deployment.

Funding Source A

EQUITY CAPITAL

\$853,000 Working Capital + Regulatory

→ Non-financeable costs. Essential for payroll and surviving the insurance billing float.

Funding Source B

TOTAL FUNDING MIX

Risk Assessment

Operational Pulse: Critical Success Metrics

DSO (Days Sales Outstanding)



Aggressively manage claims to bring cash in faster than the 90-day lag.

Fleet Utilisation



Spread the 40% maintenance cost against higher revenue.

Supply Chain



Strictly audit usage. With supplies costing 80% of revenue, waste is not an option.

The Path to Viability

$$\begin{aligned} & \rightarrow \$845\text{k (CapEx)} + \$853\text{k (Buffer)} \leftarrow \\ & = \$1.77 \text{ MILLION TOTAL FUNDING} \end{aligned}$$

⚠ THE GOLDEN RULE: The \$853k buffer is sacrosanct. It must not be used for CapEx overrides. It is solely for the January 2026 liquidity crunch.

Final Outlook: Despite high upfront costs, the model supports an aggressive path to profitability. Breakeven is mathematically possible in Month 1 IF the buffer successfully bridges the billing delay.