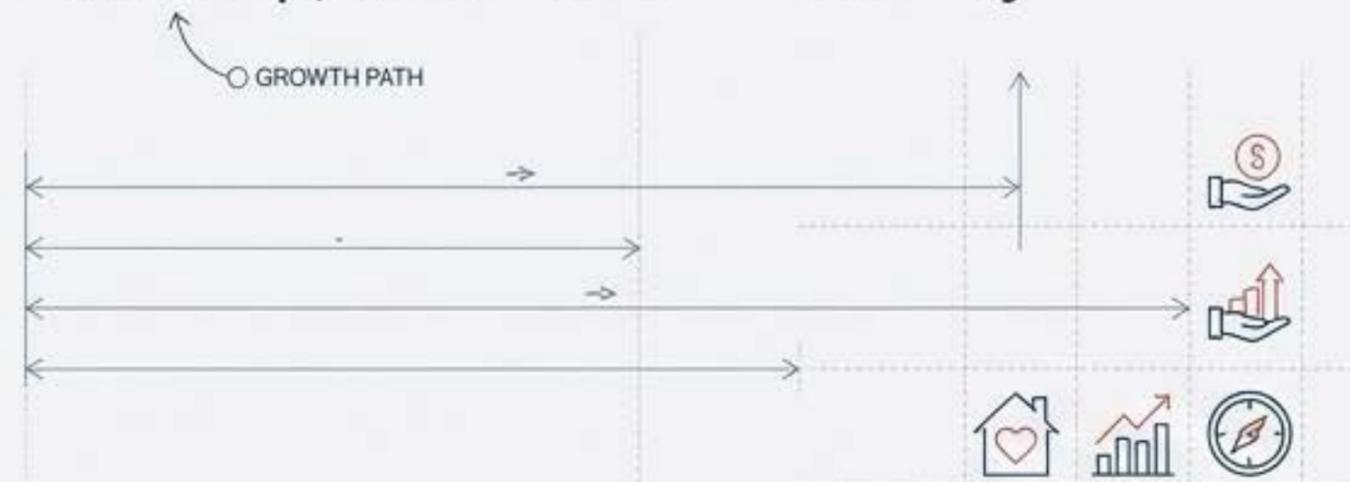


STRUCTURE FOUNDATION

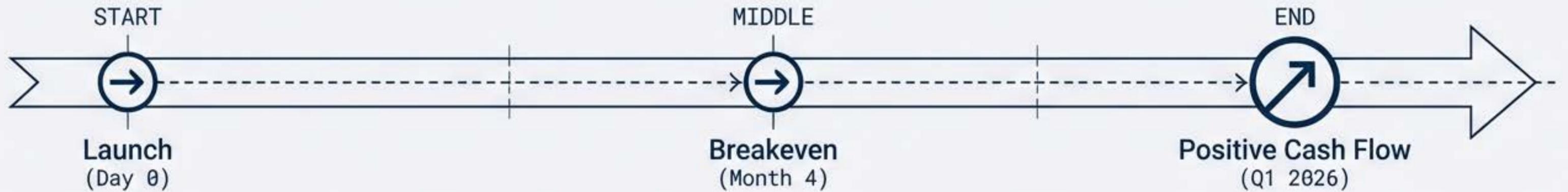
Financial Launch Strategy: Elderly Care Service Venture

GROWTH PATH

Capital Requirements, Operational Roadmap, and Path to Profitability



Operational Roadmap to Q1 2026 Profitability



Minimum Cash Requirement
Roboto Mono



Time to Breakeven
Roboto Mono

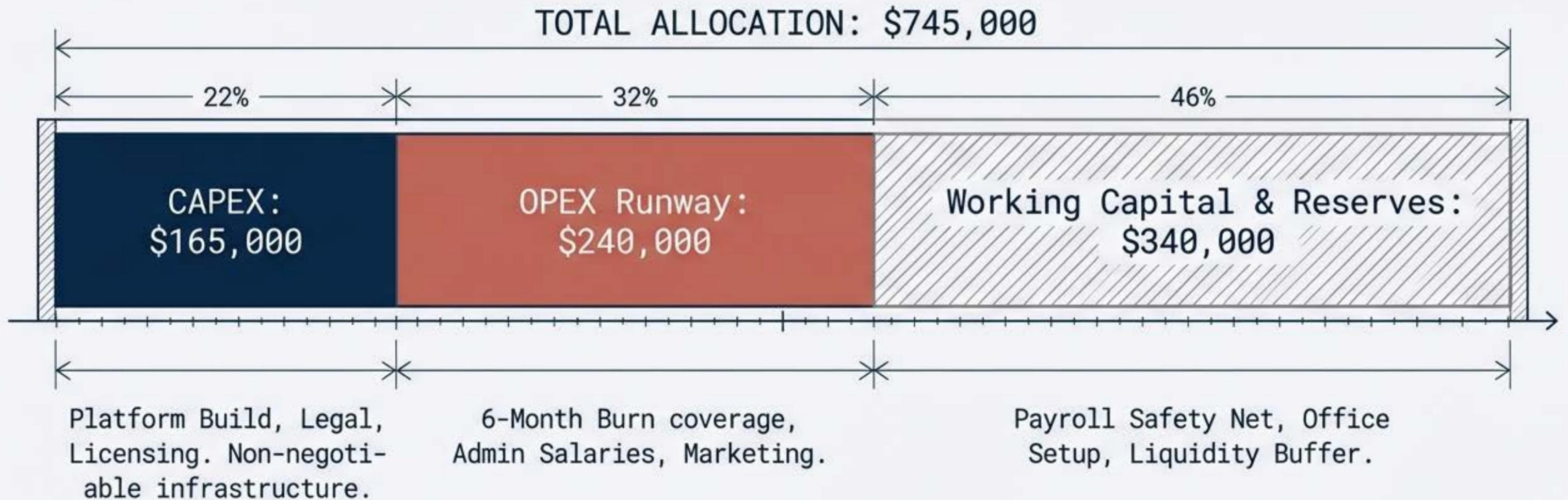


Projected Year 1 EBITDA
Roboto Mono

Front-loaded infrastructure costs secure a rapid ascent to financial health.

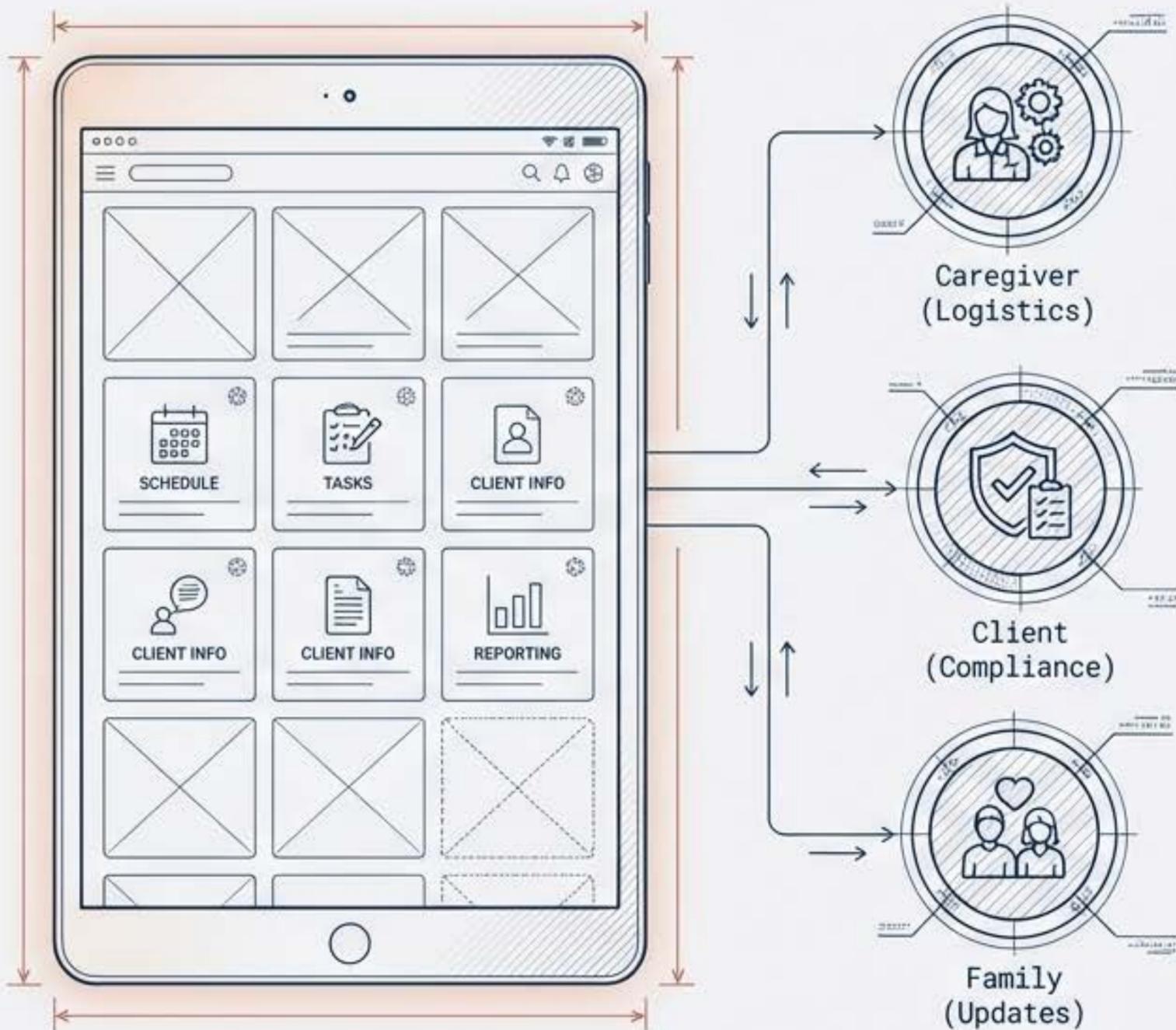
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Capital Allocation: Infrastructure vs. Survival Runway



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Startup Cost 1: The Proprietary Platform Backbone



HARD CAP BUDGET:
\$150,000

- Automated caregiver scheduling
- Compliance & certification tracking
- Real-time transparency for family members

Risk Note: Without this architecture, operations are capped by manual effort.

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Mitigating Development Risk via MVP Scope

GREEN LIGHT (Build Immediately)	RED LIGHT (Defer to Phase 2)
✓ Caregiver scheduling logic	✗ Custom UI/UX polish
✓ Compliance reporting engine	✗ Non-essential reporting
✓ Family communication portal	✗ Proprietary database tools

Strategy: Development timeline strictly capped at 6 months to protect the \$150k budget.

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Physical and Legal Operational Foundations

Office Setup

\$45,000

\$30k Furnishings + \$15k IT Equipment.
Strategy: Lease high-cost items.

Legal & Compliance

\$8,000

Entity formation, State licensing.
Risk: Zero tolerance for delays.

Fixed Overhead Buffer (3 Months)

\$12,900

Rent (\$3.5k/mo) + Liability Insurance (\$800/mo). Short-term leases only.

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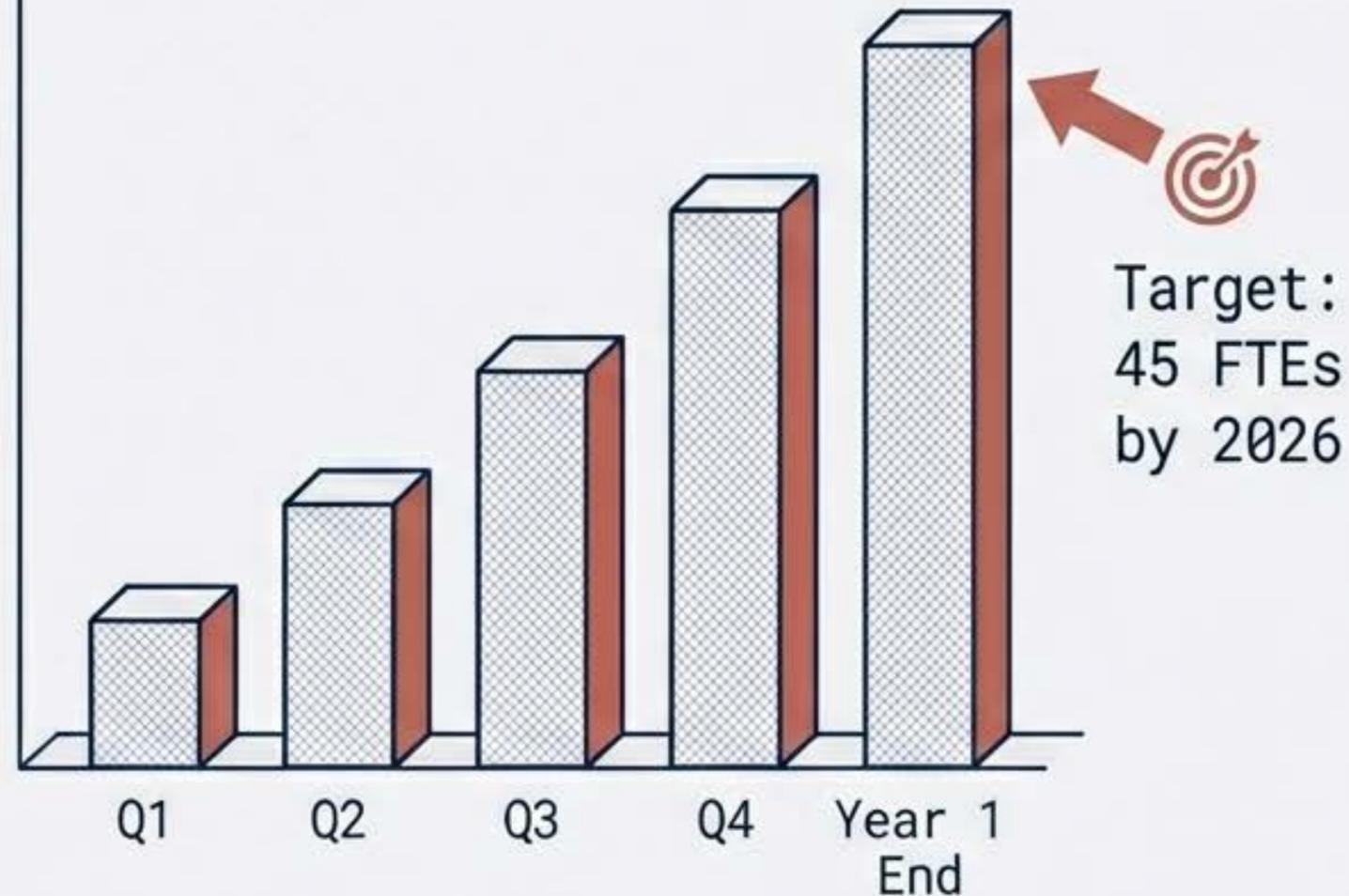
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Administrative Staffing & Fixed Cost Management

Projected Staffing Costs

\$36,042 / month



Year 1 Total Investment:

\$432,500

Hiring Strategy:

1. Delay non-executive hires.
2. Use fractional roles until revenue justifies headcount.
3. Priority Hires: CEO & Ops Manager.

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Liquidity Safety Net: The Payroll Reserve

Risk: Cash flow timing mismatches.

Impact: Immediate reputational collapse if payroll fails.



Solution: Utilize per-diem staff to flex hours.

Secure reserves to guarantee weekly payroll regardless of client payment cycles.

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Customer Acquisition Strategy & Demographics

Persona: The Adult Child (Age 40-65)



Pain Point: Anxiety about aging parents.

Solution: Radical Transparency.

Budget: \$150,000 Year 1 Spend.

Goal: 150 New Customers.

Channels: Geriatric Care Managers,
Physician Referrals.

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Unit Economics: CAC Efficiency & Payback

$$\frac{\$150,000 \text{ Budget}}{150 \text{ Customers}} = \$1,000 \text{ CAC}$$
The diagram illustrates the calculation of Customer Acquisition Cost (CAC). On the left, a large division symbol is shown. Above it, the text "\$150,000 Budget" is displayed with a horizontal dashed line and arrows indicating its width. Below it, the text "150 Customers" is displayed with a horizontal dashed line and arrows indicating its width. A vertical dashed line with arrows on both sides is positioned to the left of the division symbol. To the right of the division symbol is an equals sign, followed by the text "\$1,000 CAC". This result is also enclosed in a dashed box with horizontal and vertical arrows indicating its dimensions.

Metric: Customer Acquisition Cost (CAC)

Benchmark: \$1,000 max.

Recovery: < 1 Month via Subscription Fees.



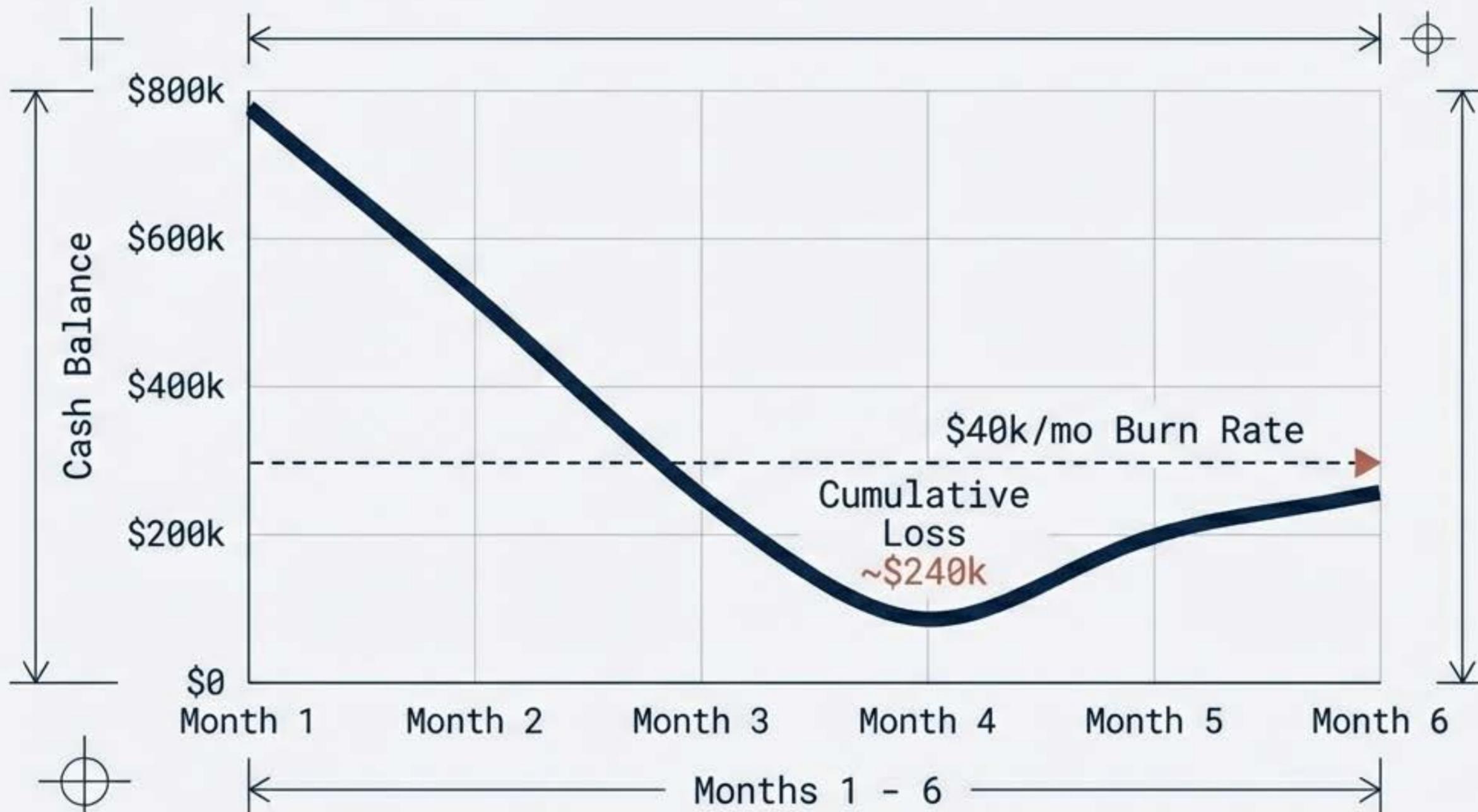
Critical KPI: Onboarding must be < 14 days to preserve margin.

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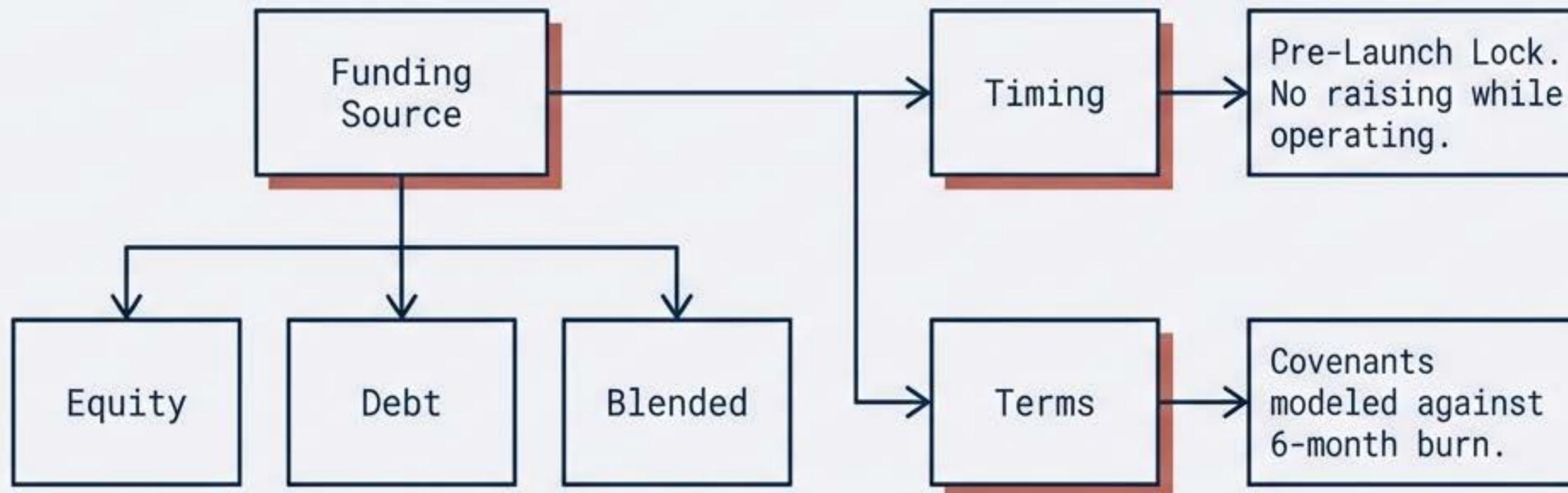
Navigating the Six-Month Cash Burn



The Cash Valley: Cumulative losses peak before subscription revenue stabilizes. The \$745k ask is sized to bridge this specific gap.

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Capital Structure & Funding Hygiene



Requirement:
Capital must be fully secured before Day 1 to avoid dilution traps.

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Execution Readiness Checklist

- Tech Budget Locked: \$150k (MVP Scope Defined)
- Legal Clearance: Entity & Licensing (\$8k)
- Ops Foundation: Office & IT (\$45k)
- Growth Strategy: Marketing Plan Set (\$1k CAC)
- Safety Net: 200% Payroll Buffer Modeled

TOTAL REQUIREMENT VALIDATED: \$745,000



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Next Steps: Capital Structure Discussion

Securing the \$745,000 foundation for Q1 2026 Profitability.

Invest@ElderCareVenture.com
555-0123-4567

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