**Business Plan: Applied Behavior Analysis (ABA) Therapy Center**

**1. Executive Summary**

**Business Name:** Stepstone Behavior Support Corp  
**Services:** ABA therapy, behavior assessments, parent training, early intervention programs  
**Target Market:** Children with autism and developmental disorders, ages 2–20  
**Mission Statement:** To empower children with developmental challenges by providing evidence-based, individualized ABA therapy that fosters meaningful and lasting behavior change.  
**Vision:** To become a trusted leader in autism therapy services in West Palm Beach by delivering high-quality care through a team of dedicated professionals.  
**Funding Needed:** $150,000

**2. Market Analysis**

**Industry Overview**

* The ABA therapy industry is growing due to rising autism diagnoses and increased insurance coverage.
* ABA is considered the gold standard for autism intervention among other diagnosis.
* Demand exceeds supply in many regions.

**Target Market**

* Families of children diagnosed with ASD.
* Pediatricians, neurologists, and schools seeking referrals.
* Medicaid and private insurance clients.

**Competitive Analysis**

* Competitors include local ABA clinics and independent BCBAs.
* BrightPath’s competitive edge: low staff-to-client ratio, flexible in-home services, family training, and data-driven outcomes.

**3. Services Offered**

* Functional Behavior Assessments (FBA)
* 1:1 ABA therapy (clinic, home, school-based, or community)
* Early Intensive Behavioral Intervention (EIBI)
* Social skills groups
* Parent and caregiver training
* BCBA supervision

**4. Marketing and Sales Strategy**

**Branding**

* Friendly, family-oriented branding with a professional, clinical foundation.
* Brochures, and social media optimized for SEO.

**Marketing Tactics**

* Partner with pediatricians and diagnostic clinics.
* School partnerships and early childhood networks.
* Digital ads (Google, Facebook, Instagram).
* Community workshops, autism awareness events.

**Sales Channels**

* Direct-to-parent inquiries via website and phone.
* Insurance referrals.
* Word-of-mouth and professional recommendations.

**5. Operations Plan**

**Location**

* 1,500 sq. ft. clinic with therapy rooms, sensory room, and parent lounge.

**Staffing Plan**

* 1 Clinical Director (BCBA)
* 3 RBTs (Registered Behavior Technicians)
* 1 Office Manager/Insurance Biller
* Plan to grow to 10+ staff within 12–18 months

**Daily Operations**

* Therapy sessions run 9 am to 5 pm
* Electronic Health Record (EHR) system for data collection (e.g., Office Puzzle)
* Weekly supervision and team meetings

**6. Financial Plan**

**Startup Costs**

| **Item** | **Estimated Cost** |
| --- | --- |
| Lease & Renovation | $30,000 |
| Equipment & Furniture | $15,000 |
| Technology (EHR, laptops) | $10,000 |
| Licenses & Insurance | $5,000 |
| Marketing | $5,000 |
| Working Capital | $50,000 |
| Staffing & Training | $35,000 |
| **Total** | **$150,000** |

**Revenue Projections**

* Average reimbursement: $60–$120/hour
* 3 RBTs x 30 billable hours/week = 90 hours/week
* Monthly revenue estimate (Year 1): $25,000–$35,000
* Break-even point: approx. 6–9 months

**Funding Sources**

* Small business loan
* Private investors
* Grants (Autism-focused programs)
* Owner equity

**7. Legal and Administrative**

* Business registration and tax ID
* HIPAA compliance
* Liability and malpractice insurance
* Credentialing with insurance providers (Medicaid, Sunshine Health, etc.)
* RBTs and BCBAs must maintain certification

**8. Growth Plan**

* Year 1: Focus on establishing reputation and filling initial client roster
* Year 2: Open second location or expand clinic space
* Year 3–5: Add school contracts and telehealth options, diversify into speech or OT services

**Appendices**

* Sample therapy schedule
* Staff resumes
* Insurance credentialing plan
* Letters of support/referral partners