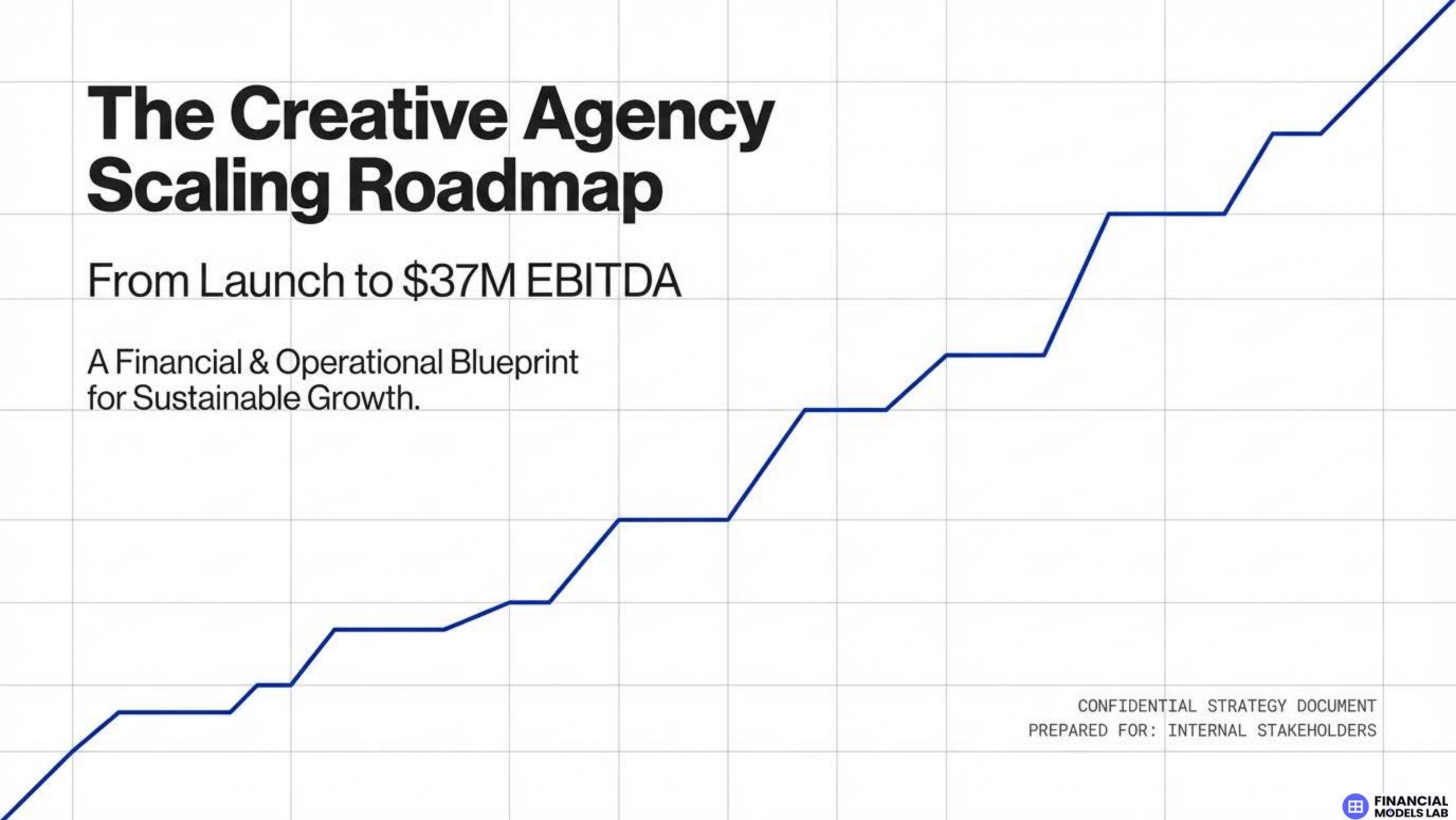


The Creative Agency Scaling Roadmap

From Launch to \$37M EBITDA

A Financial & Operational Blueprint
for Sustainable Growth.



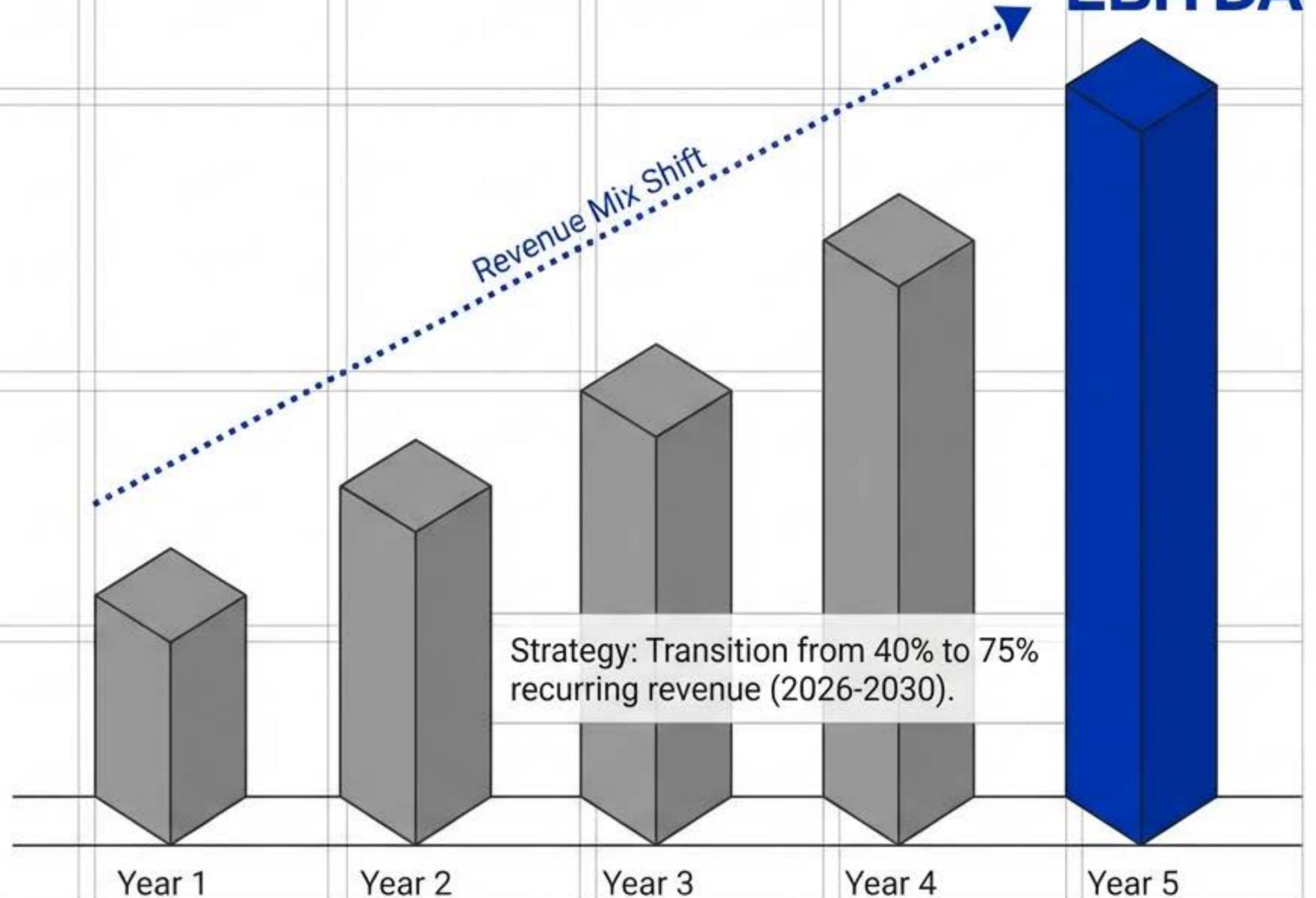
CONFIDENTIAL STRATEGY DOCUMENT
PREPARED FOR: INTERNAL STAKEHOLDERS

The North Star: Scaling to \$37M EBITDA

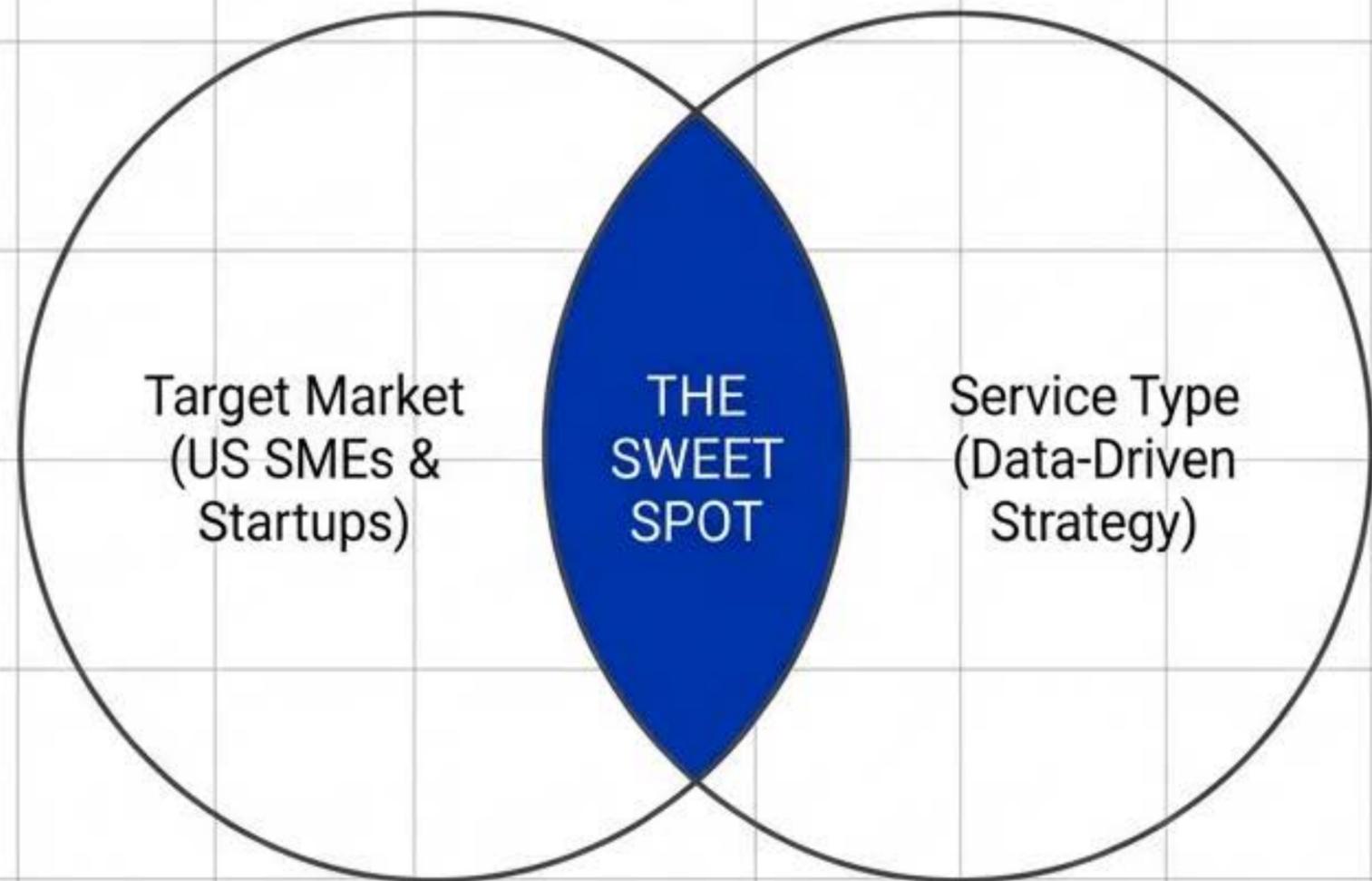
THE KEY INSIGHT

Sustainable growth relies on shifting from project work to high-margin Ongoing Marketing retainers.

The Edge: Precision in finance combined with creativity in execution.



Market Position and The Value of Retention



Trap: \$20,000 Website Build
= One-time Event

Goal: \$4,000/mo Retainer
x 24 Months
= \$96,000 CLV

CLIENT PROFILE

- US SMEs/Startups seeking scale
- Lack internal marketing expertise
- Minimum Budget: \$3,500/mo

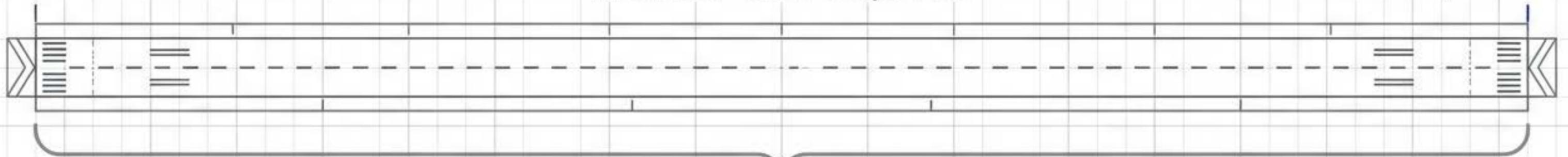
Phase 1: Capital Requirements & Runway

\$658,000

Launch

Minimum Cash Required

May 2027
(Breakeven)



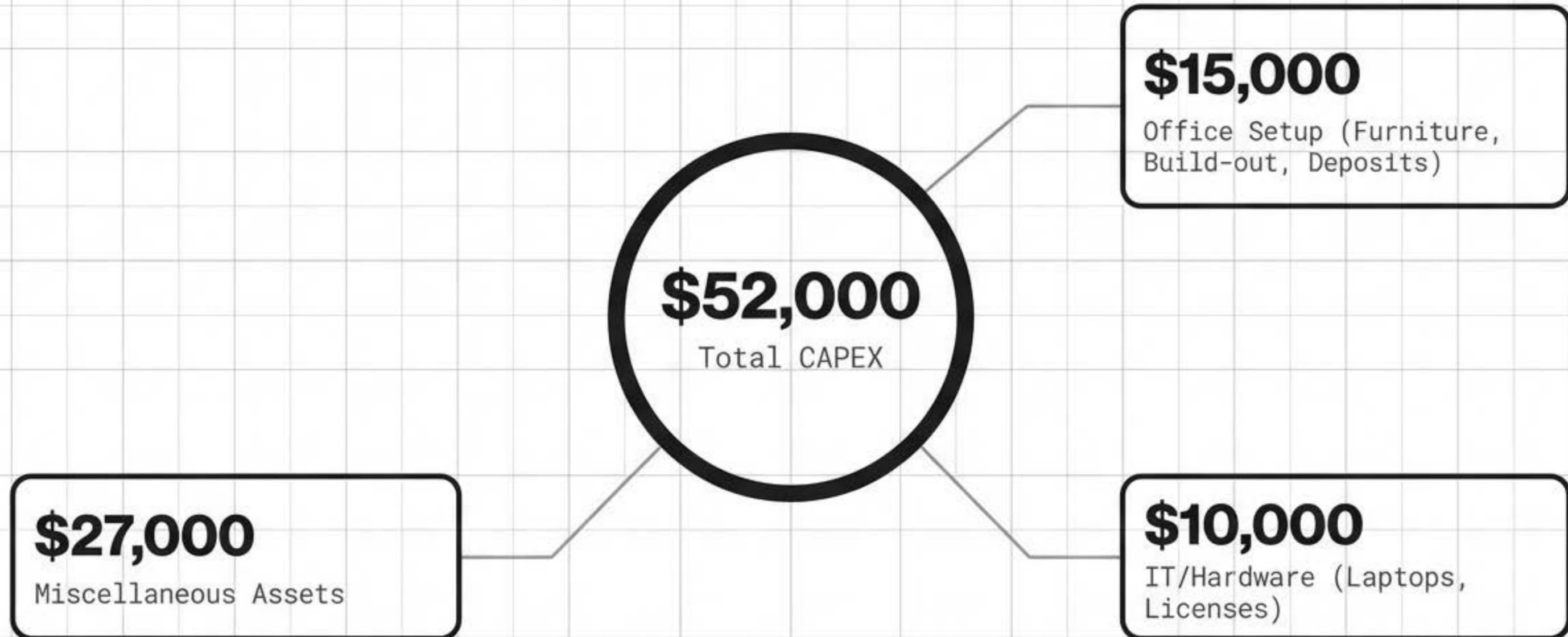
17 Months of Operational Burn

DECISION POINT:
Debt vs. Equity Mix?
Dilution risk increases with
every month delayed.

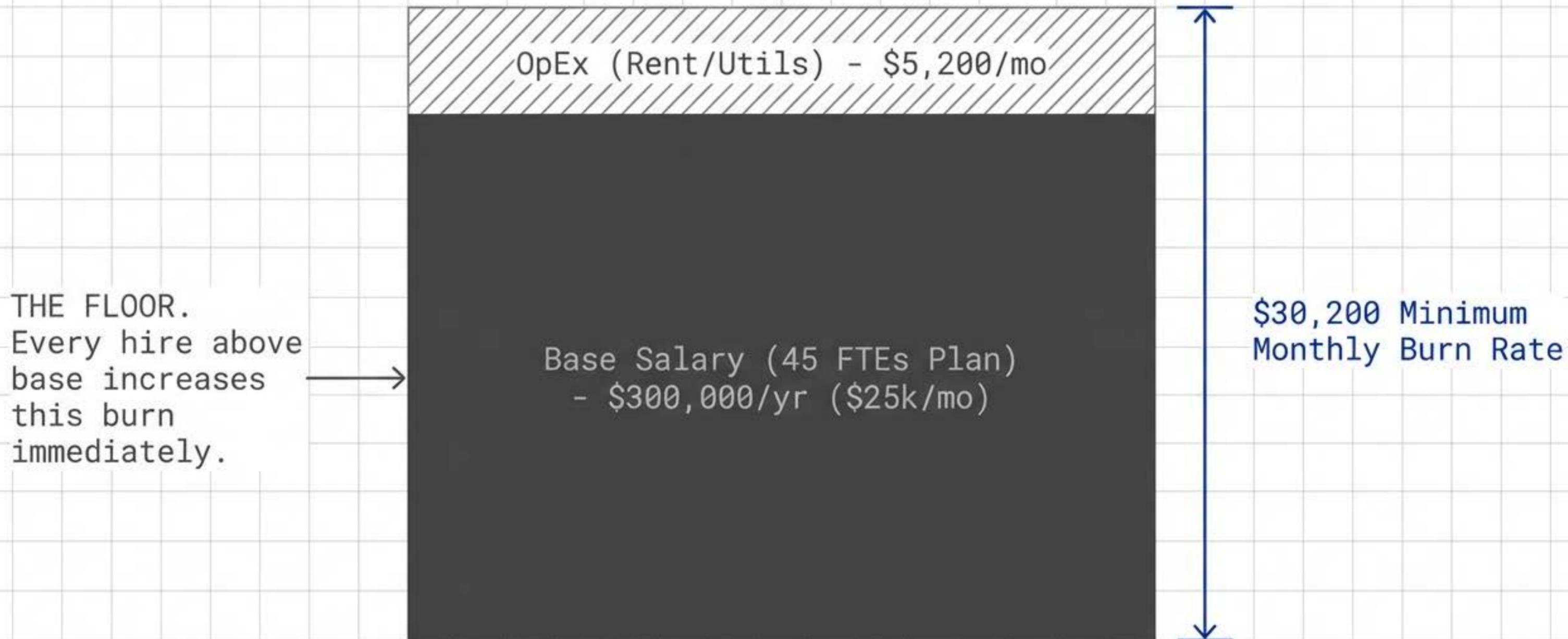
Step 2: Initial CAPEX Breakdown

WARNING

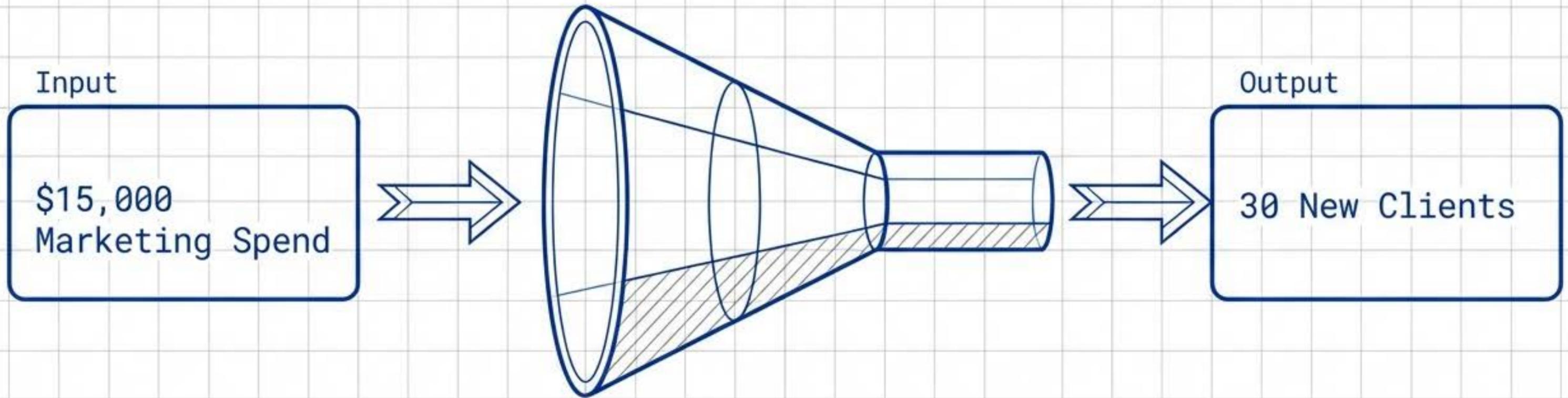
CRITICAL TIMING: Must be secured and deployed BEFORE operational overhead begins.



Step 3: Structuring the Fixed Overhead

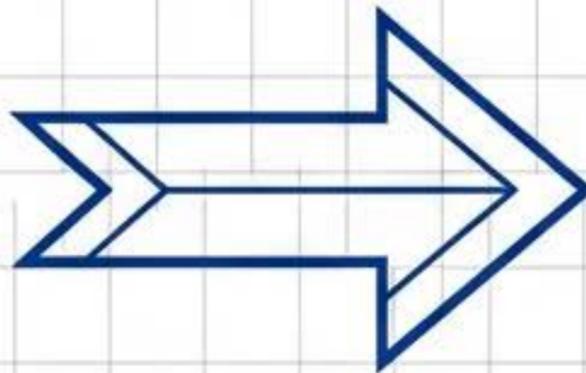


Phase 2: The Acquisition Engine



CAC (Current):

\$500



Target (2030):

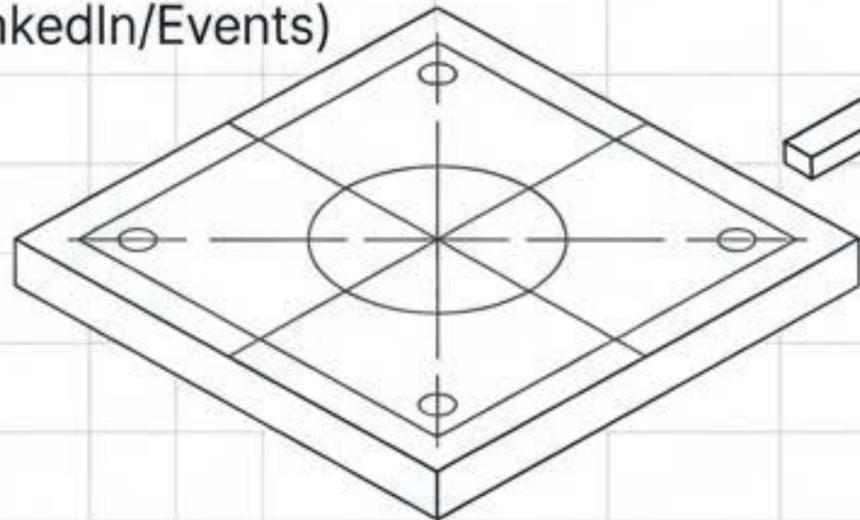
\$350

via efficiency & retention

The Sales Motion: Micro-Audits to Retainers

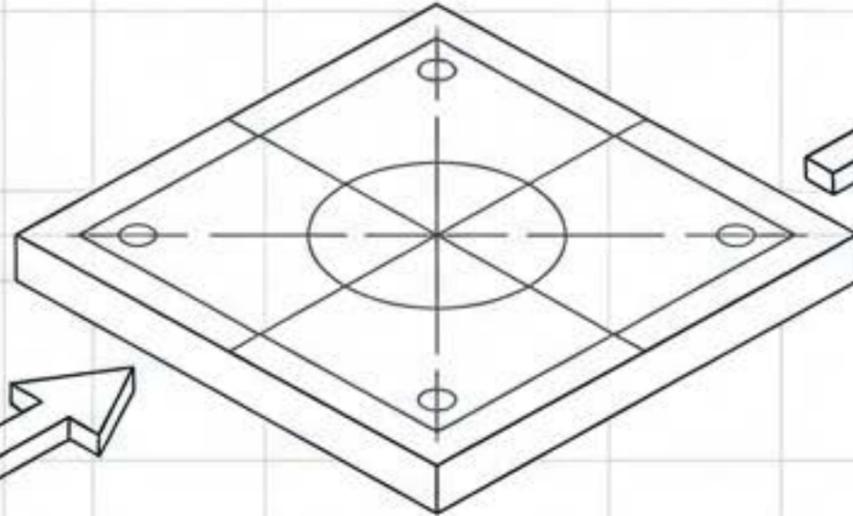
Step 1: Cold Lead

Roboto Mono
High Intent Channels
(LinkedIn/Events)



Step 2: The Micro-Audit

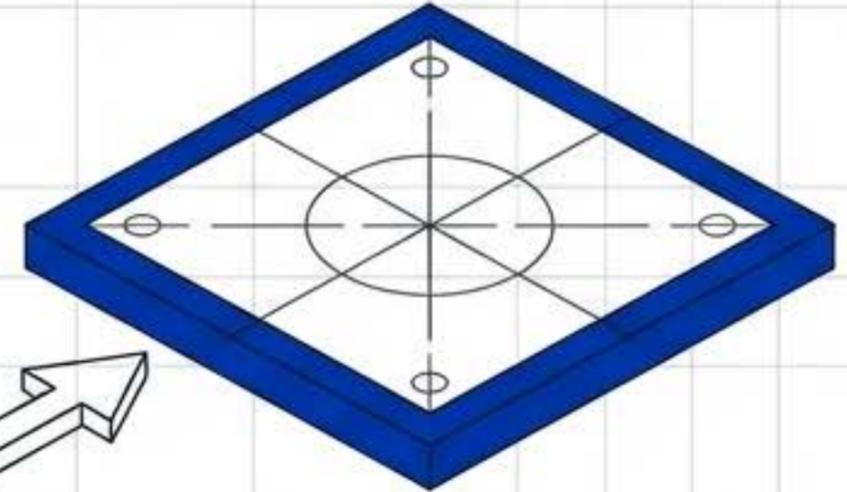
Roboto Mono
\$1.5k - \$3k | 3-15 Hours Effort



Metric:
90% Conversion
within 60 days

Step 3: Retainer Conversion

Roboto Mono
Ongoing Marketing Contract



Roboto Mono

Why? Lowers risk, proves competency, smooths revenue volatility.

Neue Haas Grotesk Display

Optimizing the Labor Mix



FTEs (Core Capacity)

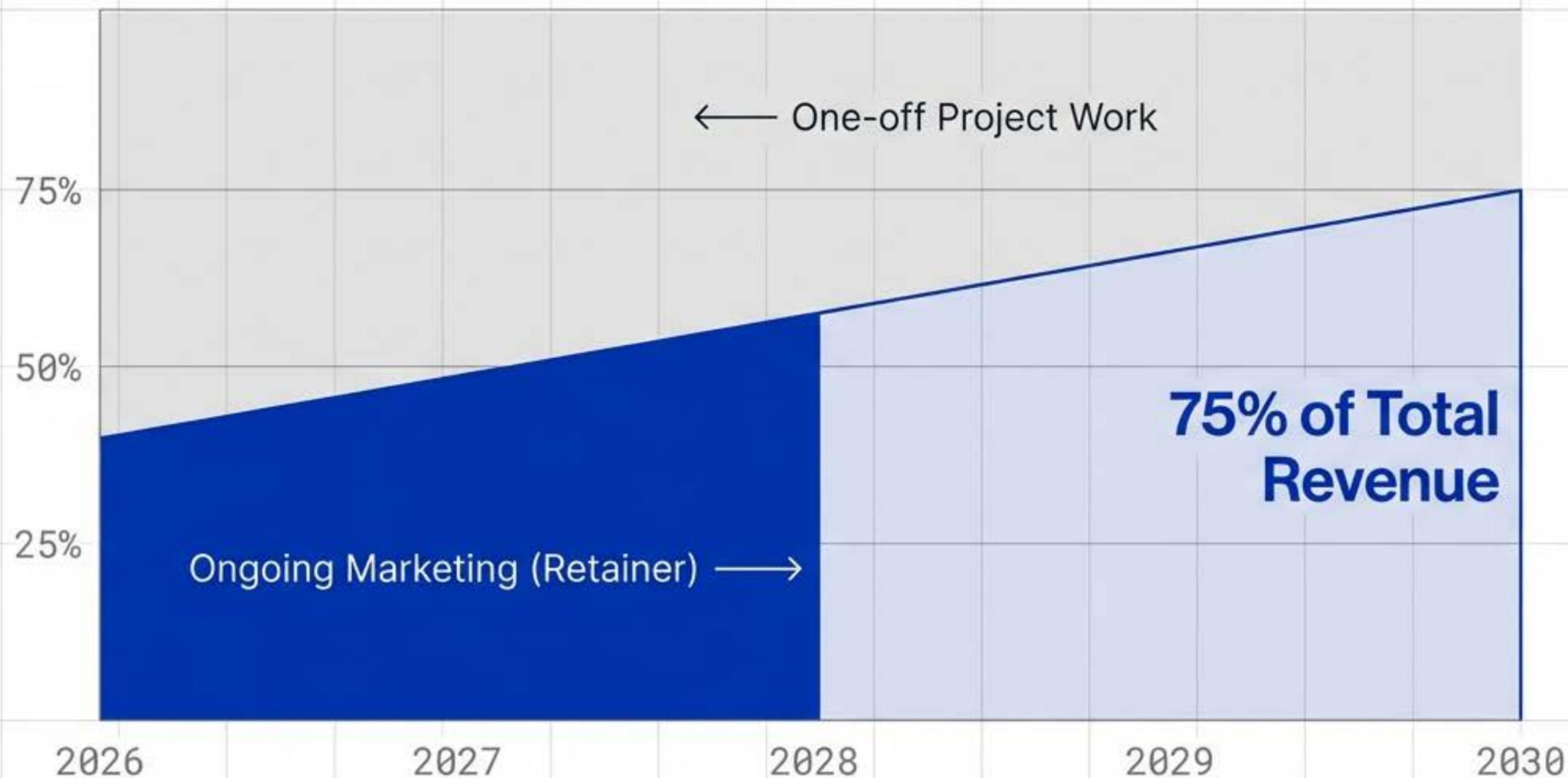
- Target: 1,500 billable hours/yr
- Utilization Goal: 85%

Contractors (Spikes)

- Rule: **Bill at 180%** of cost
- Cap: **Max 15%** of COGS

FTEs cover the **\$300k base**. **Contractors** are for overflow only.

The Critical Mix Shift: Project vs. Retainer



Strategy:

12-month minimum commitments to stabilize cash flow and reduce effective CAC.

Margin Control & Health Metrics

Gross Margin (Pre-Payroll)



Admin Overhead

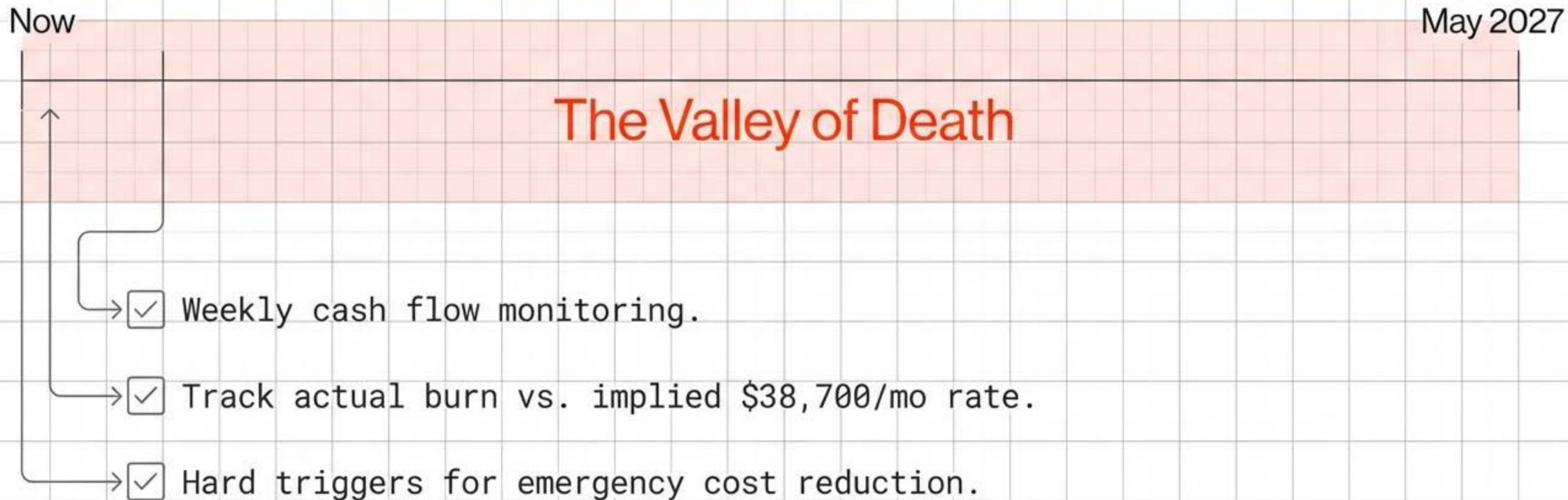


Onboarding Speed



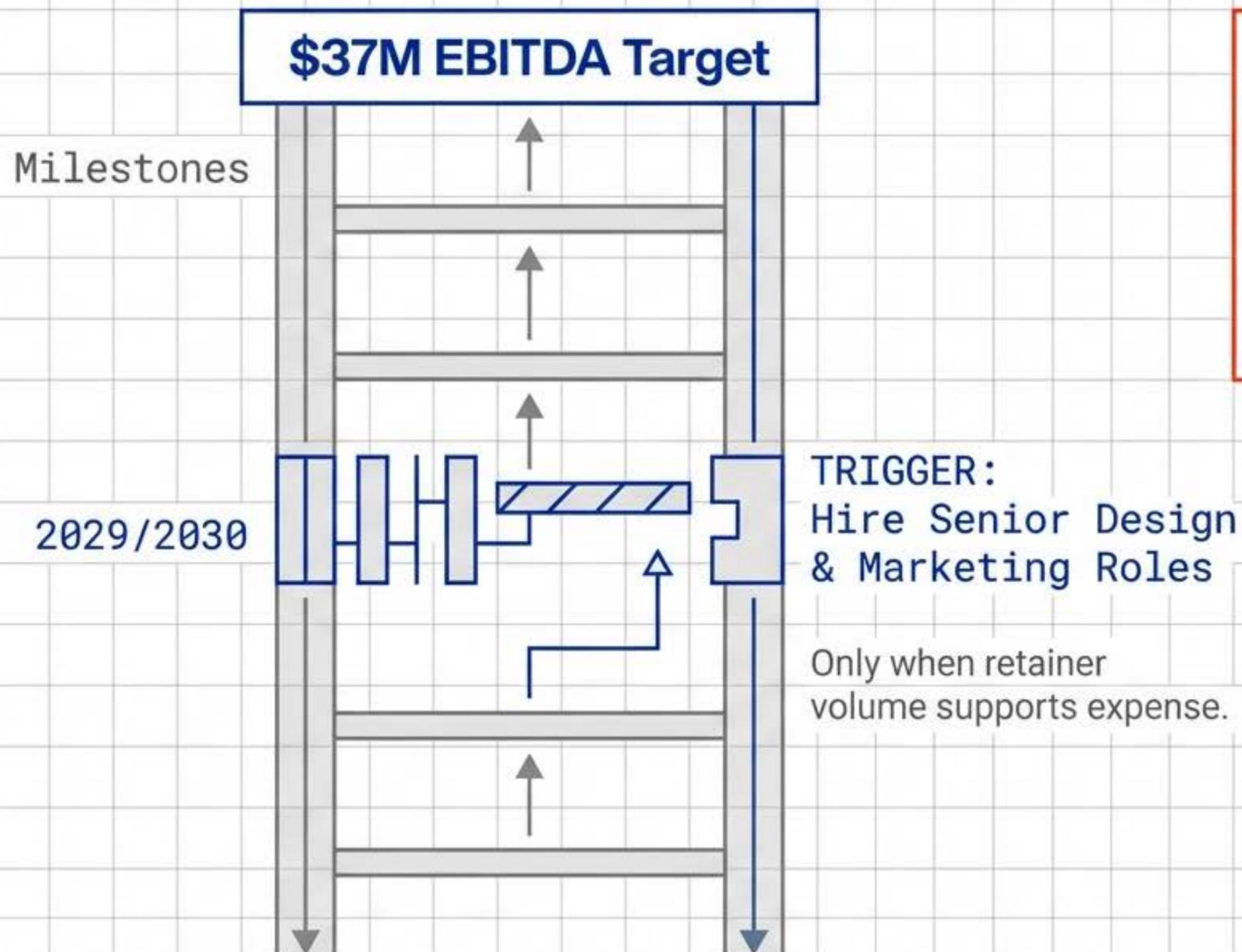
RISK: >14 days increases churn risk significantly.

Liquidity & Cash Flow Protocol



Objective: Bridge to self-sustainability without exhausting the \$658k runway.

Scaling Levers (2029–2030)



Constraint: Maintain 78% Gross Margin while expanding capacity.

Summary: The Launch Sequence

- 01.** Secure \$658,000 Funding (Debt/Equity)
- 02.** Execute \$52,000 CAPEX (Office/IT)
- 03.** Hire Core Team (Cover \$300,000 base)
- 04.** Launch Sales Motion (Micro-Audit focus)
- 05.** Monitor Weekly Burn (Target \$30,200 floor)
- 06.** Convert to Retainers (90% goal)

The Final Vision

Precision in Finance.
Creativity in Execution.
Scale with Confidence.



[Agency Name]