

SCALING THE ELECTRICAL CONTRACTOR

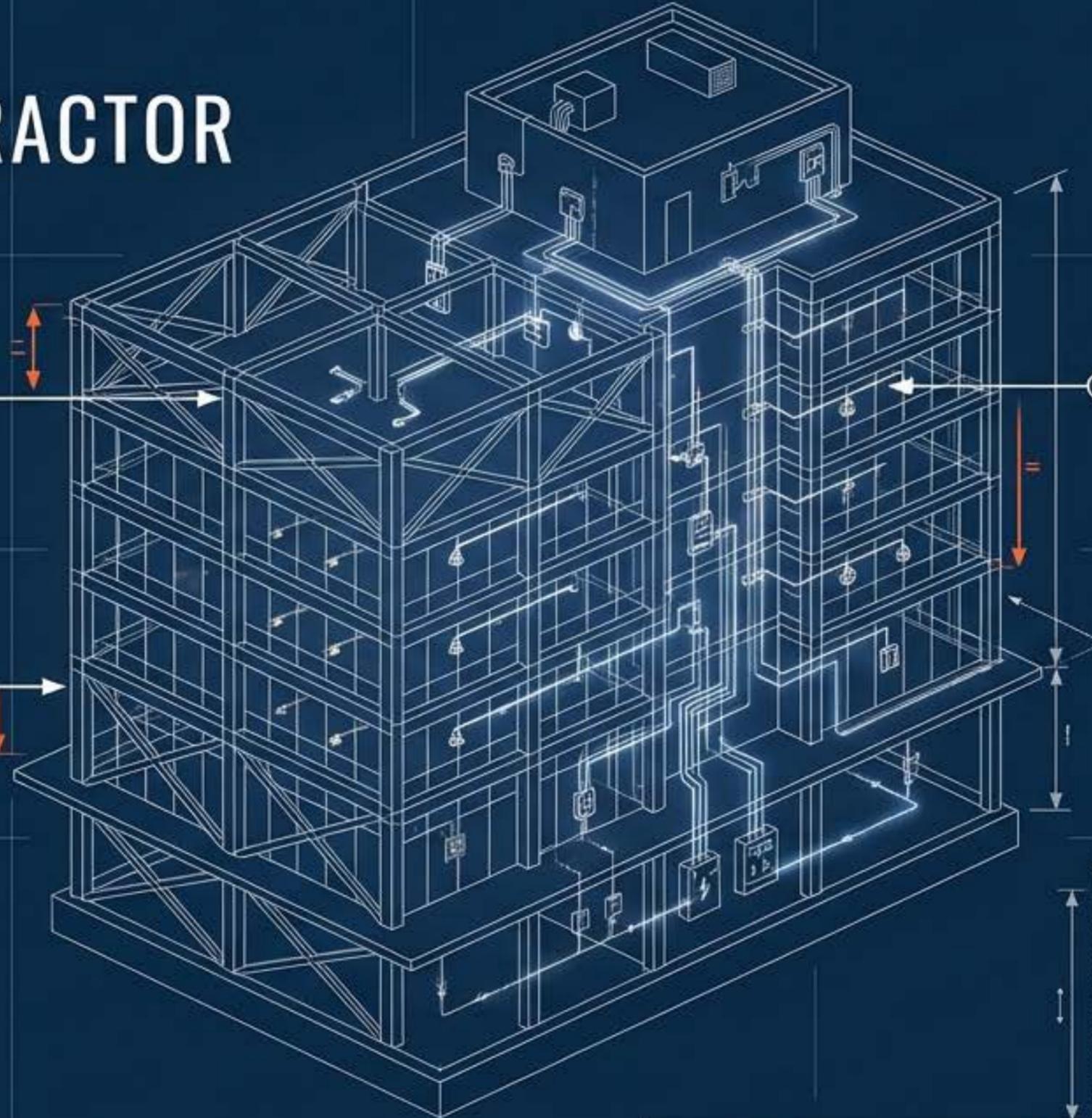
A FINANCIAL BLUEPRINT

ZONE C: CASH FLOW
Revenue streams and financial stability through integrated systems

ZONE A: CAPACITY
→ Foundational systems and workforce allocation

ZONE B: EFFICIENCY
Optimized workflow routes, energy management systems

FROM \$90K BASE TO
MULTI-MILLION DOLLAR
SCALE: THE 5-YEAR
OPERATIONAL ROADMAP



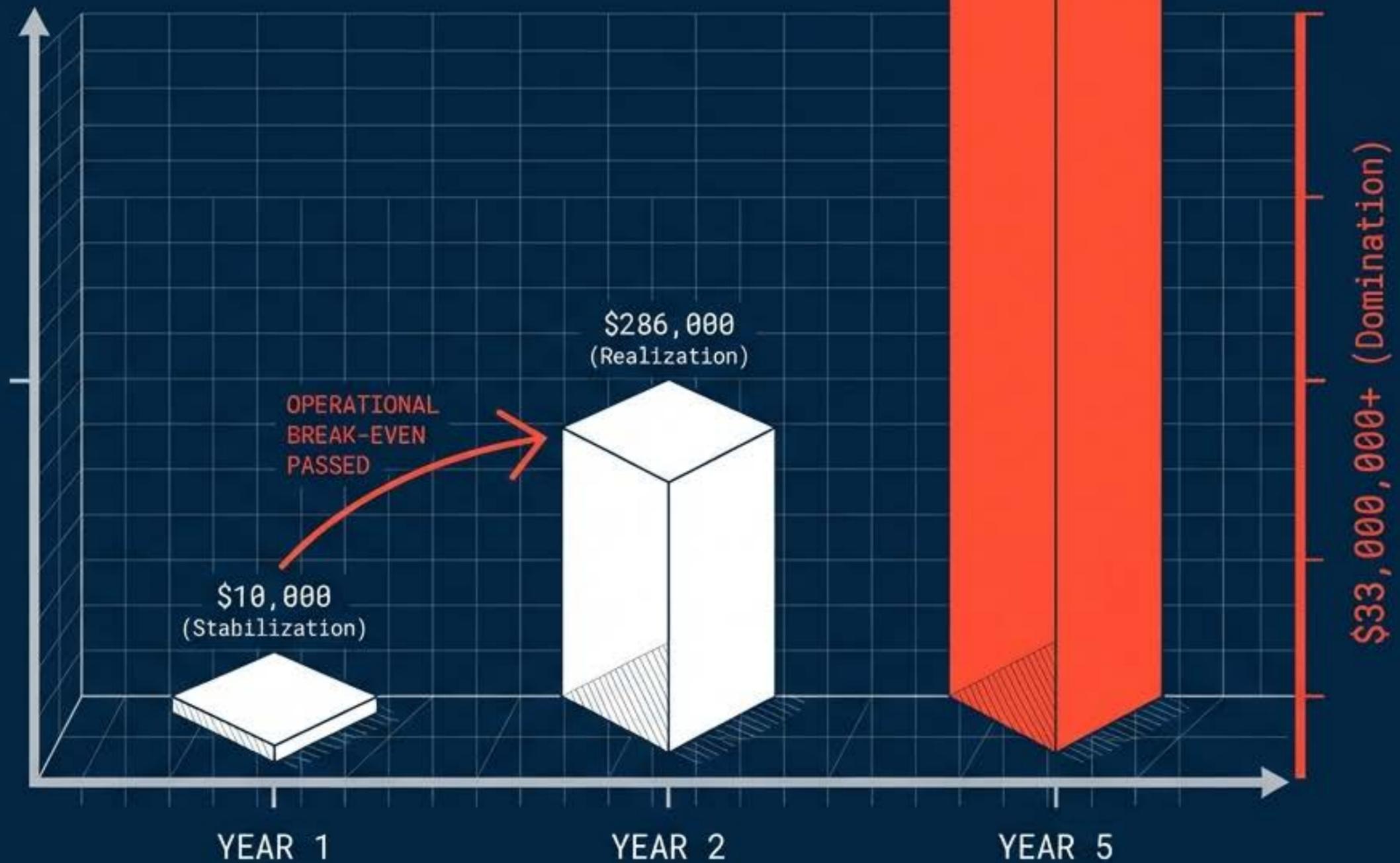
PROJECT: SCALE_UP

STATUS: **APPROVED** ✓

PHASE: EXECUTION ⚙️

THE INCOME TRAJECTORY: THE J-CURVE

The J-Curve Reality:
Year 1 requires heavy
reinvestment.
The \$90k base salary
is the floor; wealth
generation lags
operational
break-even.

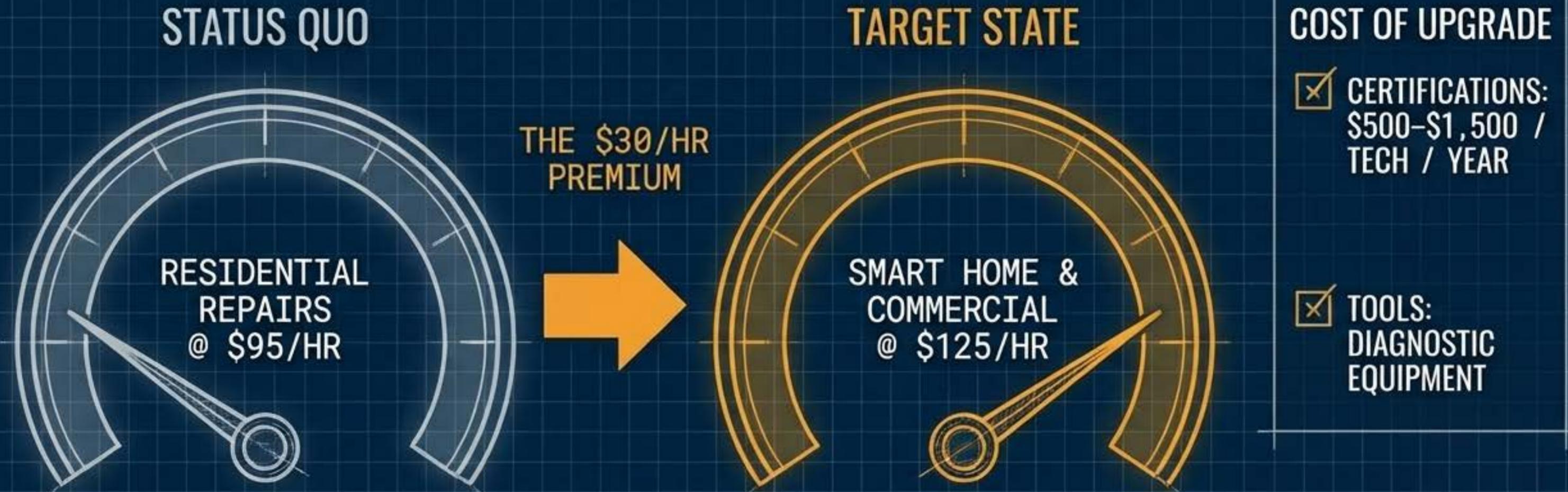


THE INVESTMENT PROFILE: RISK VS. REWARD



Operational break-even hits in Month 9, but full capital payback takes 2.5 years. This is a volume play, not a quick flip.

FACTOR 1: SERVICE MIX OPTIMIZATION



Shifting just 30% of volume to Smart Home integration disproportionately impacts Gross Margin. Certification is the barrier to entry that protects this rate.

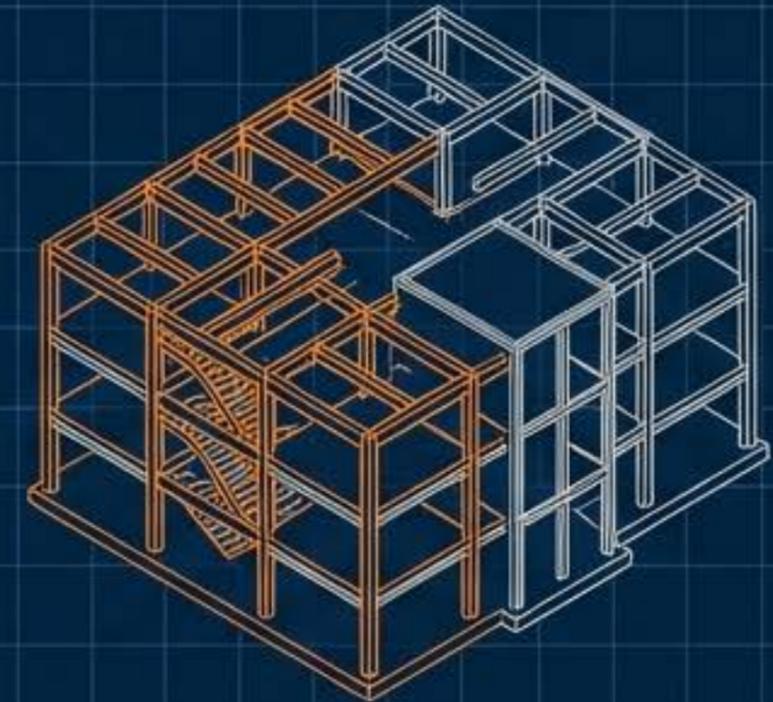
FACTOR 6: JOB SCOPE & DURATION

THE GRIND



20 BILLABLE HOURS
High Scheduling Overhead

THE GOAL

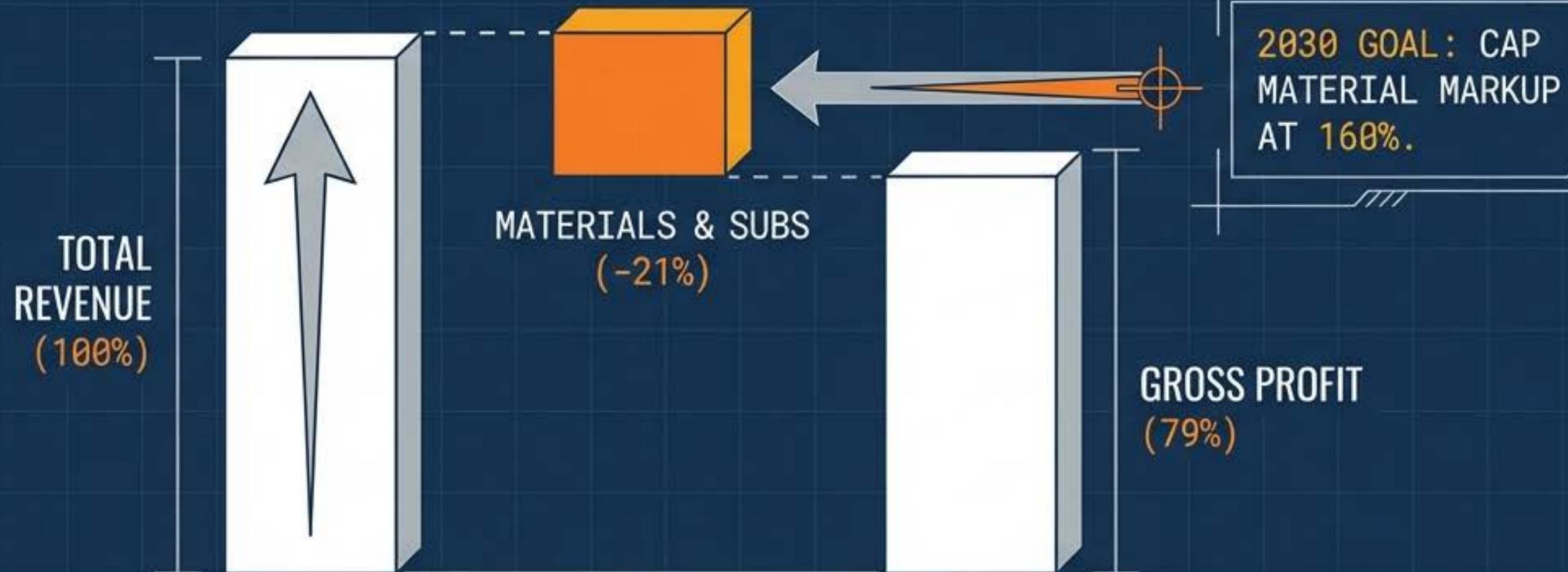


200 BILLABLE HOURS (NEW CONSTRUCTION)
High Revenue Density

1 WHALE = 10 MINNOWS

One 200-hour project generates 10x the revenue of a standard service call with 1/10th of the administrative friction. The goal is 150+ hour job scopes.

FACTOR 2: GROSS MARGIN INTEGRITY



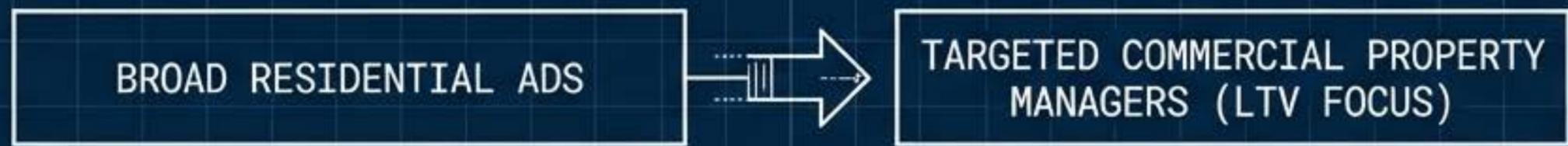
ACTION ITEMS

1. SECURE MULTI-YEAR PRICING
2. STANDARDIZE PARTS
3. AUDIT SUBCONTRACTOR MARKUP

79% Gross Margin is the theoretical maximum. Poor vendor management and material drift are the silent killers that erode this buffer.

FACTOR 5: MARKETING EFFICIENCY (CAC)

THE EFFICIENCY CROSS



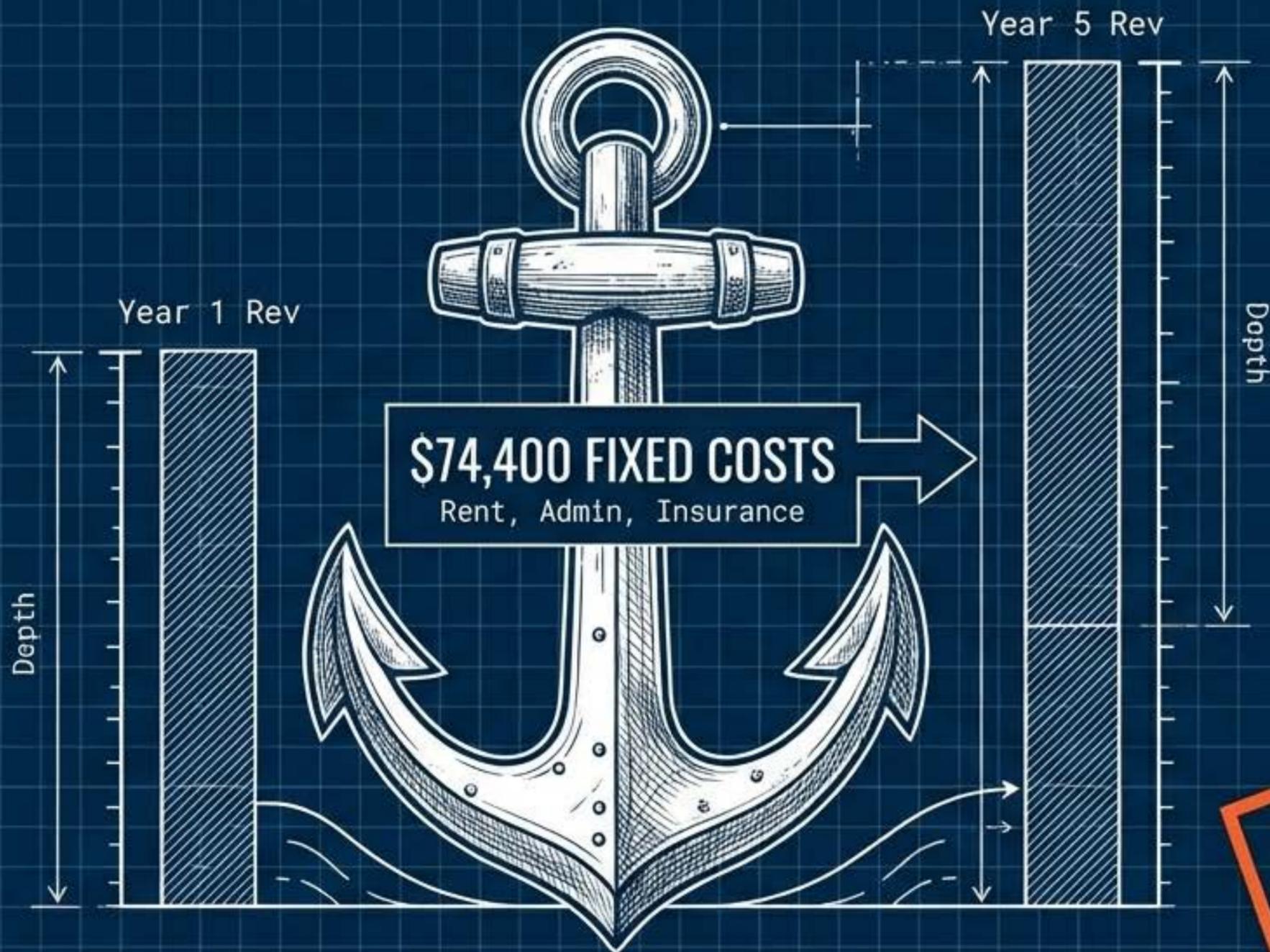
2030 IMPACT: \$80K BUDGET @ \$120 CAC = 667 NEW CUSTOMERS (vs 533 at old rates)

FACTOR 3: THE LABOR ROCKET



THE HIRING TRIGGER: Never hire the next batch until the current team exceeds 85% billable utilization. Idle hands burn cash reserves.

FACTOR 4: THE FIXED COST ANCHOR



OPERATING LEVERAGE

We freeze fixed costs at \$74k. Every dollar of revenue growth beyond this anchor flows faster to EBITDA.

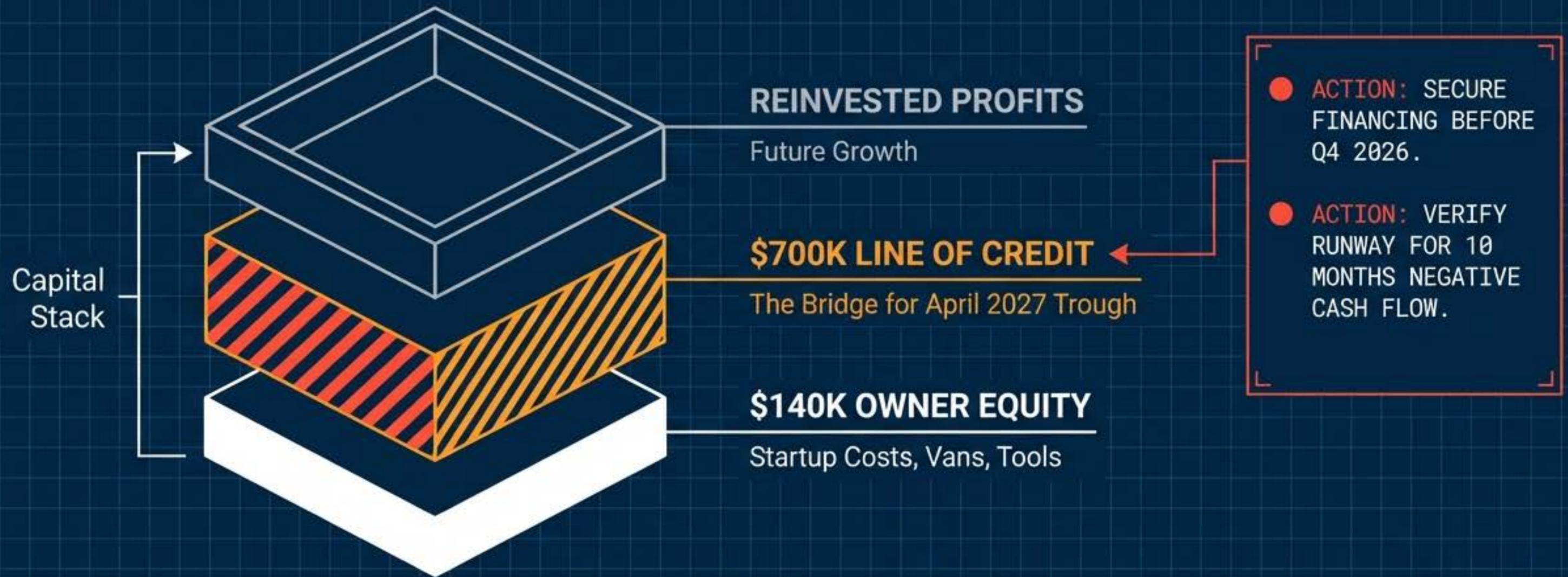
⚠️ DELAY OFFICE EXPANSION

FACTOR 7: THE VALLEY OF DEATH



THE FUNDING GAP: Growth consumes cash. The lag between paying 122+ new FTEs and receiving client payment creates a \$697k trough.

CAPITAL REQUIREMENTS: THE BRIDGE



Relying on early profits to fund expansion will fail. You must secure external financing to bridge the Month 16 gap.

EXECUTIVE SUMMARY: THE FLIGHT CHECKLIST

MANIFEST: EXECUTION PLAN

- SHIFT MIX: 30% VOLUME TO SMART HOME (\$125/HR)
- ANCHOR COSTS: HOLD FIXED OVERHEAD AT \$74,400
- OPTIMIZE CAC: DRIVE ACQUISITION COST DOWN TO \$120
- SECURE CAPITAL: LINE OF CREDIT FOR \$697K SHORTFALL (APRIL 2027)
- SCALE LABOR: RECRUIT TO 125 FTES @ 85% UTILIZATION

Aggressive scaling works, but only if you survive April 2027.
Secure the bridge, then build the tower.

**READY FOR
EXECUTION**