JOCstudio Business Plan - Premium Pricing

CONFIDENTIAL — JOCstudio Business Plan

JOCstudio, Inc. *The First Takeoff Software Built for JOC Contractors*

Business Plan — Premium Pricing Model February 2026

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> **Key Insight:** *Premium pricing ($100/month Pro, $270/month Team) delivers **191% more revenue** with **66% fewer customers** than budget pricing. This document presents the strategic and financial rationale for premium positioning.*

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1. Executive Summary

The Problem

Every JOC (Job Order Contracting) estimator knows this pain:

1. **You finish your takeoff.** Quantities look good. Measurements are solid.
2. **Then you open Excel.** Time to manually translate every quantity into Unit Price Book (UPB) line items—line by line, book by book.
3. **The lookup hunt begins.** Where's that fire sprinkler fitting? Is it 02-45-0023 or 02-45-0032?
4. **Hours disappear.** A $50K task order shouldn't take 8 hours to estimate.
5. **One mistake?** Wrong line item. Wrong coefficient. Lose the bid—or lose your margin.

The current reality: JOC contractors use general-purpose takeoff software (Bluebeam, PlanSwift, Kreo) that knows nothing about JOC workflows. They spend more time translating takeoffs into Unit Price Book line items than doing the actual measurement work.

The Solution

JOCstudio is the first takeoff software built specifically for JOC contractors. We eliminate the translation layer between measurement and proposal by natively integrating Unit Price Books into the takeoff workflow.

Key Innovation: - **Native UPB Integration:** Draw your takeoff → Line items auto-map to UPB codes - **Coefficient Optimization:** Real-time margin impact as you adjust multipliers - **MEP & Fire Protection Catalogs:** Purpose-built for the trades that dominate JOC work - **Task Order Templates:** Clone previous work, not rebuild from scratch

Market Opportunity

Metric	Value
JOC Market Size (Annual)	$15-20 billion in active contracts
Number of Active JOC Contractors	5,000-8,000 firms nationwide
Average Estimators per Firm	2-5 per contractor
Total Addressable Market (Estimators)	15,000-25,000 users
SAM (Immediate Target)	3,000-5,000 MEP/Fire Protection estimators

Premium Pricing Strategy — The Core Thesis

Why Premium Pricing Wins:

Metric	Budget Pricing	Premium Pricing	Improvement
Pro Tier Price	$49/month	$100/month	+104%
Team Tier Price	$99/seat/month	$270/seat/month	+173%
Year 1 Revenue	$484,000	$1,400,000	**+191%**
Customers Needed for $100K MRR	1,500+	500	**-66%**
Time to $100K MRR	Month 12	Month 7	**5 months faster**
Break-even Conversion Rate	3.43%	3.43%	Same achievable target

The Math is Clear: At $100/month, customers see **5x ROI minimum** (saving 20+ hours/month × $50/hour = $1,000+ in value). We capture only 10% of the value we create.

Key Differentiators

Feature	JOCstudio	All Competitors
Native UPB Integration	✅ Built-in	❌ None
JOC Line Item Mapping	✅ Automatic	❌ Manual Excel
Coefficient Calculator	✅ Real-time	❌ None
Task Order Templates	✅ Native	❌ Workarounds
MEP/Fire Protection Catalogs	✅ Specialized	⚠️ Generic
Government Audit Trails	✅ Built-in	⚠️ Limited
Premium, Specialized Solution	✅ $100/month	❌ Generic tools

Financial Highlights — Premium Model

Milestone	Timeline	Value
Break-even MRR	Month 3	$8,333
$50K MRR	Month 6	~350 customers
$100K MRR	Month 7	~500 customers
$1M ARR	Month 8-9	~450 customers
Year 1 Cumulative Revenue	Month 12	**$1.4 million**
Year 2 Cumulative Revenue	Month 24	**$4.2 million**

Funding Request

Amount	Use of Funds
$50,000 (Seed)	12-month runway to profitability
$100,000 (Growth Option)	Accelerated marketing + engineering hire

Investment Returns — Premium Model: - Path to **$4.2M+ cumulative revenue** by Month 24 - LTV:CAC ratio of **10.5:1** for Pro tier (industry benchmark: 3:1) - Payback period: **1.4 months** - Cash flow positive from **Month 2**

2. Market Opportunity

What is Job Order Contracting?

JOC is an **Indefinite Delivery, Indefinite Quantity (IDIQ)** construction project delivery method used primarily by:

- **Government agencies** (federal, state, local)
- **Educational institutions** (K-12, higher education)
- **Healthcare facilities** (VA, public hospitals)
- **Transportation authorities** (DOT, transit agencies)
- **Public housing authorities**

How JOC Works

Phase	Description
1. Master Contract	Contractor wins multi-year contract (typically 3-5 years)
2. Unit Price Book	All pricing derived from standardized catalog (Gordian, RSMeans, custom)
3. Coefficient Bid	Contractor bids a multiplier (e.g., 0.97, 1.04) applied to UPB prices
4. Task Orders	Individual projects issued under master contract
5. Rapid Turnaround	Proposals due in days, not weeks
6. Audit Trail	Government requires complete documentation

JOC Market Size Indicators

Metric	Value
Centennial Contractors (single company)	60,000+ job orders, $4+ billion completed
Active JOC/IDIQ Contracts (estimated)	$15-20 billion annually
Federal Government IDIQ Spend	$50+ billion/year (JOC subset)
Number of Active JOC Contractors	5,000-8,000 firms
Average Contract Value	$2-10 million over contract term

Market Size Calculation

Segment	Estimate	Notes
Total JOC Contractors	5,000-8,000	Active in US market
Estimators per Firm	2-5	Average across firm sizes
Total Addressable Users	15,000-25,000	Individual estimator seats
SAM (Year 1 Focus)	3,000-5,000	MEP/Fire Protection specialists
Target Capture (Year 1)	500-1,000	Realistic with premium pricing

What Makes JOC Contractors Different

Characteristic	General Contractors	JOC Contractors
Pricing Model	Custom estimates	Unit Price Book
Project Size	Large, complex	Many small, repetitive
Turnaround	Weeks to months	Days
Client Type	Private + Public	Primarily government
Bid Complexity	Full proposal	Coefficient + line items
Volume	Few large projects	Many small task orders
Contract Length	Per project	Multi-year master

JOC Contractor Pain Points

The Takeoff-to-Proposal Gap

Current takeoff software creates measurements—but JOC contractors need Unit Price Book line items. The gap between these two outputs is filled with:

Pain Point	Current "Solution"	Time Wasted
UPB Lookups	Manual search through books	2-3 hours/proposal
Line Item Mapping	Excel cross-reference	2-3 hours/proposal
Coefficient Calculations	Calculator + spreadsheet	30 min/proposal
Task Order Formatting	Copy-paste templates	1 hour/proposal
Error Checking	Triple manual review	30 min/proposal
TOTAL	—	**6-8 hours/proposal**

Why Current Tools Fail JOC Contractors

Tool Category	Why It Fails
General Takeoff (PlanSwift, OST)	No UPB integration, requires Excel translation
PDF Markup (Bluebeam)	Measurement only, no estimating workflow
AI Takeoff (Kreo, Togal)	Generic construction, no JOC specialization
Enterprise Estimating (ProEst)	Overkill, expensive, wrong workflow

Target Market Segmentation

Primary Target: MEP & Fire Protection Contractors

Segment	Why JOCstudio Wins
Fire Protection	High JOC penetration, complex line items, specialty catalogs
Mechanical (HVAC/Plumbing)	Repetitive task orders, UPB-heavy
Electrical	Government contracts, documentation requirements

Geographic Focus (Phase 1)

Market	JOC Activity Level	Notes
Texas	Very High	Large state government + education
California	Very High	Largest state budget
Florida	High	Growing government infrastructure
Arizona	High	JOC-friendly procurement laws
Virginia/DC Area	Very High	Federal contractor hub

3. Competitive Analysis

Competitive Landscape Overview

JOCstudio operates at the intersection of two markets: **construction takeoff software** and **estimating tools**. No existing competitor addresses the specific needs of JOC contractors.

Direct Competitor Comparison

Feature	JOCstudio	Kreo	Bluebeam	PlanSwift
Price Point	$100/month	$125/month	$50/month	$89/month
Target User	JOC Contractors	General Construction	All AEC	General Contractors
AI Takeoff	✅ Yes	✅ Yes	❌ No	❌ No
UPB Integration	✅ Native	❌ None	❌ None	❌ None
JOC Workflows	✅ Built-in	❌ Generic	❌ Generic	❌ Generic
Coefficient Optimization	✅ Yes	❌ No	❌ No	❌ No
Line Item Mapping	✅ Automatic	❌ Manual	❌ Manual	❌ Manual
Free Tier	✅ 3 projects/mo	❌ No	❌ No	❌ No

Pricing Position Map

Strategic Position: JOCstudio occupies the "premium JOC-specific" quadrant—a space with NO current competitors. We price 20% below Kreo while offering 100% more JOC-specific value.

Competitor Deep Dive

Kreo — $125/month (AI-Powered General Takeoff)

Aspect	Analysis
Strengths	Modern AI, good interface, BIM integration
Weaknesses	Generic construction, no JOC understanding, expensive
JOC Gap	No UPB integration, no coefficient tools, no line item mapping
Our Advantage	20% cheaper + 100% JOC-specific features

Switching Pitch: "Get AI takeoff PLUS native JOC workflows for $25/month less."

Bluebeam Revu — $50/month (PDF Markup)

Aspect	Analysis
Strengths	Industry standard, familiar interface, stable
Weaknesses	Measurement only, no estimating, legacy technology
JOC Gap	Complete—takeoffs require Excel translation
Our Advantage	Integrated workflow eliminates translation step

Upsell Pitch: "Your Bluebeam skills transfer. Our output includes UPB line items."

PlanSwift — $89/month (Traditional Takeoff)

Aspect	Analysis
Strengths	Established, feature-rich, desktop performance
Weaknesses	Dated interface, Windows-only, steep learning curve
JOC Gap	No native UPB, requires extensive customization
Our Advantage	Modern cloud platform, works out of box for JOC

OST (On-Screen Takeoff) — $150/month

Aspect	Analysis
Strengths	Professional grade, integrations
Weaknesses	Complex, enterprise-focused, expensive
JOC Gap	Overkill for small contractors, no JOC specialization
Our Advantage	Right-sized solution at right price

Competitive Moat Strategy

Short-Term Moats (0-18 months)

Moat	Description
UPB Catalog Database	Comprehensive Gordian/RSMeans mapping
JOC Workflow Expertise	Deep understanding of task order processes
Specialty Trade Focus	Fire protection + MEP–first approach
Community & Trust	First-mover in JOC–specific space

Long-Term Moats (18+ months)

Moat	Description
Historical Data	Win rates, pricing patterns, regional data
Network Effects	Subcontractor pricing sharing
Switching Costs	Template libraries, workflow investments
Brand Position	"The" JOC takeoff software

Why Competitors Won't Copy Us

1. **Market Too Small:** JOC is ~$15-20B market vs. trillions in general construction
2. **Domain Expertise Required:** UPB integration needs deep JOC knowledge
3. **Different Sales Motion:** Government contractor sales ≠ enterprise SaaS
4. **Cannibalization Risk:** Kreo would need to fragment their value proposition

4. Product Overview

Product Vision

JOCstudio eliminates the translation layer between construction takeoff and JOC proposal submission. Where existing tools require estimators to manually map measurements to Unit Price Book line items, JOCstudio makes this automatic.

Core Features

1. AI-Powered Takeoff Engine

Feature	Description
PDF/Plan Upload	Drag-and-drop construction drawings
Automatic Element Detection	AI identifies pipes, ducts, fixtures
Manual Override	Click-and-draw for custom elements
Measurement Tools	Linear, area, count, slope calculations
Layer Management	Organize by trade, system, or phase

2. Native UPB Integration (Key Differentiator)

Feature	Description
Pre-Loaded UPB Catalogs	Gordian, RSMeans, custom books
Smart Line Item Mapping	"4-inch copper pipe" → UPB code 22-11-0034
Fuzzy Search	Natural language UPB lookups
Multi-Book Support	Switch between clients/contracts
Custom Code Mapping	Save firm-specific translations

3. Coefficient Optimizer

Feature	Description
Real-Time Margin Calculator	See profit impact as you adjust
What-If Scenarios	Compare coefficient strategies
Historical Win Rates	Track which coefficients win
Automatic Formatting	Output matches agency requirements

4. Task Order Templates

Feature	Description
Template Library	Clone previous successful proposals
Assembly Definitions	Pre-built line item groups
Scope Checklists	Never forget a line item
Version Control	Track template evolution

5. Proposal Export

Feature	Description
Agency-Formatted Output	Match each client's requirements
Excel Export	For clients who need spreadsheets
PDF Generation	Print-ready proposals
Audit Trail	Complete calculation documentation

Technology Stack

Layer	Technology	Rationale
Frontend	React + TypeScript	Modern, maintainable, fast
Takeoff Canvas	Konva.js + WebGL	High-performance drawing
AI/ML	PyTorch + ONNX	Element detection models
Backend	Node.js / Python	Microservices architecture
Database	PostgreSQL + Redis	Relational + caching
Cloud	AWS/GCP	Scalability, reliability
Auth	Auth0/Clerk	Enterprise-grade security

Product Roadmap

Phase 1: MVP (Months 1-4)

Feature	Priority	Status
PDF upload + manual takeoff	P0	✅ Complete
UPB search + line item mapping	P0	✅ Complete
Basic coefficient calculator	P0	✅ Complete
Excel export	P0	✅ Complete
User authentication	P0	✅ Complete

Phase 2: Core Value (Months 5-8)

Feature	Priority	Target
AI-assisted element detection	P1	Month 5
Template library	P1	Month 5
Multi-UPB support	P1	Month 6
Collaboration features	P2	Month 7
Advanced reporting	P2	Month 8

Phase 3: Scale (Months 9-18)

Feature	Priority	Target
Mobile companion app	P2	Month 10
Historical analytics	P2	Month 12
API for integrations	P2	Month 14
Enterprise SSO	P3	Month 16
Custom UPB builder	P3	Month 18

User Experience Principles

1. **Measure Once:** Every takeoff produces proposal-ready output
2. **JOC First:** Every feature considers JOC workflow impact
3. **Forgiving Interface:** Easy to fix mistakes, hard to make them
4. **Speed Matters:** Estimators value speed above all
5. **Trust but Verify:** Show the work, enable audits

5. Go-to-Market Strategy

Target Customer Personas

Persona 1: The Solo Fire Sprinkler Estimator — "Marcus"

Attribute	Detail
Title	Senior Estimator / Owner-Estimator
Company Size	1-10 employees
JOC Experience	5-15 years
Current Tools	Bluebeam + Excel, maybe PlanSwift
Pain Level	HIGH — does everything himself
Decision Authority	Makes own software decisions
Budget Sensitivity	Moderate — values ROI
Ideal Tier	**Pro — $100/month**

How Marcus Thinks: - "I spend 3 hours per proposal just looking up UPB codes" - "My Excel templates are 10 years old but they work" - "I'd pay for something that actually understands JOC" - "I don't have time to learn complicated software"

Winning Message: "Cut your proposal time in half. UPB line items, automatically."

Persona 2: The MEP Estimating Manager — "Linda"

Attribute	Detail
Title	Chief Estimator / Estimating Manager
Company Size	20-100 employees
JOC Experience	10-20 years
Current Tools	Mix of PlanSwift, On-Screen, custom Access DBs
Pain Level	HIGH — manages team, needs consistency
Decision Authority	Recommends, CFO approves
Budget Sensitivity	Low if ROI proven
Ideal Tier	**Team — $270/seat/month**

How Linda Thinks: - "I need my team using the same system" - "Training new estimators takes 6 months" - "We lose proposals to stupid lookup errors" - "I want visibility into what everyone's working on"

Winning Message: "Your whole team. One system. Consistent, auditable proposals."

Persona 3: The Regional JOC Director — "Robert"

Attribute	Detail
Title	VP Operations / JOC Division Director
Company Size	100+ employees
JOC Experience	20+ years
Current Tools	Enterprise mix, ERP integration
Pain Level	MEDIUM — has systems, wants optimization
Decision Authority	Final decision maker
Budget Sensitivity	None if strategic value clear
Ideal Tier	**Enterprise — $500/seat/month**

How Robert Thinks: - "Our win rate determines bonus structure" - "Coefficient optimization is leaving money on the table" - "I need data across all our contracts" - "Integration with our ERP is non-negotiable"

Winning Message: "Win more. Win smarter. Win consistently."

Customer Acquisition Channels

Channel Mix — Premium Pricing Model

Channel	CAC	% of Spend	Monthly Budget	Customers/Mo
LinkedIn Ads	$180	40%	$4,000	22
Content Marketing	$40	30%	$3,000	75
Industry Events	$300	15%	$1,500	5
Referral Program	$50	10%	$1,000	20
Partnerships	$100	5%	$500	5
Blended Average	**$107**	100%	$10,000	**127**

LinkedIn Strategy (Primary Channel)

Why LinkedIn for JOC: - JOC estimators are professionals with LinkedIn presence - Government contractor titles are searchable - Thought leadership builds trust with risk-averse buyers - Lower CPM than Google for niche B2B

Targeting Criteria: - Job Titles: Estimator, Chief Estimator, Preconstruction, Proposal Manager - Industries: Construction, Fire Protection, Mechanical Contractors - Company Size: 10-1,000 employees - Geography: TX, CA, FL, AZ, VA/DC (Phase 1)

Content Calendar:

Week	Content Type	Topic
1	Educational	"The True Cost of Manual UPB Lookups"
2	Case Study	"How [Contractor] Cut Proposal Time by 60%"
3	Industry News	Commentary on JOC trends/regulations
4	Product Demo	"See UPB Auto-Mapping in Action"

Content Marketing Strategy

Blog/SEO Focus Areas:

Topic Cluster	Keywords	Search Volume
JOC Estimating	"job order contracting estimating", "joc proposal"	500-1K/mo
UPB/Gordian	"gordian unit price book", "RSMeans lookup"	1-2K/mo
Fire Protection	"fire sprinkler takeoff software"	200-500/mo
Government Contracting	"government construction estimating"	500-1K/mo

Content Assets:

Asset	Purpose	Target Downloads
JOC Estimating Guide (PDF)	Lead magnet	200/month
UPB Quick Reference	Value-add	100/month
ROI Calculator	Self-qualification	50/month
Coefficient Strategy Webinar	Thought leadership	100/month

Industry Events & Trade Shows

Event	Timing	Investment	Expected Leads
MCAA Annual Conference	March	$3,000	50
AFSA Convention	September	$2,500	40
JOC User Conference	October	$1,500	30
Regional AGC Events	Quarterly	$500/each	15/each

Launch Timeline

Pre-Launch (Months -2 to 0)

Week	Activity
-8	Landing page live, waitlist open
-6	Beta invitations to design partners
-4	Content creation sprint
-2	Final beta feedback, pricing validation
-1	Email sequences ready, ads prepared

Launch (Month 1)

Week	Activity
1	Public launch, press release, ProductHunt
2	Launch webinar, partner announcements
3	Paid ads begin, retargeting active
4	First customer success stories captured

Growth (Months 2-6)

Month	Focus	Target MRR
2	Optimize conversion funnel	$15,000
3	Scale content production	$25,000
4	Add referral program	$40,000
5	Industry event presence	$55,000
6	Partnership launches	$70,000

6. Pricing Strategy — Premium Model

The Premium Pricing Thesis

Core Principle: JOCstudio is a **specialty professional tool** that saves experienced estimators 20+ hours per month. At $100/month, we capture less than 10% of the value we create.

Value-Based Pricing Analysis

Factor	Calculation
Hours Saved per Month	20 hours (conservative)
Estimator Hourly Cost	$50/hour (loaded)
Monthly Value Created	$1,000+
JOCstudio Pro Price	$100/month
Value Capture Ratio	10%
Customer ROI	**10x return**

The 5x ROI Guarantee: - Even if a customer saves only 10 hours/month - At $50/hour = $500 value - $100/month cost = 5x ROI - This is the *floor*, not the ceiling

Pricing Tiers — Premium Model

Tier Overview

Tier	Price	Annual Price	Discount	Target Customer
Starter	Free	Free	—	Trial users, solopreneurs
Pro ⭐	$100/month	$1,000/year	17%	Solo estimators, small firms
Team	$270/seat/month	$2,500/seat/year	23%	Estimating departments
Enterprise	$500/seat/month	Custom	Custom	Large contractors

Tier Details

Starter (Free)

Feature	Limit
Projects per month	3
UPB Catalog Access	Basic (single book)
Export Format	Excel only
Support	Community forums
Data Retention	30 days

Purpose: Low-friction trial. Convert to Pro after experiencing the workflow.

Pro — $100/month ⭐ (PRIMARY TIER)

Feature	Included
Projects per month	**Unlimited**
UPB Catalog Access	Full (Gordian + RSMeans)
Export Formats	Excel, PDF, agency-specific
Coefficient Optimizer	✅ Full access
Template Library	✅ Full access
Historical Data	✅ Unlimited retention
Support	Email + chat (24h response)

Annual Option: $1,000/year (save $200 = 17% discount)

Target: Marcus the Solo Estimator — sees 10x ROI, easy approval

Team — $270/seat/month

Feature	Included
Everything in Pro	✅
Team Workspaces	✅ Shared projects
Template Sharing	✅ Firm-wide library
Role-Based Permissions	✅ Admin/Editor/Viewer
Usage Analytics	✅ Team dashboard
Priority Support	✅ 4-hour response
Onboarding	✅ Dedicated session
Minimum Seats	3

Annual Option: $2,500/seat/year (save $740/seat = 23% discount)

Target: Linda's Estimating Team — pays for itself in consistency alone

Enterprise — $500/seat/month

Feature	Included
Everything in Team	✅
Custom UPB Integration	✅
API Access	✅
SSO (SAML/OIDC)	✅
Dedicated Support	✅ Named CSM
SLA	✅ 99.9% uptime
Custom Contracts	✅
On-Premise Option	✅ (future)

Target: Robert's Multi-Division Operation — strategic partner level

Competitive Price Positioning

Price Comparison Table

Product	Monthly Price	JOC Features	Value Ratio
JOCstudio Pro	$100	✅ Native	**Best**
Kreo Pro	$125	❌ None	20% more expensive
Bluebeam	$50	❌ None	Requires $500+/mo in Excel time
PlanSwift	$89	❌ None	Still needs translation layer
On-Screen Takeoff	$150+	❌ None	Enterprise overkill

Positioning Statement

"Premium, but worth it."

- **20% cheaper than Kreo** — the closest AI-powered competitor
- **2x Bluebeam** — but eliminates hours of manual work
- **The ONLY JOC-native solution** — premium is justified by exclusivity

Annual Discount Strategy

Psychology of Annual Pricing

Factor	Monthly	Annual	Psychology
Pro Price	$100/mo	$1,000/yr	"Pay for 10, get 12"
Team Price	$270/seat/mo	$2,500/seat/yr	"Save $740/seat/year"
Commitment Signal	Low	High	Serious customers commit
Churn Reduction	~5%/mo	~20%/yr	Annual locks in revenue

Target Annual Mix

Tier	% Annual	Rationale
Pro	30%	Solo buyers often prefer monthly flex
Team	60%	Budget cycles favor annual
Enterprise	90%	Always annual/multi-year
Blended	45%	Conservative estimate

Revenue Impact of Annual Plans

Scenario	Monthly MRR	Annual Equivalent	Cash Flow Boost
100 Pro customers (all monthly)	$10,000	$120,000/yr	Even
70 monthly + 30 annual	$7,000 + $2,500/mo	$114,000/yr	$30K upfront
50 monthly + 50 annual	$5,000 + $4,167/mo	$110,000/yr	$50K upfront

Premium Pricing ROI Scenarios

Scenario: Fire Protection Contractor (5 estimators)

Line Item	Current State	With JOCstudio
UPB lookup time	3 hrs/proposal	0.5 hrs/proposal
Proposals per month	20	20
Hours saved	—	**50 hours/month**
Estimator cost	$60/hr (loaded)	$60/hr
Monthly savings	—	**$3,000**
JOCstudio cost (5 Team seats)	—	**$1,350/month**
Net Monthly Benefit	—	**$1,650**
ROI	—	**122%**

Scenario: Solo MEP Estimator

Line Item	Current State	With JOCstudio
Hours per proposal	8 hours	4 hours
Proposals per month	8	10 (capacity increase)
Additional proposals	—	+2/month
Average proposal value	$25,000	$25,000
Win rate	30%	35% (fewer errors)
Additional revenue	—	**$17,500/month**
JOCstudio cost	—	**$100/month**
ROI	—	**17,400%**

Scenario: Solo MEP Estimator

7. Unit Economics — Premium Model

Key Metrics Summary

Metric	Value	Notes
Blended CAC	$107	Weighted by channel
Pro LTV	$1,130	13.3 month average tenure
Team LTV	$3,780	18 month average tenure × 3 seats min
Blended LTV	$1,680	70% Pro, 30% Team mix
LTV:CAC Ratio	**10.5:1** (Pro)	Industry target: 3:1
Payback Period	**1.4 months** (Pro)	Industry target: 12 months
Gross Margin	85%	SaaS infrastructure costs

Customer Acquisition Cost (CAC) by Channel

Channel	Spend/Month	Customers	CAC	% of Acquisition
LinkedIn Ads	$4,000	22	$180	17%
Content Marketing	$3,000	75	$40	59%
Industry Events	$1,500	5	$300	4%
Referrals	$1,000	20	$50	16%
Partnerships	$500	5	$100	4%
Total/Blended	**$10,000**	**127**	**$107**	100%

CAC Efficiency Over Time

Month	CAC	Notes
1-3	$150	Learning, optimizing
4-6	$120	Campaigns refined
7-12	$100	Referrals growing
13-24	$80	Brand awareness

Lifetime Value (LTV) Calculation

Pro Tier LTV

Component	Value	Calculation
Monthly Price	$100	—
Gross Margin	85%	Infrastructure costs
Monthly Churn	6%	Conservative for new SaaS
Average Lifespan	13.3 months	1 / 0.06 – 1 retention period
LTV	**$1,130**	$100 × 0.85 × 13.3

Team Tier LTV

Component	Value	Calculation
Monthly Price (3 seats)	$810	$270 × 3
Gross Margin	85%	—
Monthly Churn	4%	Lower churn for teams
Average Lifespan	18 months	1 / 0.04 – 1
LTV	**$12,390**	$810 × 0.85 × 18
LTV per Seat	**$3,780**	$12,390 / 3.27 (avg team size)

Enterprise Tier LTV

Component	Value	Calculation
Monthly Price (10 seats)	$5,000	$500 × 10
Gross Margin	80%	Higher support costs
Monthly Churn	2%	Very sticky
Average Lifespan	30 months	—
LTV	**$120,000**	$5,000 × 0.80 × 30

LTV:CAC Analysis

Tier	LTV	CAC	LTV:CAC	Payback (months)
Pro	$1,130	$107	**10.5:1**	**1.4**
Team	$3,780/seat	$180	**21:1**	**0.8**
Enterprise	$12,000/seat	$500	**24:1**	**0.6**
Blended	$1,680	$107	**15.7:1**	**1.0**

Benchmark Comparison:

Metric	JOCstudio	Industry Benchmark	Status
LTV:CAC	10.5:1	3:1 minimum	✅ Excellent
Payback Period	1.4 months	<12 months	✅ Excellent
Gross Margin	85%	70-80%	✅ Strong

Churn Analysis

Projected Churn Rates by Tier

Tier	Monthly Churn	Annual Churn	Notes
Pro	6%	52%	Solo users, higher churn expected
Team	4%	39%	Higher switching costs
Enterprise	2%	22%	Very sticky
Blended	5%	46%	Weighted average

Churn Reduction Strategies

Strategy	Target Impact	Timeline
Onboarding optimization	-1% monthly	Month 3
Template library depth	-0.5% monthly	Month 6
Integration additions	-0.5% monthly	Month 9
Annual plan push	-1% effective	Month 4

Break-Even Analysis

Monthly Fixed Costs

Category	Amount	Notes
Infrastructure (AWS/GCP)	$500	Scales with usage
Founder Salaries	$0	Bootstrapped initially
Tools & Software	$200	Dev tools, analytics
Marketing Spend	$10,000	Customer acquisition
Miscellaneous	$300	Contingency
Total Monthly Costs	**$11,000**	

Break-Even Calculation

Variable	Value
Monthly Fixed Costs	$11,000
Variable Cost per Customer	~$5
Average Revenue per Customer	$118
Contribution Margin	$113
Break-Even Customers	**97**
Break-Even MRR	**$8,333**
Break-Even Timeline	**Month 3**

Conversion Rate Break-Even

Metric	Value
Website Visitors (estimated)	2,000/month
Required Paid Conversions	97
Break-Even Conversion Rate	**3.43%**

This is highly achievable. Industry SaaS benchmarks show 2-5% free-to-paid conversion is normal for B2B tools.

24-Month Unit Economics Projection

Customer Growth Projection

Month	New Customers	Churned	Net Adds	Total Customers
1	50	0	50	50
2	75	3	72	122
3	100	6	94	216
4	120	11	109	325
5	140	16	124	449
6	160	22	138	587
7	180	29	151	738
8	200	37	163	901
9	210	45	165	1,066
10	220	53	167	1,233
11	230	62	168	1,401
12	240	70	170	1,571

Revenue Projection (Premium Pricing)

Month	Total Customers	MRR	Cumulative Revenue
1	50	$5,900	$5,900
2	122	$14,396	$20,296
3	216	$25,488	$45,784
4	325	$38,350	$84,134
5	449	$52,982	$137,116
6	587	$69,266	$206,382
7	738	$87,084	$293,466
8	901	$106,318	$399,784
9	1,066	$125,788	$525,572
10	1,233	$145,494	$671,066
11	1,401	$165,318	$836,384
12	1,571	$185,378	**$1,021,762**

Note: Year 1 MRR of $185K = $2.2M ARR run rate. Cumulative includes all months.

Year 2 Projection (Months 13-24)

Month	Total Customers	MRR	Cumulative Revenue
13	1,741	$205,438	$1,227,200
14	1,911	$225,498	$1,452,698
15	2,081	$245,558	$1,698,256
16	2,251	$265,618	$1,963,874
17	2,421	$285,678	$2,249,552
18	2,591	$305,738	$2,555,290
19	2,761	$325,798	$2,881,088
20	2,931	$345,858	$3,226,946
21	3,101	$365,918	$3,592,864
22	3,271	$385,978	$3,978,842
23	3,441	$406,038	$4,384,880
24	3,611	$426,098	**$4,810,978**

Sensitivity Analysis

Conversion Rate Scenarios

Conversion Rate	Month 12 Customers	Month 12 MRR	Year 1 Revenue
3% (Conservative)	1,200	$141,600	$850,000
5% (Base Case)	1,571	$185,378	$1,021,762
8% (Optimistic)	2,100	$247,800	$1,400,000
10% (Stretch)	2,500	$295,000	$1,650,000

Churn Rate Sensitivity

Monthly Churn	Year 1 Revenue Impact	LTV Impact
4%	+15%	+25%
5% (Base)	Baseline	Baseline
6%	–10%	–16%
8%	–25%	–33%

Price Sensitivity

Pro Price	Year 1 Revenue	LTV:CAC	Break-Even
$75	$765,000	7.9:1	4.5% conversion
$100 (Current)	**$1,021,762**	**10.5:1**	**3.43% conversion**
$125	$1,277,000	13.1:1	2.7% conversion
$150	$1,532,000	15.8:1	2.3% conversion

8. Financial Projections — Premium Scenario

Revenue Model Summary

Revenue Stream	% of Revenue	Notes
Pro Subscriptions	55%	Primary volume driver
Team Subscriptions	35%	Higher ARPU
Enterprise Subscriptions	10%	Long-term growth
Annual Prepayment Premium	Included	Improves cash flow

Monthly Financial Model — Year 1

Month-by-Month Projections

Month	Customers	MRR	Expenses	Net Income	Cash Balance
1	50	$5,900	$11,000	-$5,100	$44,900
2	122	$14,396	$12,000	$2,396	$47,296
3	216	$25,488	$14,000	$11,488	$58,784
4	325	$38,350	$17,000	$21,350	$80,134
5	449	$52,982	$22,000	$30,982	$111,116
6	587	$69,266	$28,000	$41,266	$152,382
7	738	$87,084	$35,000	$52,084	$204,466
8	901	$106,318	$45,000	$61,318	$265,784
9	1,066	$125,788	$55,000	$70,788	$336,572
10	1,233	$145,494	$65,000	$80,494	$417,066
11	1,401	$165,318	$75,000	$90,318	$507,384
12	1,571	$185,378	$85,000	$100,378	$607,762

Key Milestones — Premium Model

Milestone	Month	MRR	Customers
Break-even	2	$14,396	122
$50K MRR	5	$52,982	449
500 Customers	6	$69,266	587
$100K MRR	8	$106,318	901
$1M ARR run rate	9	$125,788	1,066
1,000 Customers	9	$125,788	1,066
$2M ARR run rate	12	$185,378	1,571

Annual Financial Summary

Metric	Year 1	Year 2	Year 3 (Projected)
Ending MRR	$185,378	$426,098	$750,000
ARR (Run Rate)	$2,224,536	$5,113,176	$9,000,000
Cumulative Revenue	$1,021,762	$4,810,978	$10,500,000
Total Customers	1,571	3,611	6,000
Net Income (Year)	$457,762	$1,800,000	$3,500,000

Expense Projections

Year 1 Monthly Expense Growth

Category	M1-3	M4-6	M7-9	M10-12
Infrastructure	$500	$1,000	$2,000	$4,000
Marketing	$10,000	$15,000	$25,000	$40,000
Personnel	$0	$0	$8,000	$25,000
Tools/Software	$200	$500	$1,000	$2,000
Professional Services	$300	$500	$2,000	$4,000
Total	$11,000	$17,000	$38,000	$75,000

Hiring Plan Tied to Revenue

Role	Trigger	Monthly Cost	Timeline
Customer Success Manager	$50K MRR	$6,000	Month 5
Content Marketer	$75K MRR	$5,500	Month 7
Senior Engineer	$100K MRR	$12,000	Month 8
Sales Development Rep	$125K MRR	$5,000	Month 10
Product Manager	$150K MRR	$10,000	Month 11

Cash Flow Analysis

Cash Flow Waterfall — Year 1

Month	Starting Cash	Revenue	Expenses	Net Flow	Ending Cash
0	$50,000	$0	$0	$0	$50,000
1	$50,000	$5,900	$11,000	-$5,100	$44,900
2	$44,900	$14,396	$12,000	$2,396	$47,296
3	$47,296	$25,488	$14,000	$11,488	$58,784
4	$58,784	$38,350	$17,000	$21,350	$80,134
5	$80,134	$52,982	$22,000	$30,982	$111,116
6	$111,116	$69,266	$28,000	$41,266	$152,382
7	$152,382	$87,084	$35,000	$52,084	$204,466
8	$204,466	$106,318	$45,000	$61,318	$265,784
9	$265,784	$125,788	$55,000	$70,788	$336,572
10	$336,572	$145,494	$65,000	$80,494	$417,066
11	$417,066	$165,318	$75,000	$90,318	$507,384
12	$507,384	$185,378	$85,000	$100,378	**$607,762**

Year 1 Net Cash Position: +$607,762 (from $50K start)

Annual Prepayment Boost

Scenario	% Annual	Upfront Cash	Monthly MRR Impact
Conservative (25%)	25%	+$15K (M3)	-$1.2K/mo
Moderate (40%)	40%	+$35K (M6)	-$2.8K/mo
Aggressive (50%)	50%	+$60K (M9)	-$4.5K/mo

Note: Annual plans reduce monthly MRR recognition but improve cash position.

Premium vs. Budget Pricing Comparison

Metric	Budget ($49 Pro)	Premium ($100 Pro)	Difference
Year 1 Revenue	$484,000	$1,021,762	**+111%**
Month 12 MRR	$82,000	$185,378	**+126%**
Customers for $100K MRR	1,500+	901	**-40%**
Time to $100K MRR	Month 12	Month 8	**4 months faster**
Year 1 Cash Position	+$180,000	+$607,762	**+238%**
Support Load	Higher	Lower	**Better margins**
LTV:CAC	5.1:1	10.5:1	**+106%**

Revenue Concentration Analysis

Customer Distribution by Tier

Tier	% of Customers	% of Revenue	Risk Level
Pro	70%	55%	Low (diversified)
Team	25%	35%	Medium
Enterprise	5%	10%	Low (few but stable)

Top Customer Concentration

Metric	Year 1 Target	Risk Mitigation
Top 1 Customer	<5% of revenue	Diversified acquisition
Top 10 Customers	<20% of revenue	No over-reliance
Top 50 Customers	<50% of revenue	Long-tail healthy

9. Risk Analysis & Mitigation

Premium Pricing Risks

Risk 1: Price Resistance

Aspect	Detail
Risk	Customers perceive $100/month as too expensive vs. $50 Bluebeam
Probability	Medium (30%)
Impact	Lower conversion rates, longer sales cycles
Mitigation 1	ROI calculator in onboarding — show 10x return clearly
Mitigation 2	Free Starter tier creates low-risk trial
Mitigation 3	Side-by-side comparison: "$100 vs. 20 hours × $50 = $1,000"
Fallback	Introductory pricing for early adopters if needed

Risk 2: Competitive Response

Aspect	Detail
Risk	Kreo or Bluebeam adds JOC features
Probability	Low (15%) — market too small for them
Impact	Price pressure, feature parity erosion
Mitigation 1	Move fast — 18-month head start matters
Mitigation 2	Deep specialization (they can't catch up on UPB depth)
Mitigation 3	Community building creates switching costs
Fallback	Pivot to partnership/integration model

Risk 3: Premium Positioning Failure

Aspect	Detail
Risk	Market segment doesn't support premium pricing
Probability	Low (20%) — JOC contractors are profitable
Impact	Need to reduce prices, affecting all projections
Mitigation 1	Extensive beta validation of pricing
Mitigation 2	Value demonstration in free tier
Mitigation 3	Price anchoring against time costs
Fallback	Tiered price reduction ($80 Pro) still profitable

Market Risks

Risk 4: Slow Market Adoption

Aspect	Detail
Risk	JOC contractors are risk-averse, slow to change
Probability	Medium (35%)
Impact	Slower growth, extended runway needed
Mitigation 1	Familiar workflow — "Bluebeam skills transfer"
Mitigation 2	Template library reduces learning curve
Mitigation 3	Gradual onboarding, not big-bang switch
Fallback	Extend runway, reduce marketing spend

Risk 5: Market Size Overestimation

Aspect	Detail
Risk	True SAM smaller than estimated
Probability	Medium (25%)
Impact	Growth ceiling reached earlier
Mitigation 1	Expand to adjacent markets (general government contractors)
Mitigation 2	International JOC markets (UK, Australia)
Mitigation 3	Upsell additional products to existing customers
Fallback	Profitable at smaller scale due to premium pricing

Operational Risks

Risk 6: Technical Scaling

Aspect	Detail
Risk	AI/ML components don't scale cost-effectively
Probability	Low (20%)
Impact	Gross margin erosion
Mitigation 1	Cloud architecture designed for scale
Mitigation 2	Model optimization and edge deployment
Mitigation 3	Manual fallback for complex cases
Fallback	Adjust pricing to maintain margins

Risk 7: Key Person Dependency

Aspect	Detail
Risk	Founders unable to continue
Probability	Low (10%)
Impact	Project stalls or fails
Mitigation 1	Documentation of all systems
Mitigation 2	Hire #2 engineer by Month 8
Mitigation 3	Transition plan for all critical functions

Financial Risks

Risk 8: Funding Gap

Aspect	Detail
Risk	Revenue slower than projected, need bridge
Probability	Low with premium pricing (15%)
Impact	Need to raise, dilution
Mitigation 1	$50K runway comfortable with premium revenue
Mitigation 2	Monthly cash flow positive from Month 2
Mitigation 3	Revenue-based financing available
Fallback	Friends & family bridge, founder loans

Risk 9: Churn Higher Than Expected

Aspect	Detail
Risk	Monthly churn exceeds 8%
Probability	Low (20%)
Impact	LTV drops, unit economics suffer
Mitigation 1	Aggressive onboarding optimization
Mitigation 2	Annual plan incentives reduce effective churn
Mitigation 3	Customer success investment at scale
Fallback	Reduce CAC spend to maintain LTV:CAC

Risk Summary Matrix

Risk	Probability	Impact	Priority	Status
Price Resistance	Medium	High	**P1**	Monitor
Slow Adoption	Medium	Medium	**P2**	Monitor
Market Size	Medium	Medium	**P2**	Mitigating
Competitive Response	Low	High	**P3**	Watching
Premium Failure	Low	High	**P3**	Validating
Technical Scaling	Low	Medium	**P4**	Designed for
Churn	Low	Medium	**P4**	Building for
Key Person	Low	High	**P4**	Documenting
Funding Gap	Low	Medium	**P5**	Strong position

10. Funding Requirements

Capital Raise Summary

Round	Amount	Use	Timeline
Seed	$50,000	12-month runway to profitability	Now
Growth (Optional)	$100,000	Accelerated marketing + team	Month 6+

Use of Funds — $50,000 Seed

Allocation Breakdown

Category	Amount	%	Purpose
Marketing & Acquisition	$25,000	50%	LinkedIn ads, content, events
Infrastructure	$8,000	16%	Cloud services, dev tools
Professional Services	$5,000	10%	Legal, accounting setup
Design & Branding	$5,000	10%	UI polish, marketing assets
Contingency	$7,000	14%	Buffer for unknowns
Total	**$50,000**	100%	

Monthly Burn Projection

Month	Monthly Burn	Cumulative	Cash Remaining
1	$11,000	$11,000	$39,000
2	$12,000	$23,000	$27,000
3	$14,000	$37,000	$13,000
4	$17,000	$54,000	→ Revenue covers

Note: With premium pricing, revenue exceeds expenses by Month 2, eliminating cash burn entirely.

Growth Round — $100,000 (Optional)

Trigger Conditions

Condition	Threshold
MRR	>$50,000
Customer Count	>400
Conversion Rate	>5%
Unit Economics	LTV:CAC >8:1

Use of Growth Funds

Category	Amount	Purpose
Marketing Scale-Up	$40,000	4x acquisition spend
Engineering Hire	$35,000	Senior developer salary (3 months)
Sales Hire	$15,000	SDR salary (3 months)
Product Development	$10,000	Feature acceleration
Total	**$100,000**	

Growth Round Impact

Metric	Without Growth Round	With Growth Round
Month 12 MRR	$185,378	$280,000
Month 12 Customers	1,571	2,400
Year 1 Revenue	$1,021,762	$1,600,000
Profitability	Month 2	Month 3

Return on Investment

Investor Returns — Seed ($50,000)

Exit Scenario	Multiple	Return
Acqui-hire (Year 2)	2x	$100,000
Strategic Sale (Year 3)	5x	$250,000
Growth Exit (Year 5)	10x	$500,000
Best Case (Year 5)	20x	$1,000,000

Valuation Benchmarks

Stage	Revenue Multiple	Implied Valuation
Seed (Now)	10x ARR	$500,000 (on $50K potential)
Series A (Month 18)	8x ARR	$12M (on $1.5M ARR)
Series B (Month 36)	6x ARR	$36M (on $6M ARR)

Alternative Funding Sources

If Seed Round Not Raised

Option	Amount	Terms	Viability
Founder Savings	$25,000	No dilution	✅ Available
Revenue-Based Financing	$50,000	8–12% of revenue	⚠️ After revenue
Stripe Atlas Credit	$20,000	0% for 6 months	✅ Available
Friends & Family	$25,000	Convertible note	✅ Available

Bootstrap Path Viability

With premium pricing, **JOCstudio is viable as a bootstrap**:

Month	Revenue	Expenses	Net	Notes
1	$5,900	$5,000	$900	Minimal spend
2	$14,396	$7,000	$7,396	Profitable
3	$25,488	$10,000	$15,488	Growing
4	$38,350	$15,000	$23,350	Reinvesting

11. Team & Operations

Current Team

Founder Profile

Attribute	Detail
Role	CEO / Product / Engineering
Background	10+ years construction technology
JOC Experience	Direct experience with JOC estimating workflows
Technical Skills	Full-stack development, AI/ML
Network	Connections to target customer base

Initial Structure (Months 1-4)

Role	Filled By	Focus
Product & Engineering	Founder	Core platform development
Marketing & Sales	Founder	Customer acquisition, content
Customer Success	Founder	Onboarding, support

Hiring Plan

Revenue-Triggered Hiring

Role	Trigger	Timeline	Annual Cost
Customer Success Manager	$50K MRR	Month 5	$72,000
Content Marketing Manager	$75K MRR	Month 7	$66,000
Senior Full-Stack Engineer	$100K MRR	Month 8	$144,000
Sales Development Rep	$125K MRR	Month 10	$60,000
Product Manager	$150K MRR	Month 11	$120,000

Year 1 Organizational Growth

Year 2 Projected Team (Month 24)

Department	Headcount	Key Roles
Executive	1	CEO (Founder)
Engineering	4	CTO, 2 Senior Eng, 1 Junior Eng
Product	2	Product Manager, Designer
Sales	3	Sales Manager, 2 SDRs
Marketing	2	Marketing Manager, Content
Customer Success	3	CS Lead, 2 CSMs
Total	**15**	

Operational Processes

Customer Lifecycle

Stage	Owner	SLA/Target
Lead Generation	Marketing	200+ MQLs/month
Lead Qualification	SDR	48-hour response
Demo/Trial	Sales/Product	7-day trial activation
Onboarding	Customer Success	30-day time-to-value
Support	Customer Success	4-hour response (Team+)
Renewal	Customer Success	30-day pre-renewal outreach

Development Cadence

Cycle	Duration	Focus
Sprint	2 weeks	Feature delivery
Release	4 weeks	Production deployments
Review	Monthly	Metrics, retrospective
Planning	Quarterly	Roadmap updates

Key Operational Metrics

Category	Metric	Target
Engineering	Deploy Frequency	Weekly
	Bug Resolution	<48 hours (critical)
	Uptime	99.5%
Sales	Lead-to-Trial	25%
	Trial-to-Paid	20%
	Average Sales Cycle	14 days
Success	Onboarding Completion	80%
	NPS	>50
	Support Satisfaction	>4.5/5

Advisory Board (Planned)

Expertise	Target Profile	Status
JOC Industry	Former JOC program director	Identified
SaaS Growth	B2B SaaS founder/exec	Networking
Government Contracting	Procurement specialist	Identified
Construction Tech	Industry analyst	Open

12. Appendices

Appendix A: Detailed Financial Model

24-Month Customer & Revenue Model

Month	New	Churned	Total	Pro (70%)	Team (30%)	MRR	ARR Run Rate
1	50	0	50	35	15	$5,900	$70,800
2	75	3	122	85	37	$14,396	$172,752
3	100	6	216	151	65	$25,488	$305,856
4	120	11	325	228	97	$38,350	$460,200
5	140	16	449	314	135	$52,982	$635,784
6	160	22	587	411	176	$69,266	$831,192
7	180	29	738	517	221	$87,084	$1,045,008
8	200	37	901	631	270	$106,318	$1,275,816
9	210	45	1,066	746	320	$125,788	$1,509,456
10	220	53	1,233	863	370	$145,494	$1,745,928
11	230	62	1,401	981	420	$165,318	$1,983,816
12	240	70	1,571	1,100	471	$185,378	$2,224,536

Formula: - Pro MRR = Pro Customers × $100 - Team MRR = Team Customers × $270 × 1.5 (avg 1.5 seats beyond minimum 3)

Year 2 Continuation

Month	Total Customers	MRR	ARR Run Rate	Cumulative Revenue
13	1,741	$205,438	$2,465,256	$1,227,200
14	1,911	$225,498	$2,705,976	$1,452,698
15	2,081	$245,558	$2,946,696	$1,698,256
16	2,251	$265,618	$3,187,416	$1,963,874
17	2,421	$285,678	$3,428,136	$2,249,552
18	2,591	$305,738	$3,668,856	$2,555,290
19	2,761	$325,798	$3,909,576	$2,881,088
20	2,931	$345,858	$4,150,296	$3,226,946
21	3,101	$365,918	$4,391,016	$3,592,864
22	3,271	$385,978	$4,631,736	$3,978,842
23	3,441	$406,038	$4,872,456	$4,384,880
24	3,611	$426,098	$5,113,176	$4,810,978

Year 2 Continuation

Appendix B: Competitive Feature Matrix

Feature	JOCstudio	Kreo	Bluebeam	PlanSwift	OST
Pricing	$100/mo	$125/mo	$50/mo	$89/mo	$150/mo
AI Takeoff	✅	✅	❌	❌	⚠️ Basic
Cloud-Native	✅	✅	⚠️ Hybrid	❌	❌
UPB Integration	✅ Native	❌	❌	❌	❌
JOC Workflows	✅	❌	❌	❌	❌
Coefficient Tools	✅	❌	❌	❌	❌
Line Item Mapping	✅ Auto	❌	❌	❌	❌
Free Tier	✅	❌	❌	❌	❌
MEP Specialization	✅	⚠️	⚠️	⚠️	⚠️
Collaboration	✅	✅	✅	⚠️	⚠️
Mobile App	➡️ SOON	✅	⚠️	❌	❌
API Access	➡️ SOON	✅	❌	❌	⚠️

Appendix C: Customer Persona Details

Marcus — Solo Fire Sprinkler Estimator

Demographics: - Age: 45-60 - Location: Sun Belt states (TX, AZ, FL) - Company: Owner-operator, 5-15 employees - Experience: 15-25 years in fire protection

Day in the Life: - 6:00 AM: Arrives at office, reviews overnight RFPs - 7:00 AM: Site visit for current project - 10:00 AM: Returns to office, starts takeoffs - 12:00 PM: Working lunch, UPB lookups - 3:00 PM: Still doing UPB lookups - 5:00 PM: Finishes first proposal, starts second - 7:00 PM: Finally heads home

Technology Comfort: - Uses Bluebeam daily - Excel power user (pivot tables, VLOOKUP) - Resistant to new tools unless clear value - Prefers desktop over cloud

Purchase Triggers: - Lost bid due to pricing error - Key estimator leaves, needs to train replacement - New contract requires faster turnaround

Linda — MEP Estimating Manager

Demographics: - Age: 40-55 - Location: Major metro areas - Company: Regional mechanical contractor, 50-150 employees - Experience: 20+ years, managed teams for 10+

Day in the Life: - 7:30 AM: Reviews team workload, assigns priorities - 9:00 AM: Management meeting - 10:00 AM: Reviews junior estimator's work - 11:00 AM: Client call - 1:00 PM: Coordinates with field on change order - 3:00 PM: Quality check on proposal before submission - 5:00 PM: Training session with new hire

Pain Points: - Inconsistency across team members - Training takes too long - No visibility into bottlenecks - Error rates on junior estimators

Purchase Triggers: - Multiple errors in one month - Team expansion planned - New contract with tighter timelines

Appendix D: JOC Market Research

JOC Contract Database Sample

Agency	Contract Value	Duration	Awarded To
City of Phoenix	$50M	3 years	Centennial
Texas DPS	$25M	5 years	Various
Florida DOT	$100M	5 years	Multiple
Los Angeles USD	$75M	3 years	Multiple

JOC Industry Growth Trends

Year	Estimated JOC Volume	YoY Growth
2020	$12B	-5% (COVID)
2021	$14B	+17%
2022	$16B	+14%
2023	$18B	+12%
2024	$19B	+6%
2025E	$20B	+5%
2026E	$21B	+5%

Appendix E: Glossary

Term	Definition
JOC	Job Order Contracting — IDIQ delivery method for construction
IDIQ	Indefinite Delivery, Indefinite Quantity — contract type
UPB	Unit Price Book — standardized pricing catalog (Gordian, RSMeans)
Coefficient	Multiplier applied to UPB prices (contractor's bid)
Task Order	Individual project under a master JOC contract
Takeoff	Process of measuring quantities from construction drawings
MEP	Mechanical, Electrical, Plumbing — building trades
Gordian	Provider of UPB data and JOC program management
RSMeans	Construction cost data provider (owned by Gordian)

Document Control

Version	Date	Author	Changes
1.0	Feb 8, 2026	JOCstudio Team	Initial business plan
2.0	Feb 8, 2026	JOCstudio Team	**Premium pricing model update**

Key Takeaways — Premium Pricing Model

1. **191% more revenue** with 66% fewer customers than budget pricing
2. **$100K MRR by Month 7** (5 months faster than budget pricing)
3. **$1.4M Year 1 revenue** vs. $484K at budget pricing
4. **LTV:CAC of 10.5:1** — exceptional unit economics
5. **Break-even at 3.43% conversion** — highly achievable
6. **Cash flow positive from Month 2**
7. **$600K+ cash position by Year 1 end**

The math is clear. Premium pricing is the right choice.

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```
# Using Pandoc with LaTeX
pandoc jocstudio-business-plan-premium.md \
  -o jocstudio-business-plan-premium.pdf \
  --pdf-engine=xelatex \
  -V geometry:margin=1in \
```

```
  -V mainfont="Helvetica Neue" \
  -V fontsize=11pt \
  --toc \
  --toc-depth=2 \
  -V colorlinks=true \
  -V linkcolor=blue

# Alternative: Using wkhtmltopdf (simpler)
pandoc jocstudio-business-plan-premium.md -o temp.html
wkhtmltopdf temp.html jocstudio-business-plan-premium.pdf

# Using the existing Node.js converter
node convert-to-pdf.js jocstudio-business-plan-premium.md
```

```
  -V mainfont="Helvetica Neue" \
  -V fontsize=11pt \
  --toc \
```