

TDIU Report Service: Comprehensive Business Overview

Executive Summary

The TDIU Report Service provides high-quality, specialized reports for attorneys handling VA disability claims. Through an AWS-based HIPAA-compliant technology solution, the service offers superior security, excellent quality, and efficient delivery while maintaining strong profit margins.

The implementation provides three critical advantages:

- Enhanced HIPAA Compliance:** AWS offers enterprise-grade security with legal protection through Business Associate Agreements (BAAs), significantly reducing liability while ensuring the highest standards for protecting veterans' sensitive information.
- Scalable Infrastructure:** The system can grow seamlessly from 20 to 200+ reports per month without major architectural changes, supporting ambitious growth targets.
- Professional Technology Foundation:** Creates a competitive advantage through advanced security and AI assistance that competitors cannot easily replicate.

Business Model Overview

Service Offerings & Pricing

The service provides various report types with tiered pricing:

Report Type	Timeframe	Base Price	Volume Discount (11+ Reports)
TDIU/Vocational (Standard)	15-30 days	\$695	\$591 (21.2% savings)
TDIU/Vocational (Expedited)	10-14 days	\$875	\$744 (21.7% savings)
TDIU/Vocational (Rush)	Under 10 days	\$1,050	\$893 (22.3% savings)
Aid & Attendance	Various	\$695-\$1,050	\$591-\$893
Combination	Various	\$975-\$1,350	\$829-\$1,148

Additional services include:

- Addendum to Previous Report: \$350 (base price)
- Supplemental Review: \$275 (base price)

Target Market

The service targets three main customer segments:

1. **Primary:** Small to Mid-Size Law Firms
 - 2-10 attorneys specializing in VA disability claims
 - Handle 15-30 VA claims per month
 - Seek professional documentation to improve approval rates
2. **Secondary:** Individual Practitioners
 - Solo attorneys handling VA claims as part of broader practice
 - Limited resources for specialized documentation
 - Need trusted experts to supplement their services
3. **Tertiary:** Veterans Service Organizations
 - Non-profit organizations assisting veterans with claims
 - High volume of cases with limited resources
 - Looking for cost-effective expert support

Value Proposition

- **Time Savings:** Each report saves attorneys 8-10 hours of work (value: \$1,600-2,000 at \$200/hour)
- **Expertise Value:** Specialized knowledge increases approval likelihood (value: \$3,000+ as portion of contingency fees)
- **Competitive Advantage:** Attorneys can handle more cases with same resources
- **Risk Reduction:** Professional documentation reduces appeal risk

Multi-Service Revenue Strategy

The business will expand beyond the core TDIU report service to create multiple revenue streams:

Phase 1: Core TDIU Report Service (Months 1-3)

- Complete initial AWS implementation
- Launch TDIU report generation service
- Establish client base and gather feedback

Phase 2: Document Analysis Service (Months 3-6)

- AI-assisted analysis and organization of complex medical records
- Searchable document libraries for attorneys
- Pricing: \$0.60-\$0.75 per page with volume discounts

Phase 3: VA Brief Templates (Months 6-9)

- Library of customizable legal brief templates
- Pre-populated with effective language and citations
- Pricing: Individual templates (\$95-195) or subscription (\$149-249/month)

Phase 4: Medical Terms Translation (Months 9-12)

- Translation of complex medical terminology into VA-relevant language
- Connection to functional limitations and VA disability criteria
- Pricing: Individual terms (\$45) or full history (\$275)

Phase 5: Additional Services (Year 2+)

- VA Claims Training Program
- VA Decision Database
- Regional Office Success Pattern Reports

This multi-service approach creates diversified revenue streams that mitigate volume fluctuations in any single service.

Financial Projections

Initial Investment

- AWS Implementation: \$500-1,000
- Legal Formation: \$0-500
- Marketing Setup: \$500
- Templates Development: \$0 (partner time)
- Total Initial Investment: \$1,000-2,000

Monthly Costs

- AWS Infrastructure: \$47-66/month
- Marketing: \$1,000/month
- Other Expenses: Variable based on volume

Revenue Projections

- Year 1: \$308,615 (ending at 50 reports/month)
- Year 2: \$649,200 (including additional services)
- Year 3: \$1,158,000 (with full service portfolio)

Profit Margins

- Gross Margin: 93% (vs. industry benchmark of 65-80%)
- Net Profit Margin: 93% (vs. industry benchmark of 15-30%)

Partner Structure & Compensation

Partner Roles

- **Alex:** Technical implementation, report generation, AI development, back-end operations
- **Tricia:** Client acquisition, marketing, quality assurance, client communication, business development

65/35 Compensation Model

- Base Partnership Component (65%): Divided equally (32.5% each)
- Role-Based Component (35%):
 - Report Generation (20%): Primarily allocated to Alex
 - Client Acquisition/QA (15%): Primarily allocated to Tricia

After-Tax Income (Year 1)

- Alex: \$90,418 (\$7,535 monthly average)
- Tricia: \$81,864 (\$6,822 monthly average)
- Total: \$172,282 (\$14,357 monthly average)

Brand Identity: Aspen Grove Services

The business will operate under the name "Aspen Grove Services," using the metaphor of interconnected aspen trees sharing a root system to represent the integrated nature of the service offerings.

Tagline: "Interconnected Solutions. Uncompromising Security."

Value Proposition: "Enterprise-grade security with intuitive user experience across all service offerings."

Brand Promise: "Military-grade protection for your most sensitive data - from document analysis to decision databases."

The aspen grove metaphor effectively communicates:

1. Single Root System: Connected services with unified secure infrastructure
2. Strength Through Connection: Services gaining strength through integration
3. Resilience: Security and redundant systems providing protection

4. Adaptive Growth: Scalable service platform evolving with client needs
5. Mutual Support: Services sharing data, insights, and capabilities

Implementation Timeline

Phase 1: Foundation Building (Weeks 1-4)

- AWS account creation and BAA execution
- S3 bucket configuration with security settings
- CloudTrail setup for compliance logging
- Initial Lambda function development
- Basic AI integration

Phase 2: Service Delivery (Weeks 5-8)

- Complete AI integration for document analysis
- Finalize report generation workflow
- Implement quality assurance process
- Develop client portal for report delivery
- Test end-to-end system

Phase 3: Market Launch (Weeks 9-12)

- Implement marketing strategy
- Begin client acquisition efforts
- Process initial client reports
- Gather feedback and refine service

Phase 4: Service Expansion (Months 3-12)

- Launch additional services on quarterly basis
- Expand client base through referrals
- Develop advanced features
- Implement scaling strategy

Current Status & Next Steps

The current implementation has established the core AWS infrastructure using CloudFormation. The next priorities are:

1. Complete the client portal development for document uploads
2. Finalize Claude AI integration via AWS Bedrock
3. Implement the document analysis workflow
4. Test the end-to-end system with sample documents
5. Prepare for initial service launch