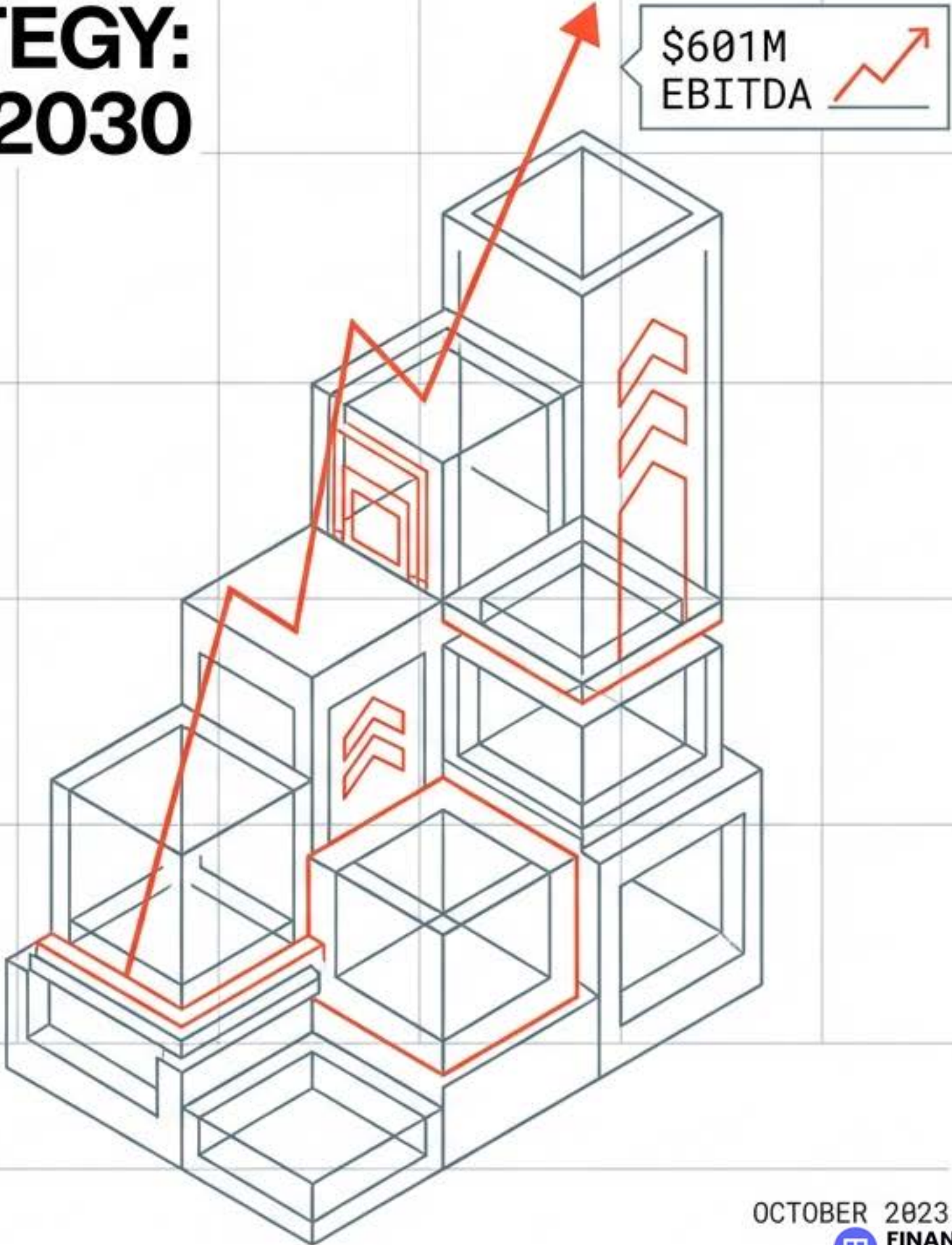


FUNERAL HOME SCALING STRATEGY: FINANCIAL PROJECTIONS 2026-2030

A strategic roadmap to \$601M EBITDA through optimized service mix, variable cost leverage, and acquisition efficiency.



Investment Thesis: Hyper-Growth via Precision Execution



THE OPPORTUNITY

Year 1 EBITDA projection scaling to Year 3 dominance.

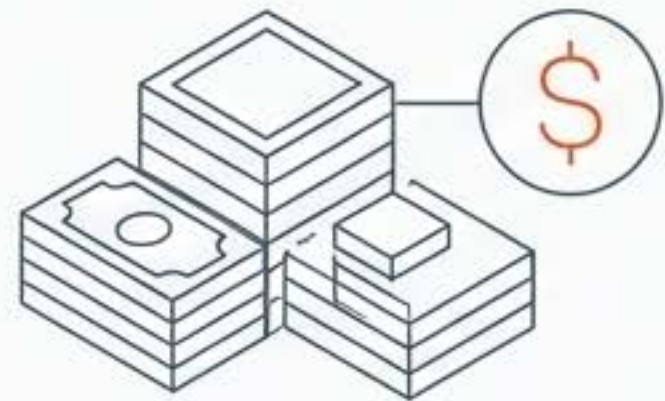
\$149M → \$601M



THE STRATEGY

Shift to high-margin burial and compress acquisition costs.

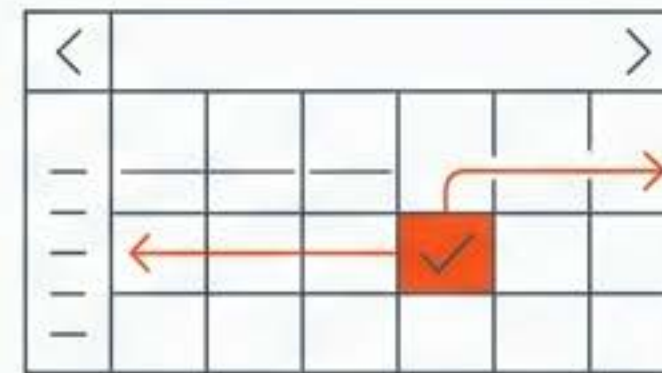
\$270/hr & \$150 CAC



THE ASK

Total Capital Requirement (CAPEX + Operating Buffer).

\$1.01M



THE GOAL

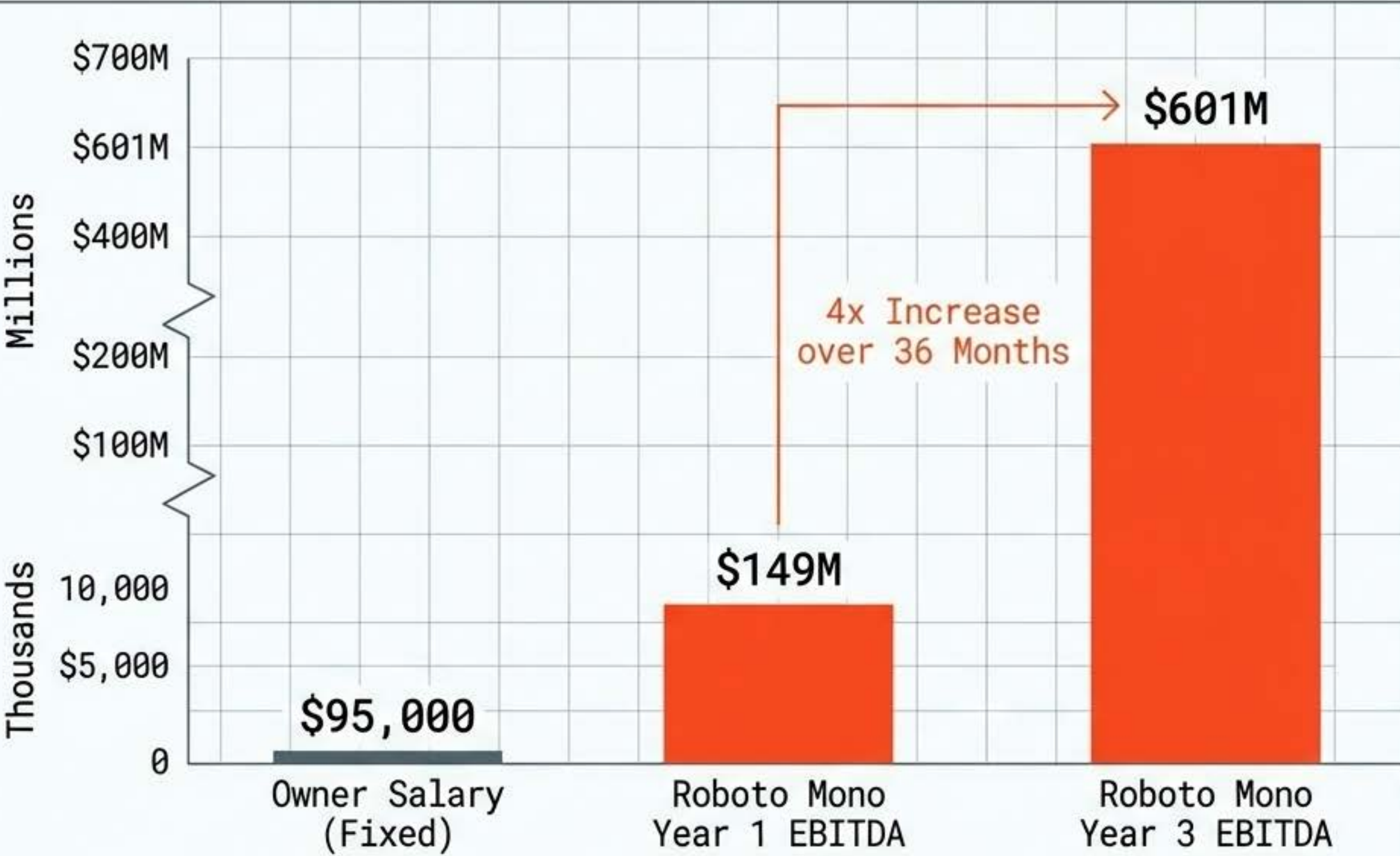
Cash Flow Positive status achieved by:

FEB 2026



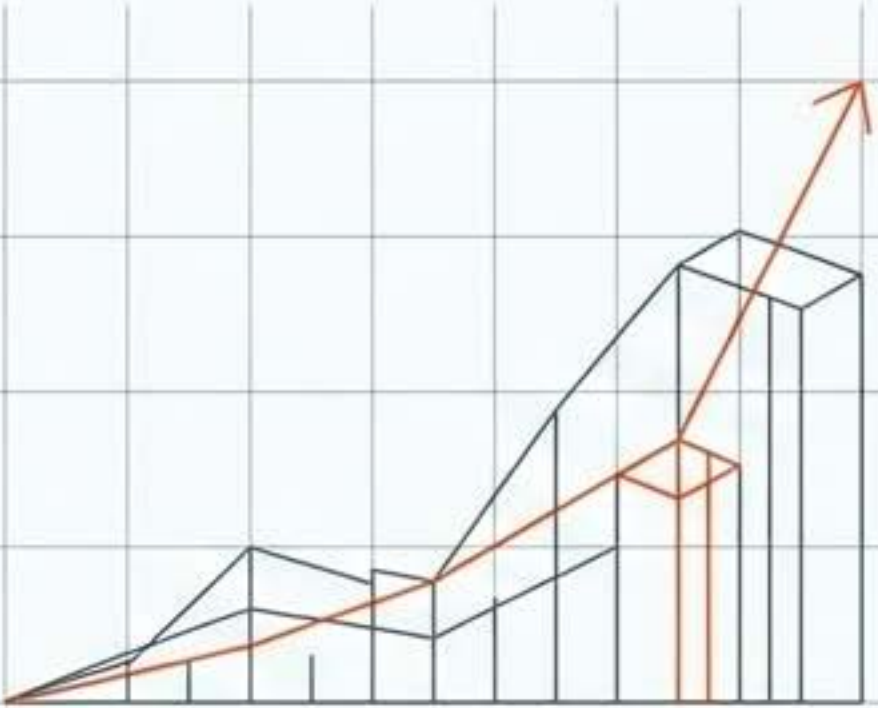
Key Takeaway: A \$1.01M injection unlocks a model capable of generating \$601M EBITDA by 2030 through aggressive variable cost management and volume scaling.

Operational Upside Dwarfs Fixed Compensation



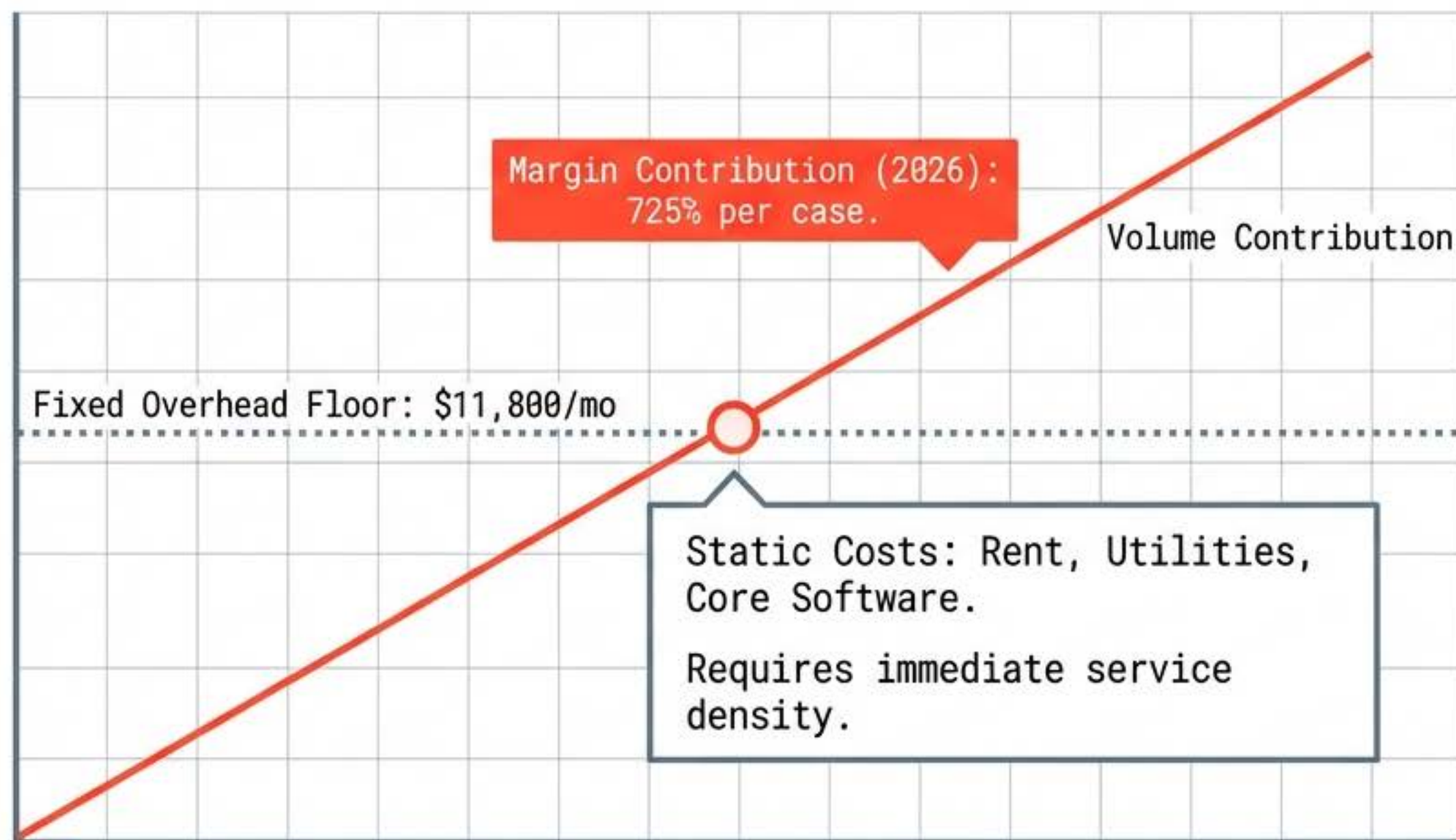
Financial upside is tied to massive scale and market capture, not W-2 income.

Valuation gap indicates acquisition-ready financial structure.



Key Takeaway: The valuation gap between fixed salary and distributable profit indicates a roll-up or acquisition-ready financial structure.

Volume is the Primary Lever for Overhead Absorption

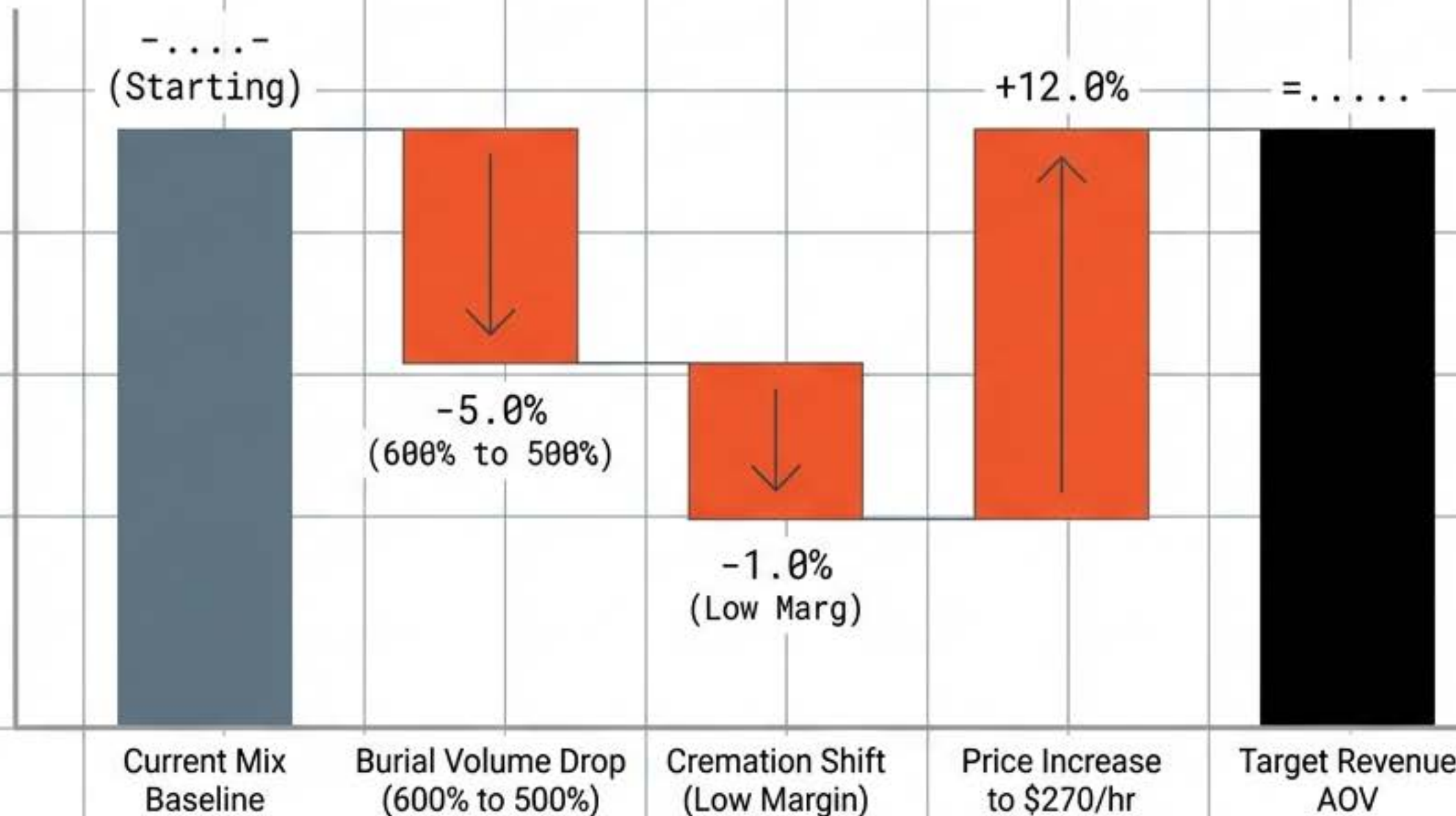


Because fixed costs are static, Year 1 profitability (\$149M EBITDA) demands maximizing facility utilization.

RISK: Underutilization spreads the \$11,800 overhead across too few cases.

Key Takeaway: With a 725% contribution margin per case, rapid volume scaling is the only path to clearing the \$11,800 monthly fixed cost hurdle.

Aggressive Pricing Neutralizes Service Mix Shifts

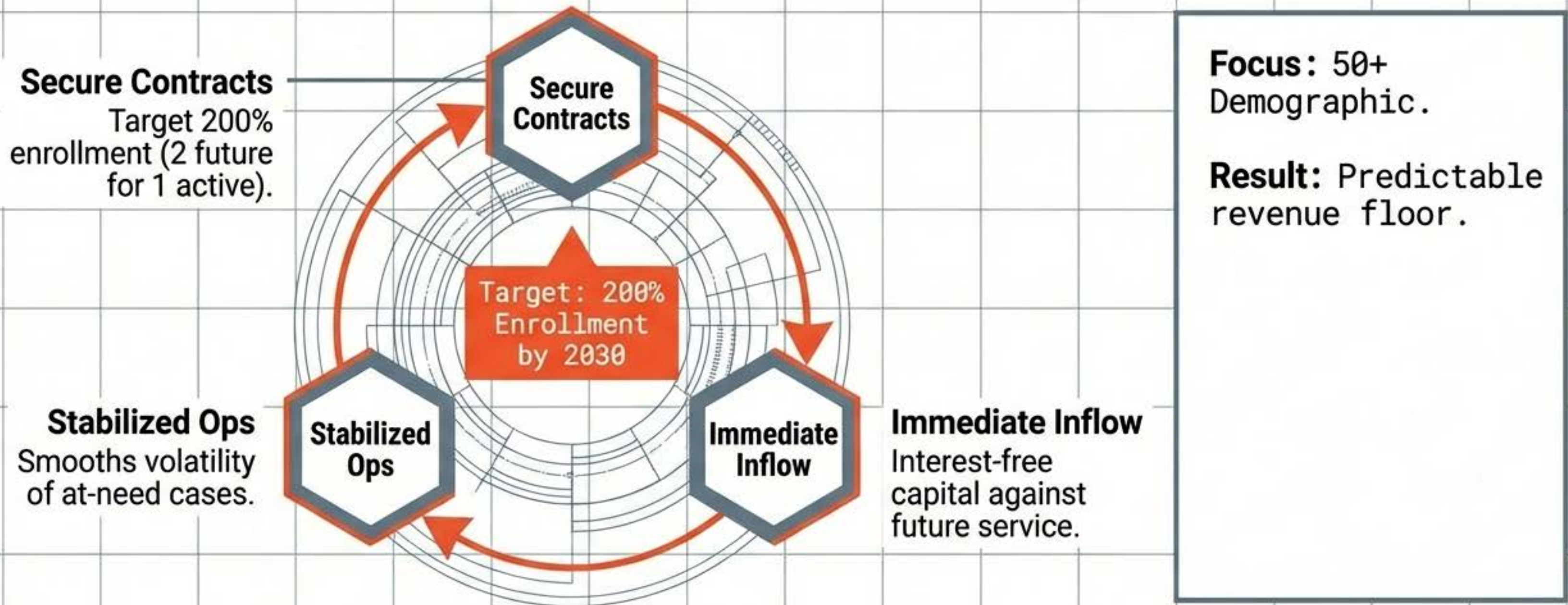


Strategy: Protect Average Order Value (AOV) by actively repricing the declining product line.

Tactic: Communicate value of the \$270 package to avoid sticker shock.

Key Takeaway: Raising burial rates to \$270/hour is mathematically necessary to offset the 130% volume growth in lower-margin cremation services.

Pre-Paid Enrollment Secures Future Cash Flow



Key Takeaway: Pushing enrollment to 200% creates a predictable revenue floor, reducing reliance on high-stress immediate-need volume.

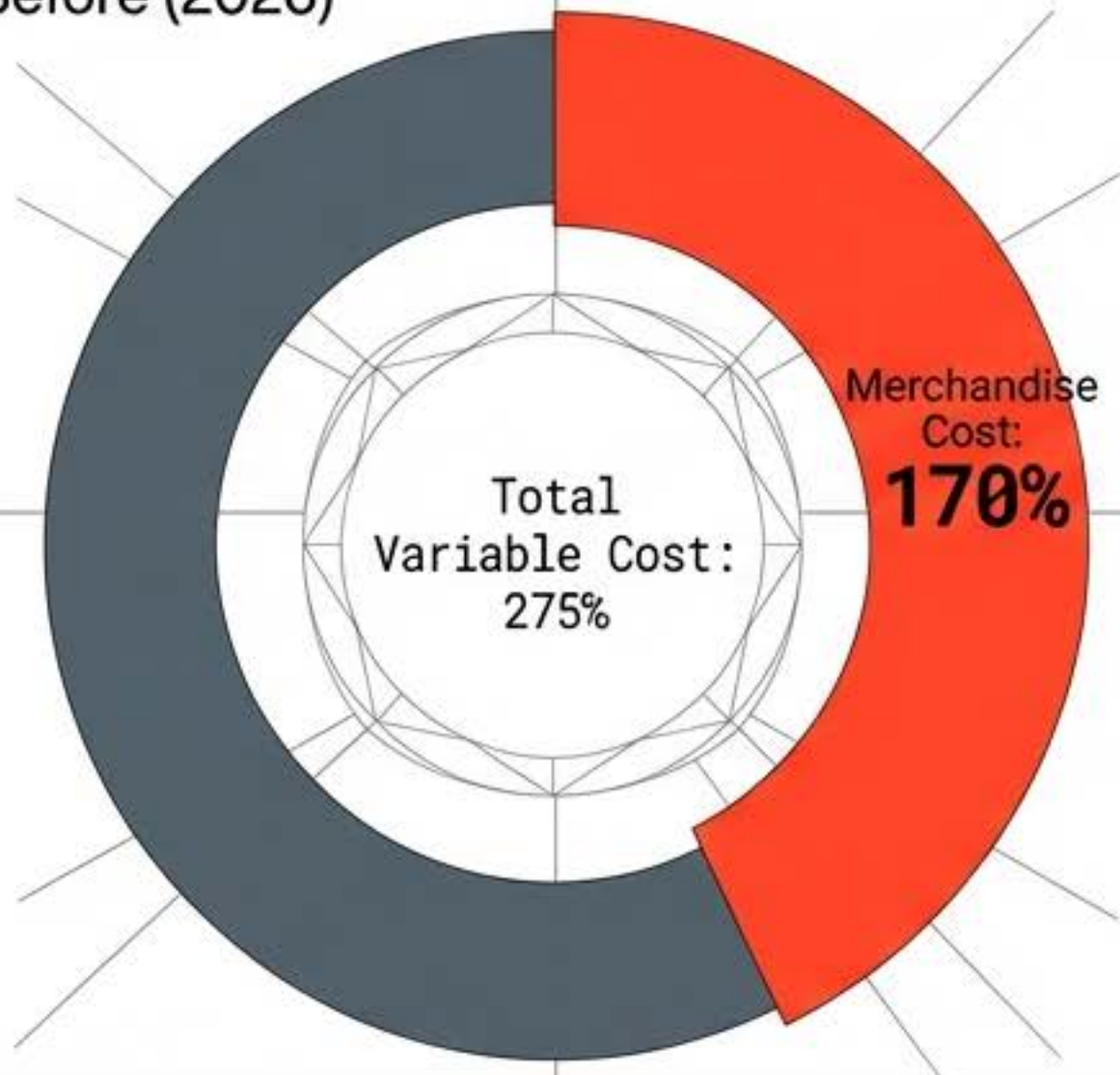
Scaling Acquisition Spend While Compressing CAC



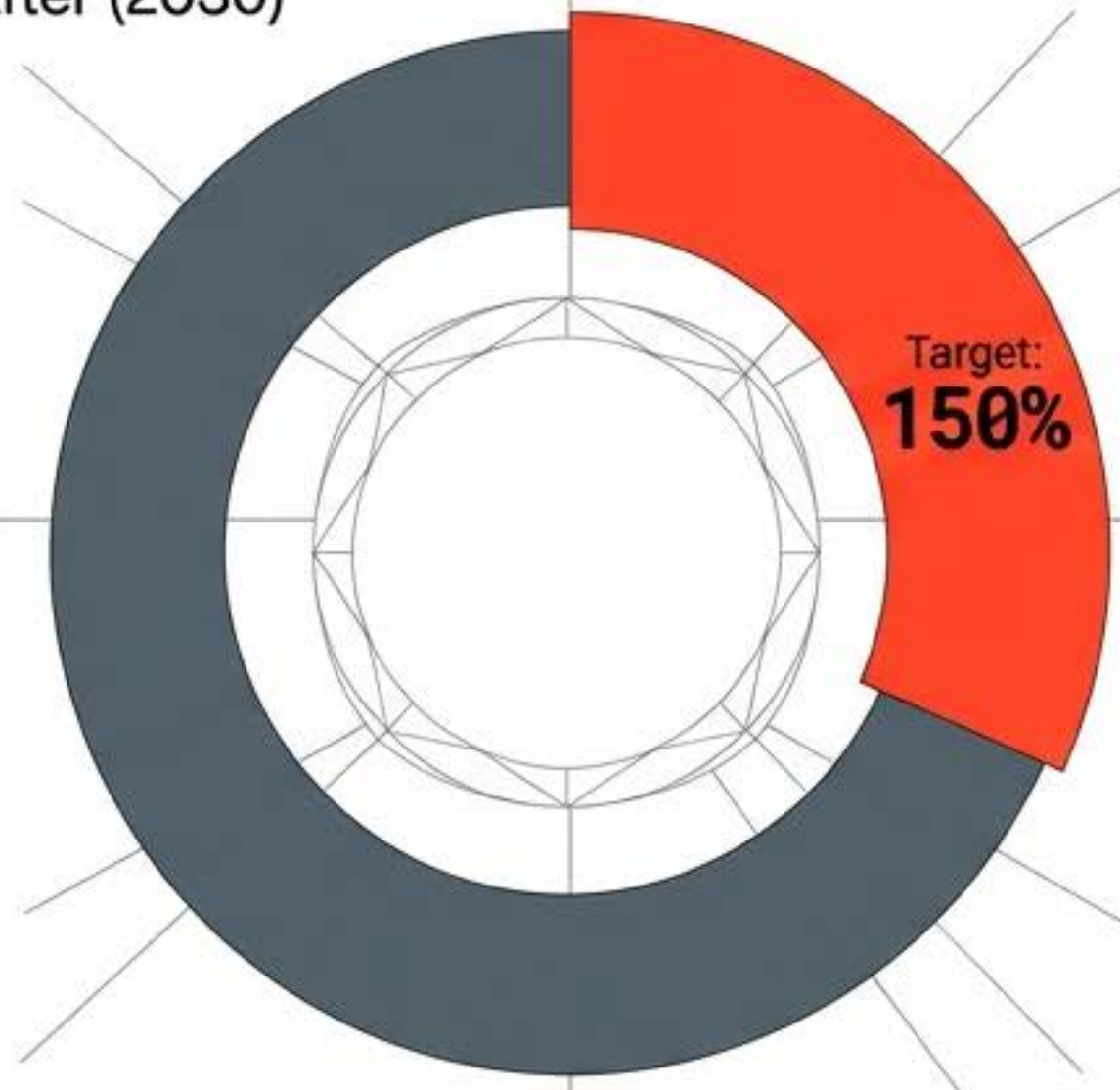
Key Takeaway: Profitability hinges on digital channel optimization to drive CAC down to \$150. We cannot scale spend without this efficiency.

Variable Cost Optimization: The Merchandise Corrective

Before (2026)



After (2030)

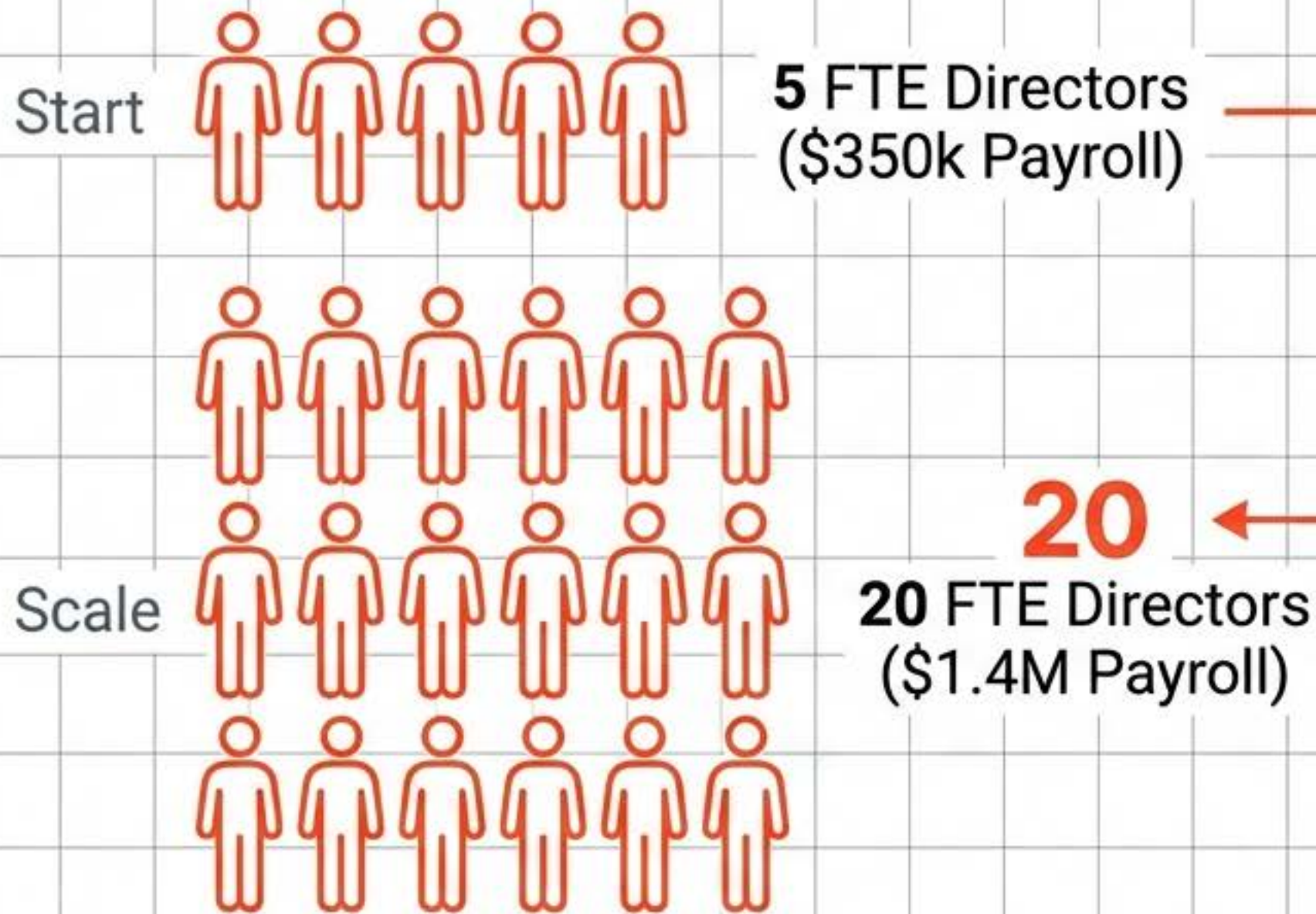


Corrective Actions:

- Consolidate supplier contracts.
- Standardize basic offerings.
- Eliminate low-turnover inventory.

Key Takeaway: Reducing merchandise spend from 170% to 150% yields a direct 20% gross margin expansion, essential for stabilizing the 2026 cost structure.

Labor Strategy: Productivity Over Headcount



Utilization Target: 90%

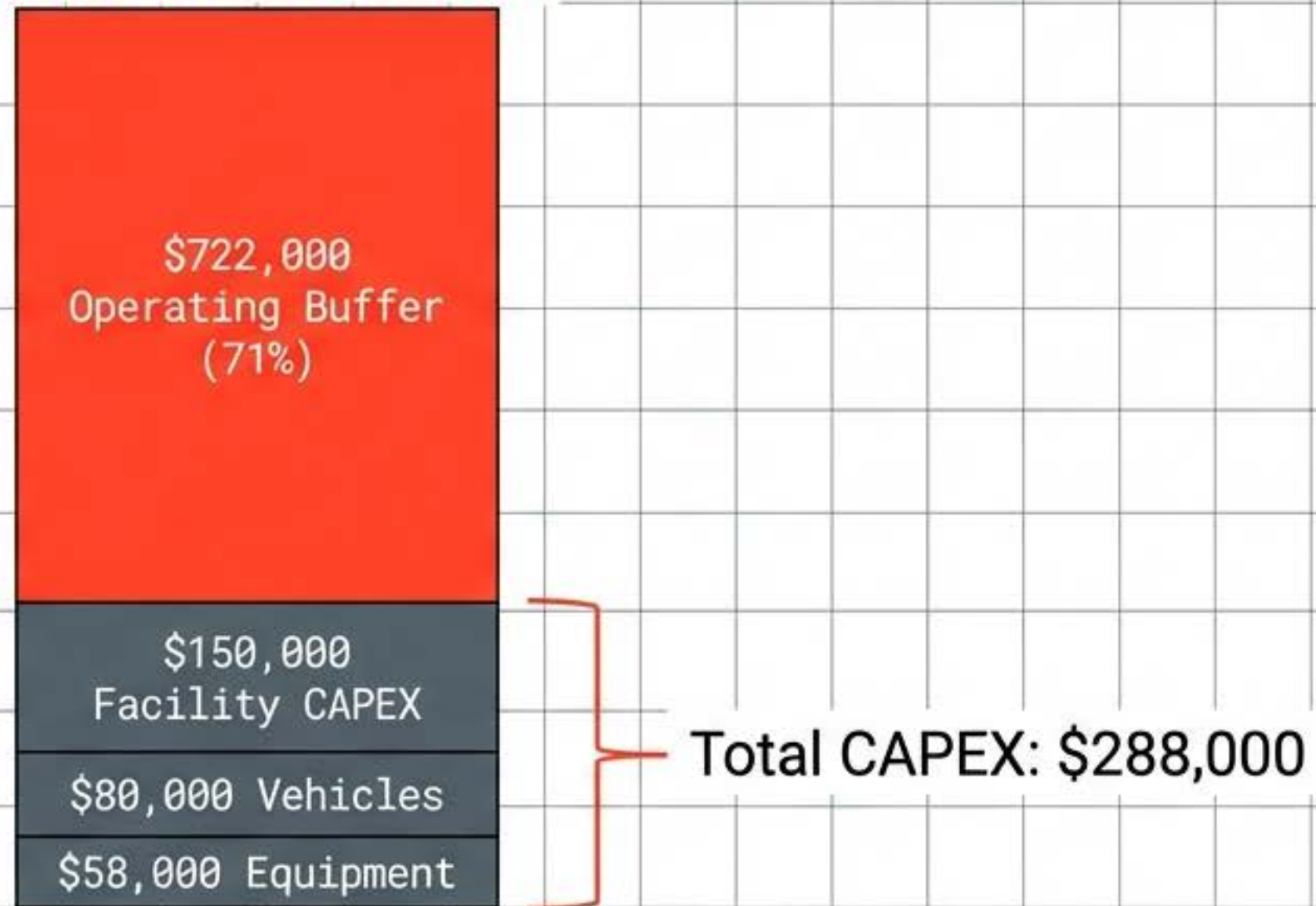
**Hours Per Case:
40 hrs → 37 hrs**

- Hiring Trigger: New headcount is strictly tied to confirmed volume.
- Efficiency: Process refinement drives capacity per FTE.

Key Takeaway: A \$1.4M payroll load is sustainable only if labor efficiency improves to 37 hours per case. Staffing scales strictly with confirmed volume.

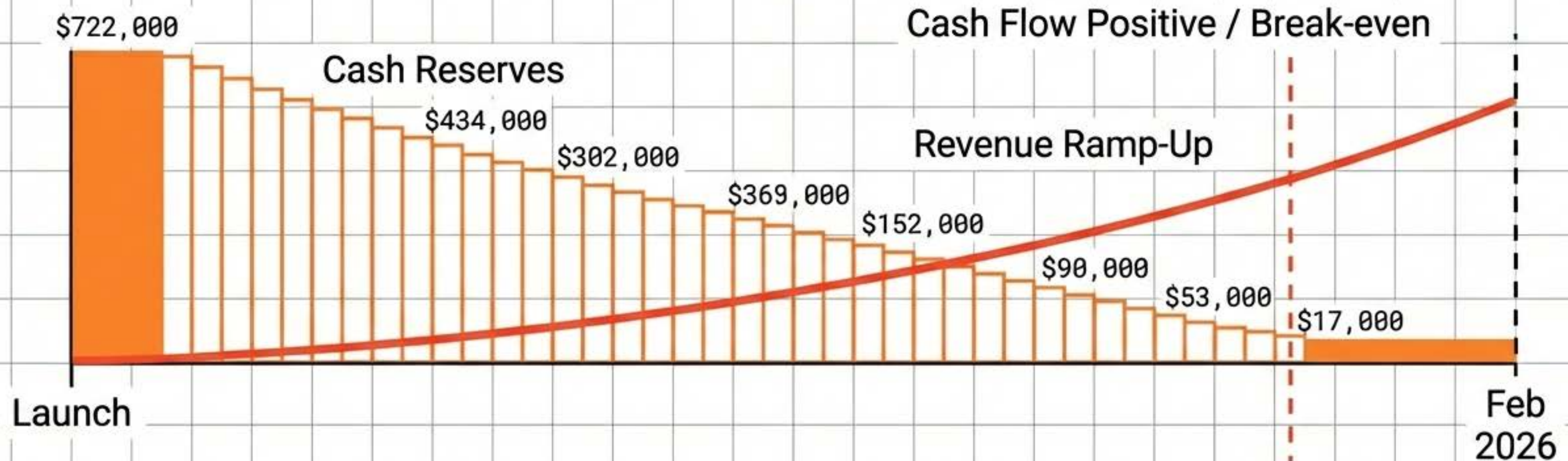
Capital Requirement: Launch & Stabilization

\$1.01M Total Ask



Key Takeaway: The \$1.01M ask is heavily weighted toward working capital (\$722k) to ensure operational continuity during the initial ramp-up.

Runway Analysis: Solvency Through Feb 2026



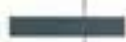


- Buffer covers fixed overhead (\$11,800/mo).
- Sustains marketing ramp and initial payroll.
- Mitigates risk of slow volume uptake.

Cash Flow Positive / Break-even

Key Takeaway: The \$722k operating cushion provides a secured runway to the February 2026 breakeven point.

Risk Vectors & Mitigation Strategies

Risk Vector	Impact	Scenario	Mitigation
CAC Stagnation	HIGH 	Cost stays >\$220	Shift spend to referrals; Cap ad spend.
Volume Lag	HIGH 	Fails to cover \$11.8k Fixed	Aggressive price promo; Push pre-paid.
Payroll Bloat	MEDIUM 	Efficiency < 40 hrs/case	Freeze hiring; Enforce utilization targets.

Key Takeaway: We are monitoring CAC and Utilization as leading indicators. Any deviation triggers immediate operational freezes.

Institutional Precision

Strategic Roadmap: The First 180 Days



Key Takeaway: The infrastructure plan is ready. Capital injection triggers immediate asset acquisition and vendor consolidation.