



CONFIDENTIAL INVESTOR READ-AHEAD

Strategic Launch Plan: Premium Assisted Living Facility

Operational Roadmap, Financial
Forecast, and Capital
Requirements (2026-2030)

Prepared for Stakeholder Review

Executive Summary: Validating the Market Gap

THE OPPORTUNITY

Launching a premium residential facility for the 75+ demographic requiring daily support. Strategy focuses on high-margin differentiation via '**Farm-to-Table**' dining and integrated '**Smart Home**' technology.

UNIT ECONOMICS

Strong revenue layering model:

- Base Fee: **\$5,000** / month
- Care Packages: Avg. **\$1,500** / month
- Optimization: Annual price increases targeting **\$5,600** base.

FINANCIAL MILESTONE

Operational breakeven projected for **January 2027 (Month 13)**. Scale-up strategy targets **\$34M EBITDA** by **2030** through capacity expansion to **900 units**.

THE ASK

Total Funding Requirement: **\$1,152,000**

\$1.035M Hard CAPEX + **Working Capital Buffer** to bridge the **Year 1 cash trough**.

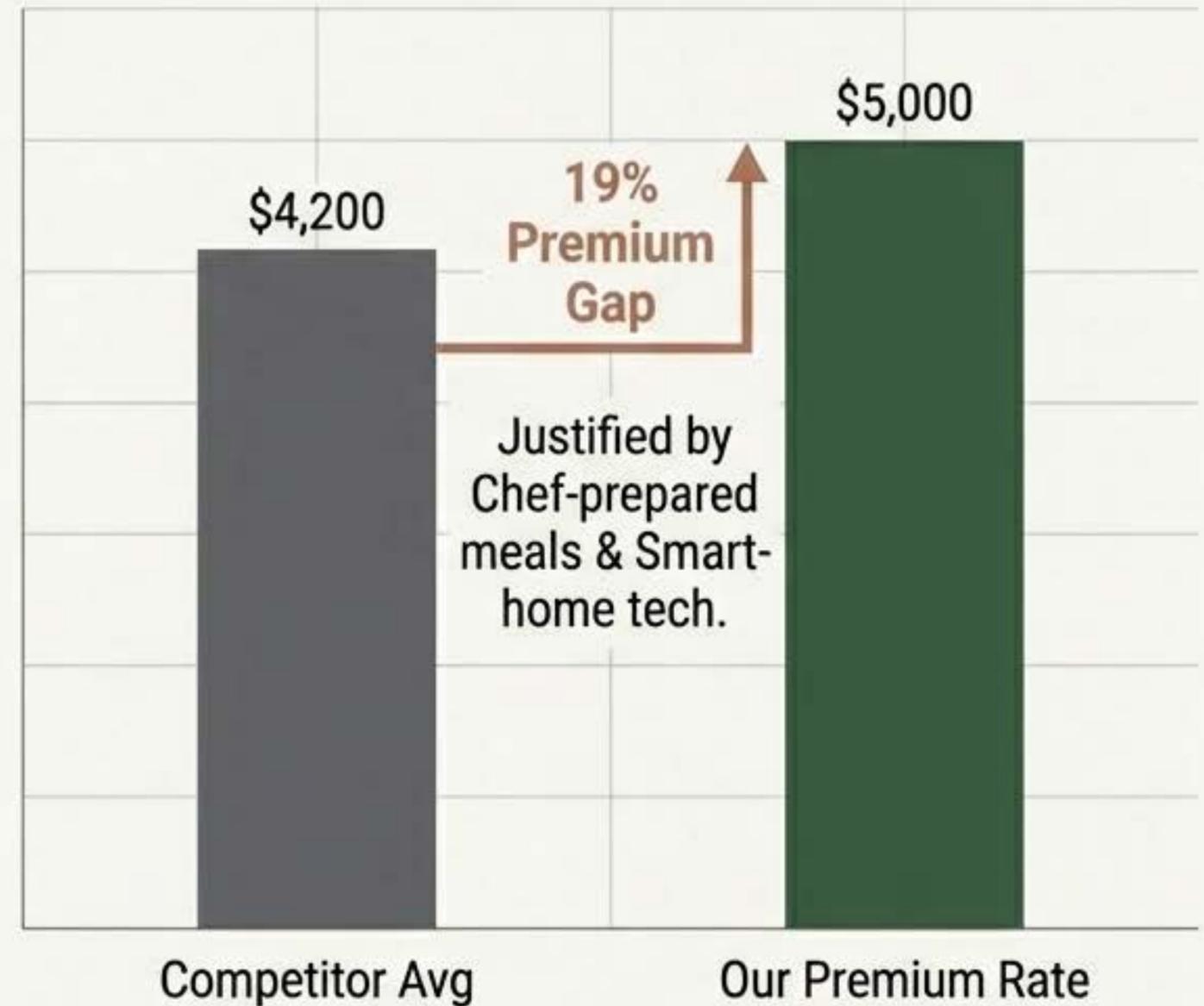
Canela: Demand Density & Pricing Power

Analysis within the target 5-mile radius



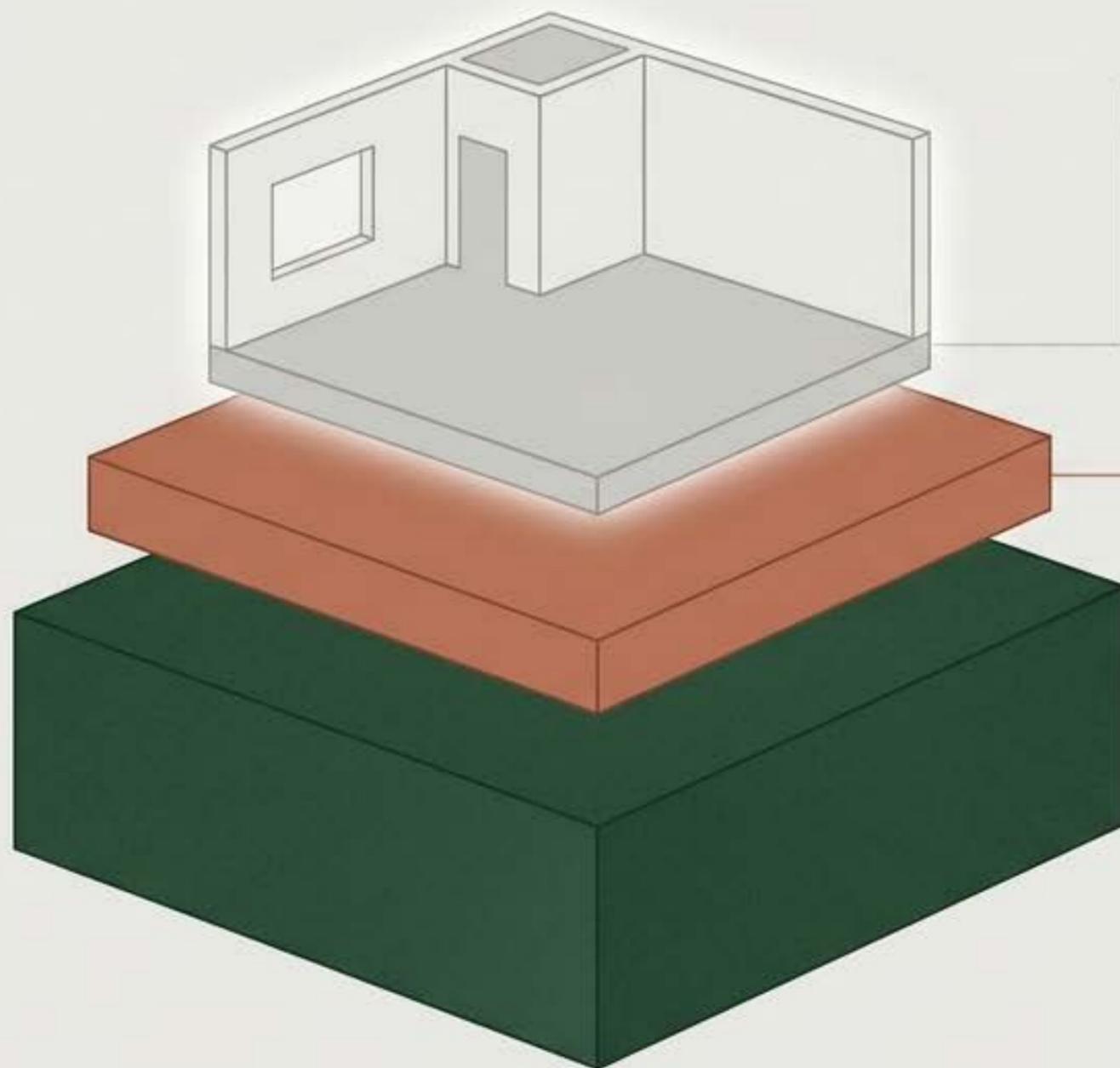
Breakeven Volume: 21 Residents

Only 51% occupancy of a 40-bed facility needed to cover \$102,500 monthly fixed costs.



The Revenue Model: Service Layering

Maximizing Revenue per Unit Month (RUM)



INCIDENTAL: Guest Stays

\$150 / night

Short-term family accommodations.

VARIABLE: Care Packages

Avg \$1,500 / mo

Tiered support based on resident acuity levels.

CORE: Residency Unit Month

\$5,000 / mo

Covers unit, utilities, and baseline lifestyle services.

Strategy:

Aggressive annual price optimization aims to push base fee to **\$5,600**, justified by continuous service enhancements.

Facility Activation & CAPEX Strategy

Total Initial Investment: \$1,035,000



Detailed Allocation:

1. **Renovations (\$500k):** Upscale buildout to meet premium aesthetic standards.
2. **Kitchen (\$150k):** Compliance-grade install for Farm-to-Table service. Immediate health code requirement.
3. **Medical (\$75k):** Critical path item. Requires early vendor lock-in.

CRITICAL TIMELINE: Facility must be fully operational for 2026 launch. Delays in CAPEX deployment will directly stall revenue generation.

Operational Architecture: Labor Strategy

Scaling from Lean Baseline to Full Capacity

Year 1 Baseline



12 FTE Total

Admin + Direct
Support coverage.

Occupancy Scale-Up

Mature Operations



60 FTE Caregivers + 10 FTE RNs

High RN ratio enables intake of higher acuity residents.

Financial Parametrics

Base Wage

\$40,000 / year (Caregiver)

Efficiency

Staff ratios mapped
dynamically to resident acuity.

Risk Mitigation

Retention focus to prevent
churn and retraining costs.

Managing Operational Risks

Cost of Goods Sold (COGS) & Regulatory Compliance

The 70% Challenge (COGS)



Food & Supplies account for 70% of COGS.

- **Challenge:** Delivering 'Farm-to-Table' quality without margin erosion.
- **Solution:** Strict procurement scrutiny and vendor consolidation.

The Regulatory Firewall



Compliance is a fixed barrier to entry.

- **Legal/Licensing:** \$2,500 / month (Renewals & Counsel).
- **Liability Buffer:** \$5,000 / month (Insurance premiums).
- **Risk Note:** Compliance failure results in immediate revenue stop.

CRITICAL TIMELINE: Facility must be fully operational for 2026 launch. Delays in CAPEX deployment will directly stall revenue generation.

Acquisition Strategy

Targeting the Decision Maker, Not Just the Resident

Goal: 360 Residency Unit Months in Year 1

Primary Target: Adult children (Age 45-65) managing parent care.

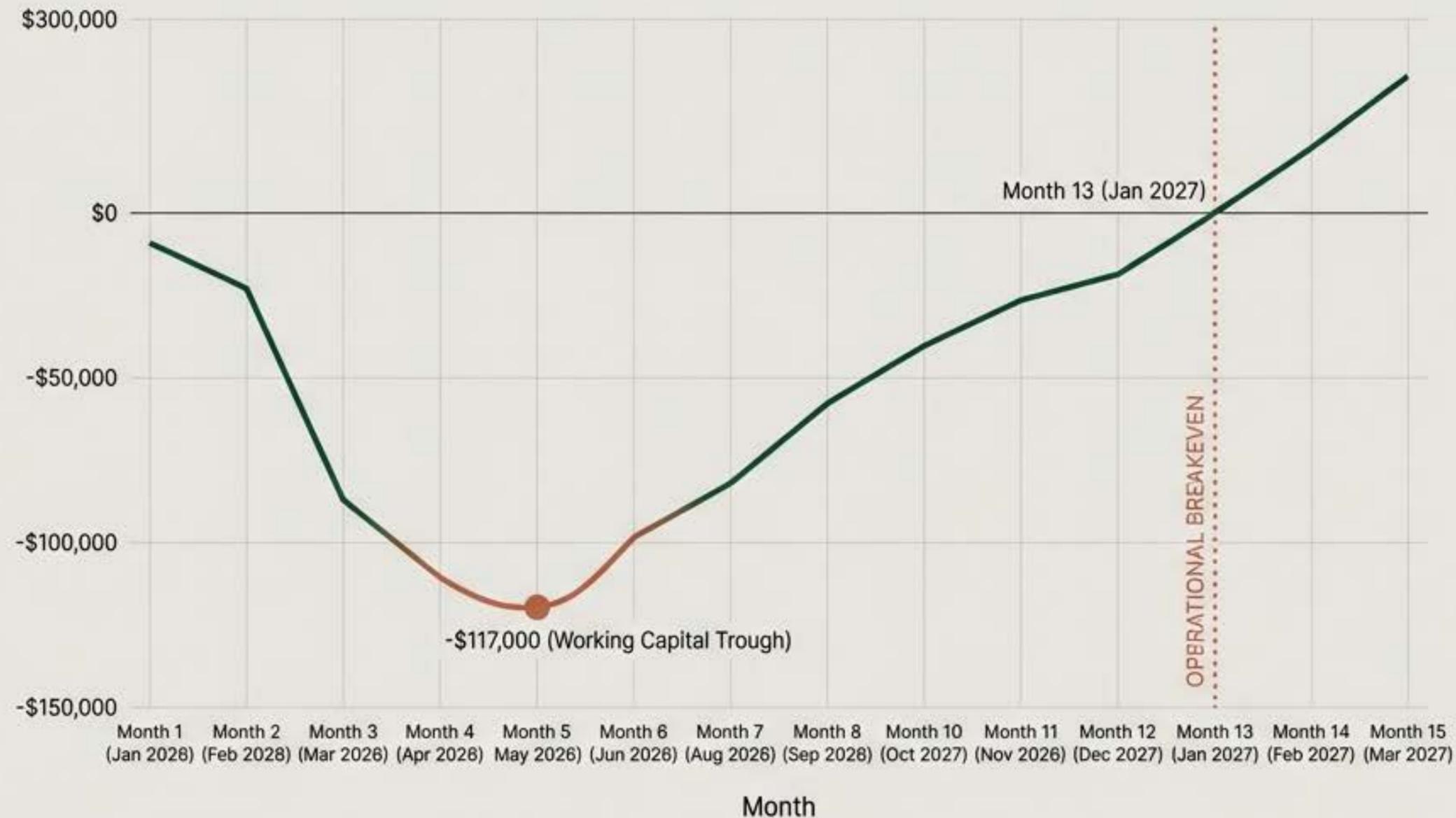
Year 1 Variable Spend Budget: \$170,100



⚠ Risk Factor: Marketing capital must be deployed ahead of occupancy. Slow deployment = Cash burn without revenue match.

Year 1 Forecast: Path to Breakeven

Navigating the Cash Trough



Year 1 EBITDA: -\$35,000
(Projected)

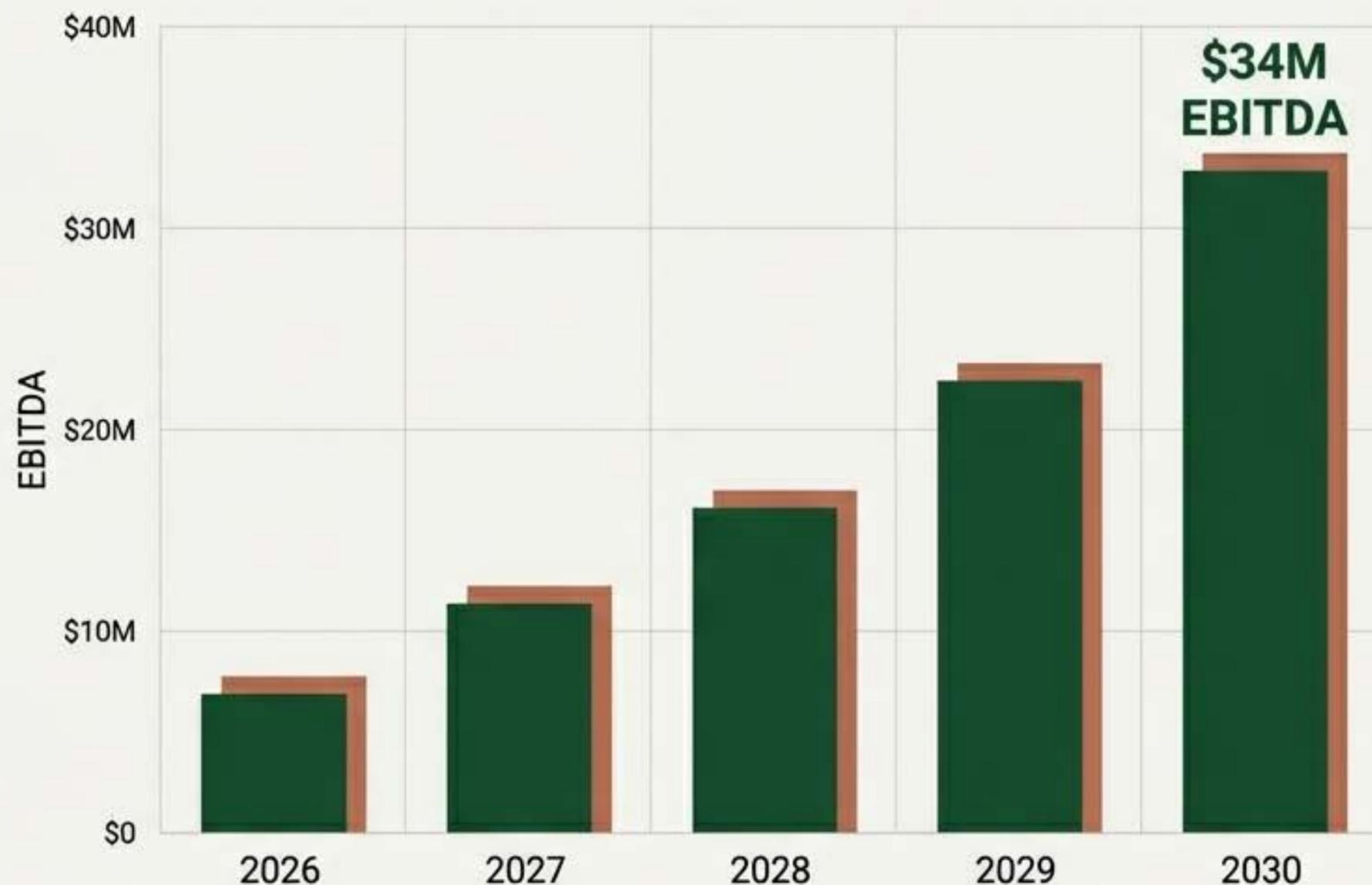
Critical Driver: Sales velocity determines the depth of the cash trough.

Long-Term Financial Horizon

2026 - 2030 Scaling Strategy

Growth Drivers:

- Capacity Expansion:** Scaling from 360 unit months to 900 units/year capacity.
- Pricing Power:** Annual base fee increases aiming for \$5,600.
- COGS Discipline:** Maintaining 70% margin while scaling workforce.



Capital Stack & Funding Requirements

Total Funding Need: \$1,152,000

Capital Bridge



Investor Returns:

- **Target IRR:** 7% Hurdle Rate.
- **Equity Role:** Must cover operational burn for 13 months pre-breakeven.
- **Note:** High debt components will increase required equity premiums.

Strategic Imperatives & Next Steps

Execution Plan: Q4 2025 - Q1 2026

<h2>01.</h2>	<h3>IMMEDIATE PRIORITIES (Q4 2025)</h3> <ul style="list-style-type: none">• Finalize lease and renovation contracts.• Secure vendor lock-in for Medical Equipment (\$75k).• Pre-hire Key RNs and Marketing Director.
<h2>02.</h2>	<h3>OPERATIONAL FOCUS</h3> <ul style="list-style-type: none">• Monitor the '14-Day Onboarding' metric. Delays >14 days increase churn risk and training overhead.
<h2>03.</h2>	<h3>STRATEGIC BALANCE</h3> <ul style="list-style-type: none">• Success hinges on balancing the 'Premium Experience' (Marketing/Service) with 'Strict Cost Controls' (Labor/COGS).

Contact: [Insert Company Contact Details Here]