The background features a detailed architectural floor plan of a beauty salon, overlaid on a marble texture. The plan shows various stations, including hair wash basins, styling stations with mirrors, and a reception area. The text is centered over the plan.

The Financial Blueprint: Beauty Salon Startup Capital

Navigating the \$800k Cash Requirement
& The Path to Profitability

The Dream Costs \$90k. Survival Costs \$800k.

**The Dream
(Visible Cost)**



\$90,000

Lato
Equipment
Furniture
Decor

**The Reality
(Survival Cost)**

\$800,000



13-Month Runway

Pre-opening Payroll

Rent

Contingencies

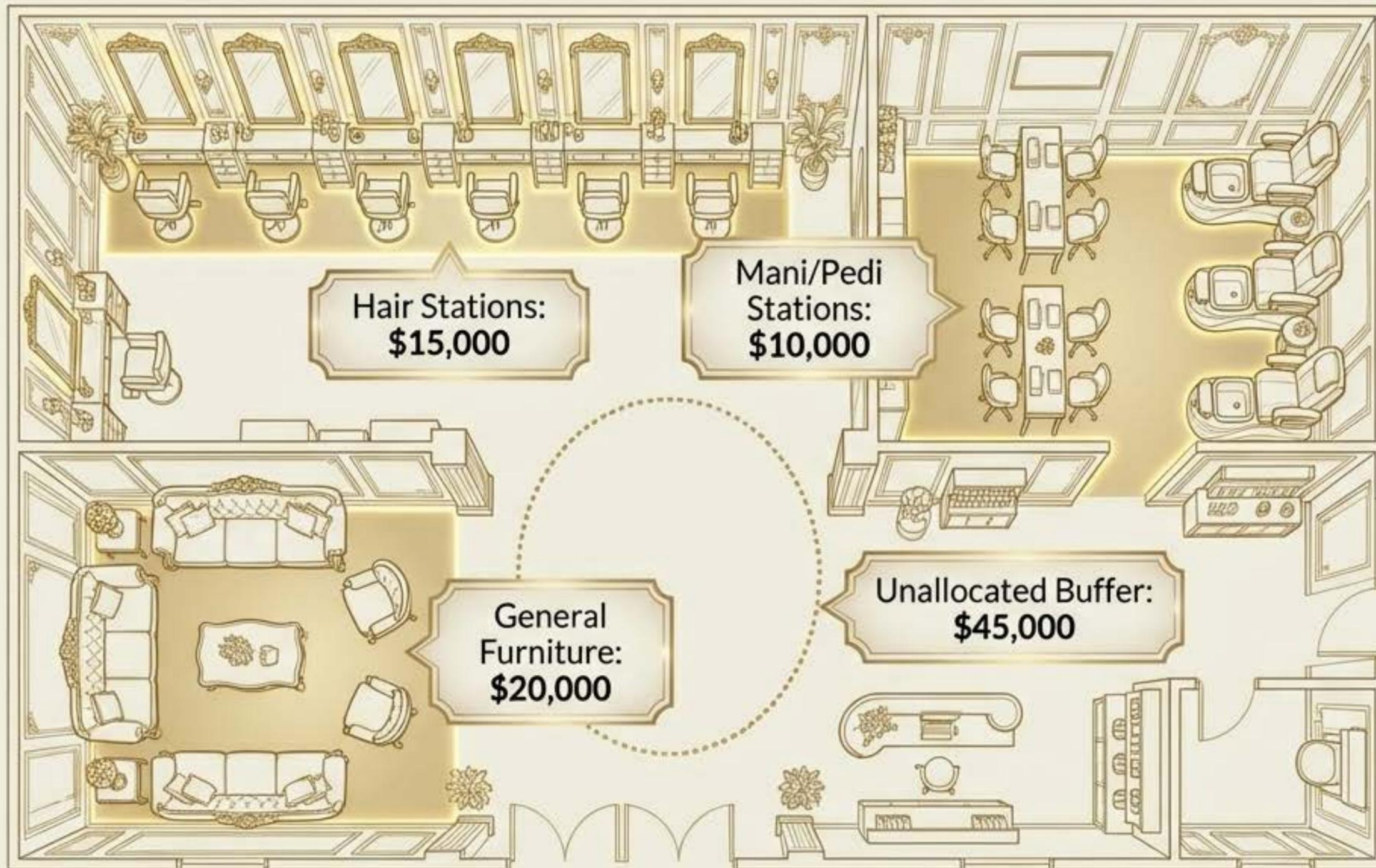
**The Reality Gap:
\$710,000+**

You Are Not Profitable on Day 1. Plan for 13 Months of Life Support.

Cash Flow



Investment Zone 1: Physical Capacity (CAPEX)



Playfair Display
Budget

\$90,000
Total Budget

Strategic Note:
This is an asset to depreciate over 5-7 years, not an OpEx expense.

Investment Zone 2: The Build-Out & Compliance

\$18,000
Total Setup



The Decor (Ambiance)

\$10,000

Strategy: Phase this spend. Defer non-essentials until cash flow stabilizes.



The Calibration (Compliance)

\$8,000

Strategy: Non-negotiable. No Sign-off = No Opening.

WARNING: Calibration is a Go-Live Gate. Delays here mean paying rent on a closed business.

Investment Zone 3: The Nervous System (Tech Stack)

\$8,000 Setup Allocation



Strategic Insight: If systems don't talk, labor costs rise. Avoid double-entry.

The Primary Burn Rate: Pre-Opening Payroll



Manager

Receptionist

Technician

Technician

Technician

Technician



Hiring Phase 1: Setup

Hiring Phase 2: Build-out Completion

Strategic Insight: Expense begins before revenue. **Strategy:** Stagger the hires.

The Fixed Burn: Rent & Utilities

\$7,200 / Month

Rent	+	Utilities
\$6,000		\$1,200

The Runway Requirement:
Bank 3-6 months (\$21k - \$43k) specifically for pre-opening.

Action Item: Negotiate Rent Abatement during build-out.

Strategic Insight: Expense begins before revenue. **Strategy:** Stagger the hires.

Operational Readiness: Inventory & Protection



Inventory Logic



Buy 4 Weeks Stock, Not 6 Months

Initial Spend ~\$3,796
(10% of monthly revenue)

Compliance Logic



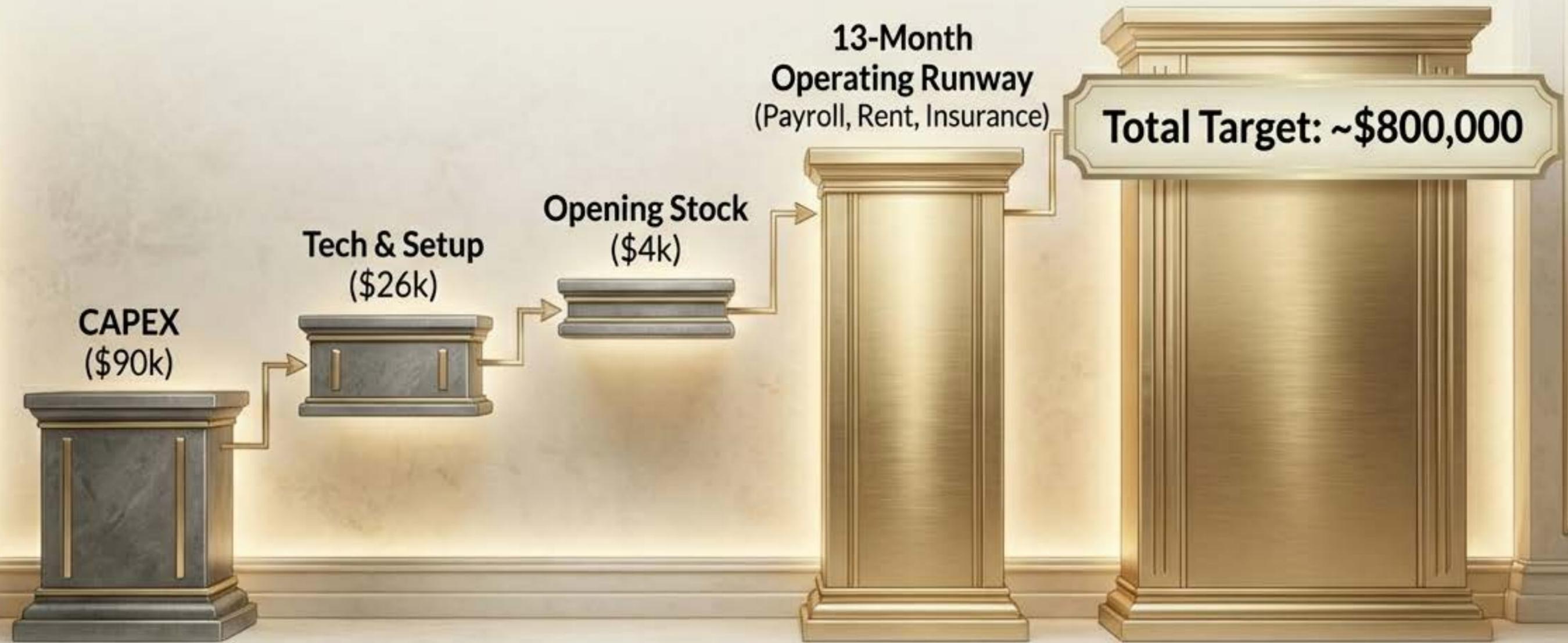
Insurance & Licenses

Buffer \$800/month

Must be cleared 30 days prior to opening.

The Total Capital Stack

The \$90k gets the doors open. The rest keeps them open until 2027.



Strategic Insight: Securing runway is critical for early-stage resilience and growth.

Funding the Gap: The Capital Mix

The Capital Mix



Seed Investment

The Investor Gap.

Senior Debt

SBA 7(a) or 504 Loan Capacity.

Owner Equity

Maximize personal injection.

Process

Determine Equity



Calculate Debt



Model Gap

Valuation Note: If raising \$300k, define clear milestones and equity %.

Risk Management: Where Plans Fail



The Ramp-Up Trap

Lato body Display
If client acquisition slows,
burn accelerates. Stress
test for 15 months.



The Construction Drag

Lato body Display
Delays mean paying
\$7,200/mo rent without
revenue.



The Compliance Gate

Lato body Display
Failed calibration =
delayed launch = wasted
payroll.

Executive Summary & Next Steps



Secure Capital: Lock in working capital for 13-15 months of runway.



Validate CAPEX: Get firm quotes for the \$90k equipment list (Asset Schedule due Q1 2025).



Gatekeepers: Finalize calibration and insurance 30 days pre-launch.



Personnel: Stagger the 6 FTE hires; do not onboard everyone on Day 1.



Capital is Oxygen.

“Planning for the ‘Valley of Death’ ensures you survive long enough to enjoy the peak.”

Start your 15-month stress test today.