

CONFIDENTIAL — JOCstudio Business Plan

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

Business Plan — February 2026

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Table of Contents

1. [Executive Summary](#)
 2. [Market Opportunity](#)
 3. [Competitive Analysis](#)
 4. [Product Overview](#)
 5. [Go-to-Market Strategy](#)
 6. [Pricing Strategy](#)
 7. [Unit Economics Model](#)
 8. [Financial Projections](#)
 9. [Risk Analysis & Mitigation](#)
 10. [Funding Requirements](#)
 11. [Team & Operations](#)
 12. [Appendices](#)
-

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

Centennial Contractors alone has completed 60,000+ job orders worth \$4+ billion, demonstrating the scale of this market.

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

Financial Highlights

Milestone	Timeline	Value
Break-even MRR	Month 6	\$9,878
100 Paid Customers	Month 6	~\$17,840 MRR
\$100K MRR	Month 11-12	673 customers
\$1M ARR	Month 8-9	~500 customers
\$3.5M Cumulative Revenue	Month 24	2,600 customers

Funding Request

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

Investment Returns: - Path to \$4M+ ARR by Month 24 - LTV:CAC ratio of 24:1 (industry benchmark: 3:1) - Payback period: <5 months

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

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

Tool Category	Why It Fails
AI Takeoff (Kreo, Tegal)	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

Secondary Target: General JOC Contractors

- General renovation contractors
- Painting and flooring specialists
- Roofing and envelope contractors

Geographic Focus (Phase 1)

Market	Rationale
New York Metro	NYC HHC, MTA, Port Authority, SCA
DC/Virginia/Maryland	Federal agencies, VA, GSA
California	State/county contracts, large public works
Texas	Growing JOC market, multiple major cities
Florida	Healthcare, education, disaster recovery

3. Competitive Analysis

Market Landscape

The construction takeoff software market is fragmented, with established players focused on general contractors and specialty trades. **No competitor specifically targets the JOC market**, creating a significant positioning opportunity.

Competitor Deep Dive

3.1 Kreo Software

Attribute	Details
Pricing	£95-125/user/month (~\$1,200-1,500/year USD)
Model	Cloud-based, credit system
Strengths	AI Auto Measure, real-time collaboration, 3D visualization
Target	Cost estimators, quantity surveyors (UK-focused)

Key Features: - AI Auto Measure (rooms, doors, windows, walls) - One-Click Area measurement - Auto Count with AI - AI Scale detection - Excel import/export - Multi-page processing

Weaknesses to Exploit: - ❌ No JOC-specific workflows - ❌ No Unit Price Book integration - ❌ Credit system confusing - ❌ UK-centric (GBP pricing) - ❌ AI misses infill walls, column furouts - ❌ No coefficient/multiplier calculation

3.2 PlanSwift (ConstructConnect)

Attribute	Details
Pricing	\$1,445-1,749 one-time + \$250/year maintenance
Model	Desktop software (Windows only)
Strengths	Customizable assemblies, plugin marketplace, trade-specific
Target	Subcontractors (drywall, painting, flooring)

Key Features: - Drag-and-drop takeoff - Customizable assemblies - Area, linear, count measurements - Excel integration - Bid management tools

Weaknesses to Exploit: - ❌ Desktop-only (no cloud/mobile) - ❌ No AI features - ❌ No real-time collaboration - ❌ No JOC/IDIQ support - ❌ No Unit Price Book integration - ❌ Legacy interface

3.3 Bluebeam Revu

Attribute	Details
Pricing	\$260-440/user/year (Basics → Complete)
Model	Cloud + Desktop hybrid
Strengths	Professional PDF markup, Studio collaboration, enterprise security
Target	Large AEC firms, project managers

Key Features: - Professional PDF markup and editing - Studio collaboration (real-time) - Overlay/compare drawings - Quantity Link to Excel - Dynamic Fill measurements (Complete tier) - Enterprise compliance

Weaknesses to Exploit: - ❌ PDF editor first, takeoff second - ❌ Steep learning curve - ❌ Annual price increases (9-10%) - ❌ No AI automation - ❌ No JOC workflows - ❌ No cost database integration - ❌ Measurement only—no estimating

3.4 On-Screen Takeoff (OST)

Attribute	Details
Pricing	~\$87/user/month (~\$1,044/year)
Model	Desktop + Cloud hybrid
Strengths	Condition-based organization, Quick Bid integration
Target	Commercial subcontractors, professional estimators

Key Features: - Condition-based takeoff organization - Bid management and tracking - Takeoff Boost AI (add-on) - Revision tracking - Excel export

Weaknesses to Exploit: - ❌ Expensive with add-ons - ❌ Complex licensing - ❌ Separate products for takeoff vs estimating - ❌ No JOC-specific features - ❌ No UPB integration - ❌ Dated UX

3.5 Other Notable Competitors

Competitor	Pricing	Strengths	JOC Gap
Stack	~\$1,899/year	Cloud-based, modern UI, AI (add-on)	No JOC support
ProEst (Autodesk)	~\$5,000/year	Enterprise estimating, Autodesk integration	Overkill, no JOC
Togal.AI	\$2,999/year	Fast AI automation, modern UX	No manual backup, no JOC
Buildxact	Lower-cost	Easy to use, residential focus	Limited commercial, no JOC

Competitive Comparison Matrix

Feature	JOCstudio	Kreo	PlanSwift	Bluebeam	OST	Stack
Cloud-Based	✅	✅	❌	⚠️	⚠️	✅
AI Takeoff	✅	✅	❌	❌	⚠️	⚠️
UPB Integration	✅	❌	❌	❌	❌	❌
JOC Line Item Mapping	✅	❌	❌	❌	❌	❌
Coefficient Calculator	✅	❌	❌	❌	❌	❌

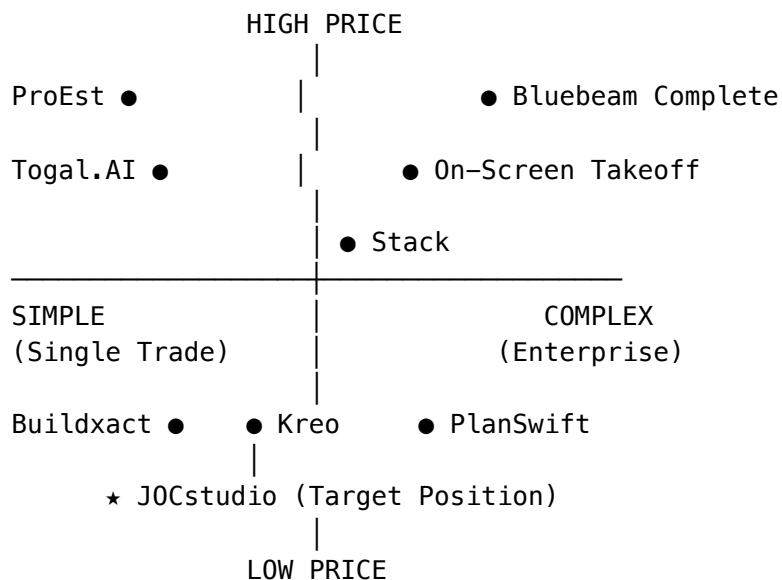
Feature	JOCstudio	Kreo	PlanSwift	Bluebeam	OST	Stack
Task Order Templates	✓	✗	⚠	✗	⚠	⚠
MEP/Fire Protection Catalogs	✓	✗	⚠	✗	✗	✗
Real-Time Collaboration	✓	✓	✗	✓	⚠	✓
Mobile/Tablet	✓	✓	✗	⚠	✗	✓
Government Audit Trail	✓	✗	✗	⚠	✗	✗

Pricing Comparison

Software	Annual Cost	JOC Line Item Mapping	UPB Integration
JOCstudio Pro	\$299	✓ Native	✓ Built-in
Kreo Pro	\$1,500+	✗ Manual	✗ None
PlanSwift	\$1,695 (Y1)	✗ Manual	✗ None
Bluebeam Complete	\$440	✗ Manual	✗ None
OST + Quick Bid	\$1,200+	✗ Manual	✗ None
Stack	\$1,899	✗ Manual	✗ None

JOCstudio saves 80-88% vs. major competitors while offering features none of them have.

Competitive Positioning



JOCstudio Position: Affordable, specialized for JOC simplicity, with unique UPB integration that no competitor offers.

Competitive Messaging Strategy

Against	JOCstudio Message
Kreo	"AI is nice, but we speak UPB fluently"
PlanSwift	"Built for JOC, not adapted for it"
Bluebeam	"Half the price, twice the JOC focus"
OST	"Modern cloud software, JOC-native"
All Competitors	"The only takeoff tool that knows your coefficient"

Competitive Gaps = JOCstudio Opportunities

Gap in Market	JOCstudio Solution
No UPB integration anywhere	Native Gordian, RSMeans, custom UPB support
No coefficient optimization	Real-time margin calculator
No task order templates	Clone and customize in seconds
No JOC-specific workflows	Built for IDIQ, not traditional bidding
No audit trails for government	Government-ready documentation
No sub bid management	Track quotes against UPB limits

4. Product Overview

Core Value Proposition

JOCstudio eliminates the translation layer between takeoff and JOC proposal.

Before JOCstudio (8+ hours)

1. Finish takeoff in software A
2. Export to Excel
3. Open 3 UPB reference books
4. Manually match each quantity to line items
5. Build proposal template
6. Triple-check for errors
7. Format for submission

After JOCstudio (90 minutes)

1. Finish takeoff in JOCstudio
2. Click "Generate Proposal"
3. Line items auto-mapped
4. Coefficients auto-calculated
5. Export in agency format

Core Features

4.1 Native Line Item Mapping

How it works: - Draw your takeoff (area, linear, count) - JOCstudio automatically maps quantities to correct UPB codes - No lookup tables, no copy-paste

Technical approach: - Pre-mapped catalog of common MEP/Fire Protection items - Fuzzy matching for description variations - User can override/customize mappings - Machine learning improves over time

4.2 Built-In Unit Price Book Integration

Supported UPBs (Launch): - Gordian (RSMeans-based) - Agency-specific books (47 supported at launch) - Custom UPB upload (Pro+ tiers)

Features: - Search by keyword, code, or description - Always current with update notifications - Bulk import from Excel/CSV

4.3 MEP & Fire Protection Catalogs

Purpose-built libraries for: - Fire sprinkler systems (heads, fittings, pipe) - HVAC (ductwork, equipment, accessories) - Plumbing (piping, fixtures, valves) - Electrical (conduit, wire, devices)

Advantage: Not generic “construction” items—real catalogs for real estimators.

4.4 Coefficient & Multiplier Optimization

Features: - Set your coefficient per contract - See margin impact in real-time - Sensitivity analysis for bid optimization - Historical tracking by contract/agency

4.5 Task Order Templating

Problem solved: JOC contractors do similar work repeatedly. Stop rebuilding proposals from scratch.

Features: - Save common job types as templates - Clone and customize in seconds - Library of industry templates - Team sharing (Team tier)

4.6 Cloud-Based, Mobile-Ready

- Access from anywhere
- Tablet-friendly for field visits
- Auto-save everything
- Real-time sync across devices

4.7 Proposal Export

Formats: - PDF (professional) - Excel (for further editing) - Agency-specific formats (NYC HHC, Army Corps, etc.)

4.8 Audit Trail & Compliance

Government requirements addressed: - Full change history - User attribution - Timestamp on all actions - Export-ready audit logs

Product Roadmap

Phase	Timeline	Features
MVP (Launch)	Month 0-3	Core takeoff, UPB mapping, proposal export

Phase	Timeline	Features
Phase 2	Month 4-6	AI-assisted takeoff, more agency UPBs
Phase 3	Month 7-9	Team collaboration, template library
Phase 4	Month 10-12	Mobile app, API, integrations
Phase 5	Year 2	Sub bid management, advanced analytics

Technology Stack

Component	Technology
Frontend	React, TypeScript
Backend	Node.js, PostgreSQL
Cloud	AWS (scalable, compliant)
AI/ML	TensorFlow (measurement detection)
Security	SOC 2 Type II (planned)

5. Go-to-Market Strategy

Target Customer Personas

Persona 1: “Mike the Estimator”

Attribute	Details
Role	Senior Estimator, Fire Protection
Company Size	15-30 employees
Experience	12+ years in JOC
Pain Points	Spends 60% of time on data entry, not estimating
Current Tools	Bluebeam + Excel + paper UPB books

Attribute	Details
Decision Authority	Influences, but needs owner approval for >\$500
Buying Triggers	Lost bid due to error, competitor got faster

Quote: *"I became an estimator to solve problems, not to be a human copy-paste machine."*

JOCstudio Appeal: Reclaim time for actual estimating work. Look like a hero by reducing proposal time.

Persona 2: "Sarah the Owner"

Attribute	Details
Role	Owner/President, MEP Contractor
Company Size	8-20 employees
Experience	20+ years, started as tradesperson
Pain Points	Can't scale without hiring more estimators
Current Tools	Whatever her estimators use
Decision Authority	Final decision on all purchases
Buying Triggers	Missed task orders due to capacity, competitor bragging

Quote: *"We can't bid fast enough. I'm leaving money on the table every week."*

JOCstudio Appeal: Bid more task orders without hiring. Competitive advantage over slower competitors.

Persona 3: "James the Operations Manager"

Attribute	Details
Role	Operations/Project Manager
Company Size	30-75 employees
Experience	8+ years, moved from field to office

Attribute	Details
Pain Points	Inconsistent proposals, training new estimators
Current Tools	Trying to standardize across team
Decision Authority	Strong influence, reports to owner
Buying Triggers	Audit finding, inconsistent proposals, staff turnover

Quote: *"Every estimator does it differently. I need a system."*

JOCstudio Appeal: Standardization, templates, team collaboration. Reduce training time for new hires.

Positioning Framework

Category Creation

We're not just takeoff software. We're creating a new category: **JOC Proposal Software**.

Old Category	New Category
"Takeoff and Estimating"	"JOC Proposal Automation"
Competes with everyone	Competes with no one
Generic value prop	Specific to JOC workflow

Positioning Statement

***For JOC contractors** who are tired of translating takeoffs into Unit Price Book line items, **JOCstudio** is the **first takeoff software** that **natively integrates UPBs** and **automatically maps line items**. Unlike Bluebeam, PlanSwift, or Kreo, **we're built exclusively for JOC workflows**, reducing proposal time by 80%.*

Value Propositions by Persona

Persona	Primary Value	Secondary Value
Mike (Estimator)	Save 6+ hours per proposal	Look like a hero to your boss
Sarah (Owner)	Bid more task orders	Competitive advantage
James (Ops Manager)	Standardize the team	Reduce training time

Channel Strategy

Channel 1: LinkedIn Advertising (30% of spend)

Metric	Target
Audience Size	~50,000 (JOC/IDIQ estimators, contractors)
CAC	\$180
Quality	High (decision-makers, high intent)

Targeting: - Job titles: Estimator, Cost Estimator, Senior Estimator, Chief Estimator - Industries: Construction, Fire Protection, MEP - Keywords: JOC, IDIQ, Unit Price Book, Gordian, government contracting

Ad Formats: - Single image ads with pain-point headlines - Video ads showing before/after workflow - Carousel showing feature highlights

Sample Ad Copy: > *"Still translating takeoffs into JOC line items manually?"* > > *JOCstudio maps your quantities to Unit Price Book codes automatically.* > > *Cut proposal time by 80%. Start free →*

Channel 2: Trade Association Partnerships (25% of spend)

Association	Audience	Partnership Type
NFSA (National Fire Sprinkler Association)	Fire protection contractors	Webinar sponsor, newsletter
MCAA (Mechanical Contractors Association)	HVAC/Plumbing	Conference booth, content
NECA (National Electrical Contractors)	Electrical contractors	Partnership program

Association	Audience	Partnership Type
CFMA (Construction Financial Management)	CFOs, Controllers	Content partnership

Partnership Model: - Sponsored webinars (\$2-5K each, high credibility) - Newsletter features (\$500-1,500) - Conference presence (booth, speaking) - Chapter-level relationships

CAC: \$120 (warm intros, high credibility)

Channel 3: Content Marketing & SEO (25% of spend)

Content Type	Purpose	Frequency
Blog Posts	SEO, thought leadership	2-4/month
JOC Guides	Lead magnets	1/quarter
Templates	Lead capture	5+ at launch
Case Studies	Social proof	1/quarter
Video Tutorials	Product education	2/month

SEO Targets: - "JOC estimating software" - "Unit Price Book software" - "Gordian takeoff software" - "JOC proposal template" - "IDIQ estimating"

CAC: \$40 (long-term investment, compounds over time)

Channel 4: Referral Program (15% of spend)

Incentive	Details
Referrer	\$40 account credit
Referee	\$40 off first payment
Viral Coefficient	Target 0.3 (30% of new users refer someone)

CAC: \$80 (very high quality—trusted recommendations)

Channel 5: Direct/Word of Mouth (5% of spend)

- PR outreach to trade publications
- Podcast guest appearances

- LinkedIn organic content
- Industry event networking

CAC: \$20 (minimal cost, high trust)

Channel Mix Evolution

Channel	M1-6	M7-12	M13-24
LinkedIn Ads	40%	30%	25%
Associations	20%	25%	25%
Content/SEO	20%	25%	30%
Referral	15%	15%	15%
Direct	5%	5%	5%

Goal: Shift from paid (LinkedIn) to organic (content, referrals) over time.

Launch Sequence Timeline

Phase 1: Pre-Launch (Months -2 to 0)

Week	Activity
Week -8	Landing page live, waitlist open
Week -6	LinkedIn organic content begins
Week -4	Beta testers recruited (25-50 users)
Week -3	Beta feedback incorporated
Week -2	Case studies documented
Week -1	Press outreach, association notification
Launch Day	Product Hunt, social media push, email to waitlist

Phase 2: Early Traction (Months 1-3)

Month	Focus	Targets
Month 1	Onboarding refinement, early user success	50 signups, 10 paid

Month	Focus	Targets
Month 2	LinkedIn ads scaling, first testimonials	100 signups, 25 paid
Month 3	First association webinar, content flywheel	200 signups, 45 paid

Phase 3: Growth (Months 4-6)

Month	Focus	Targets
Month 4	Multi-channel optimization, pricing tests	400 signups, 77 paid
Month 5	Team tier push, case study library	600 signups, 110 paid
Month 6	Enterprise pilot, conference debut	800 signups, 140 paid

Phase 4: Scale (Months 7-12)

Quarter	Focus	Targets
Q3	Geographic expansion, more UPBs	500 paid customers
Q4	Team/Enterprise acceleration	700 paid customers

Marketing Messaging

Primary Tagline Options

1. "Stop Translating Takeoffs Into JOC Line Items" (Pain-focused)
2. "The First Takeoff Software That Speaks JOC" (Category-focused)
3. "From Unit Price Book to Bid in Minutes" (Benefit-focused)

Value Proposition Hierarchy

Level	Message
Level 1 (Why)	"Win more task orders, faster"
Level 2 (What)	"Takeoff software with native UPB integration"
Level 3 (How)	"Automatic line item mapping, coefficient optimization"

Messaging by Audience

Audience	Lead Message	Supporting Points
Estimators	"Reclaim 6+ hours per proposal"	Auto-mapping, no more Excel
Owners	"Bid more without hiring more"	ROI, capacity increase
Ops Managers	"Standardize your estimating"	Templates, consistency, training

Objection Handling

Objection	Response
"We already have Bluebeam"	"Bluebeam measures. We estimate. Use both—or switch."
"Our UPB is custom"	"Upload any UPB in Pro tier. We'll help you format it."
"I can't learn new software"	"If you know Excel, you know JOCstudio. 30-min onboarding."
"It's too cheap to be good"	"We're new and hungry. This price won't last forever."
"What if my agency's book updates?"	"We update for you. Always current."

6. Pricing Strategy

Pricing Philosophy









Our pricing strategy is based on three principles:

1. **Value-Based:** Price relative to time saved, not cost to deliver
2. **Competitive Positioning:** Undercut alternatives that offer less
3. **Land & Expand:** Low barrier to entry, grow with customer success

Four-Tier Structure

Tier 1: Starter (Free)









Attribute	Details
Price	\$0/month
Target	Solo estimators trying JOC for first time
Limits	3 projects/month, basic UPB access

Included: -  Full takeoff tools -  5 common UPB integrations -  Basic line item mapping -  3 task order templates -  Community support -  Custom UPB uploads -  Team features -  Advanced exports

Purpose: Create product evangelists, demonstrate value before asking for money.

Tier 2: Pro (Most Popular)

Attribute	Details
Monthly	\$29/month
Annual	\$299/year (\$24.92/month effective)
Target	Active JOC estimators with multiple contracts









Included: -  Everything in Starter, plus: -  Unlimited UPB integrations -  Advanced coefficient optimization -  Unlimited task order templates -  Custom UPB uploads -  Priority email support -  Proposal export (PDF, Excel, agency formats) -  Team collaboration

Value Justification: - 6+ hours saved per proposal - At \$50/hour labor cost = \$300 saved per proposal - Pro tier pays for itself in **one proposal per year**

Tier 3: Team

Attribute	Details
Monthly	\$79/seat/month










Attribute	Details
Annual	\$799/seat/year (\$66.58/month effective)
Minimum	No minimum (avg 3 seats)
Target	Firms with 2-10 estimators

Included: -  Everything in Pro, plus: -  Up to 5 team members (base) -  Shared template library -  Role-based permissions -  Team activity dashboard -  Dedicated onboarding call -  Phone support -  Admin controls

Value Justification: - Standardization across team - Reduce training time by 50% - Shared templates = consistent proposals - Visibility into team productivity

Tier 4: Enterprise

Attribute	Details
Pricing	\$200/seat/month (volume discounts available)
Annual	Custom contracts
Minimum	10 seats
Target	Large firms, multi-office operations

Included: -  Everything in Team, plus: -  Unlimited seats -  Custom UPB management -  SSO integration -  Dedicated success manager -  Custom training program -  API access -  SLA guarantee -  Quarterly business reviews

Pricing Psychology & Tactics

Anchoring

Position Pro tier as "obvious" choice: - Starter is limited (creates frustration) - Team is 3x Pro price (makes Pro look affordable) - Enterprise is "contact us" (signals premium)

Annual Discount Strategy

Tier	Monthly	Annual	Discount	Psychology
Pro	\$29	\$299	14%	"Save \$49/year"

Tier	Monthly	Annual	Discount	Psychology
Team	\$79	\$799	16%	"Save \$149/seat/year"

Why not deeper discounts? - Don't want to devalue product - Monthly cashflow important early on - 15-20% discount is industry standard

Price Presentation

Don't Say	Do Say
"\$299/year"	"\$24.92/month (billed annually)"
"Enterprise: \$200/seat"	"Enterprise: Custom pricing for your needs"
"Free tier limited"	"Start free, upgrade when you're ready"

Psychological Price Points

- **\$29:** Below \$30 threshold, feels "affordable"
- **\$79:** Below \$100, justifiable expense account purchase
- **\$299:** Below \$500 approval threshold for many companies

Competitive Pricing Comparison

Software	Annual Cost	JOCstudio Advantage
JOCstudio Pro	\$299	—
Bluebeam Complete	\$440	Save \$141 (32%)
OST + Quick Bid	\$1,044+	Save \$745 (71%)
Kreo Pro	\$1,500	Save \$1,201 (80%)
PlanSwift	\$1,695	Save \$1,396 (82%)
Stack	\$1,899	Save \$1,600 (84%)
ProEst	\$5,000	Save \$4,701 (94%)

Message: "88% less than the big names—and we have features they don't."

Pricing Evolution Strategy

Timeline	Action	Rationale
Launch	Current pricing	Penetration strategy
Month 6	Test \$39 Pro tier	Validate price elasticity
Month 12	Consider 10-20% increase	Established value proven
Year 2	Usage-based tier exploration	High-volume users

7. Unit Economics Model

Overview

This model projects JOCstudio’s path from launch to profitability over 24 months.

Key Findings Summary

Metric	Value
Break-even MRR	~\$9,878/month (growth stage)
Time to Break-even	Month 4-5
Time to \$100K MRR	Month 11-12
Runway Needed	\$35-45K to profitability (\$50K comfortable)
LTV:CAC Ratio	24.3:1 at maturity (exceptional)

Revenue Model

Pricing Structure Recap

Tier	Monthly	Annual	Effective Monthly
Starter	Free	—	\$0
Pro	\$29	\$299	\$24.92
Team	\$79/seat	\$799/seat	\$66.58/seat

Tier	Monthly	Annual	Effective Monthly
Enterprise	\$200/seat	Custom	\$200/seat

Revenue Mix Assumptions

Tier	% of Paid	Avg Seats	Effective Price
Pro	70%	1	\$27.36*
Team	25%	3	\$237
Enterprise	5%	10	\$2,000

*Pro blended: 60% monthly × \$29 + 40% annual × \$24.92 = \$27.36

Blended ARPU Calculation

Tier	Mix	Effective Price	Weighted ARPU
Pro	70%	\$27.36	\$19.15
Team	25%	\$237	\$59.25
Enterprise	5%	\$2,000	\$100.00
Blended ARPU	—	—	\$178.40

Growth Assumptions

Metric	M1-3	M4-6	M7-9	M10-12	M13-18	M19-24
New Signups/ mo	200	400	800	1,200	1,500	2,000
Conversion Rate	8%	9%	10%	12%	13%	15%
Monthly Churn	8%	6%	5%	3%	3%	2.5%

24-Month Revenue Projections

Months 1-12

Month	New Signups	Paid Customers	MR R	Net MRR	Cumulative Rev
1	200	16	\$2,854	\$2,854	\$2,854
2	200	31	\$5,480	\$5,251	\$8,106
3	200	45	\$7,877	\$7,457	\$15,563
4	400	77	\$13,419	\$12,822	\$28,385
5	400	107	\$18,575	\$17,806	\$46,190
6	400	136	\$23,344	\$22,276	\$68,467
7	800	203	\$35,238	\$34,125	\$102,592
8	800	268	\$46,426	\$44,720	\$147,312
9	800	330	\$56,908	\$54,672	\$201,983
10	1,200	449	\$77,538	\$75,898	\$277,881
11	1,200	563	\$96,836	\$94,559	\$372,441
12	1,200	673	\$114,802	\$111,965	\$484,405

Months 13-24

Month	New Signups	Paid Customers	MR R	Net MRR	Cumulative Rev
13	1,500	820	\$139,75	\$136,400	\$620,805

Month	New Signups	Paid Customers	MR R	Net MRR	Cumulative Rev
			9		
14	1,500	961	\$16 2,78 3	\$158,691	\$779,496
15	1,500	1,097	\$18 4,07 4	\$179,310	\$958,806
16	1,500	1,228	\$20 3,83 3	\$198,455	\$1,157,261
17	1,500	1,354	\$22 2,15 9	\$216,223	\$1,373,484
18	1,500	1,475	\$23 9,14 9	\$232,662	\$1,606,146
19	2,000	1,681	\$27 0,61 9	\$264,798	\$1,870,944
20	2,000	1,879	\$29 9,80 8	\$293,188	\$2,164,132
21	2,000	2,069	\$32 6,81 7	\$319,487	\$2,483,619
22	2,000	2,252	\$35 1,74 3	\$343,781	\$2,827,400
23	2,000	2,428	\$37 4,67 9	\$366,135	\$3,193,535
24	2,000	2,597	\$39 5,71 6	\$386,633	\$3,580,168

Customer Acquisition Cost (CAC) by Channel

Channel	Estimated CAC	% of Signups	Quality	Notes
LinkedIn Ads	\$180	30%	High	Decision-makers
Associations	\$120	25%	Very High	Warm intros
Organic/Content	\$40	25%	Medium	SEO, blog
Referral	\$80	15%	Very High	Trusted recs
Direct/Brand	\$20	5%	High	Word of mouth
Blended CAC	\$108	100%	—	—

CAC Calculation

Blended = (0.30 × \$180) + (0.25 × \$120) + (0.25 × \$40) + (0.15 × \$80) + (0.05 × \$20)

= \$54 + \$30 + \$10 + \$12 + \$1

= \$107 (rounded to \$108)

Lifetime Value (LTV) by Tier

Tier	ARPU	Avg Lifespan	Gross Margin	LTV	CAC	LTV:CAC
Pro	\$27	14 months	85%	\$321	\$108	2.97:1
Team	\$237	24 months	80%	\$4,550	\$350*	13.0:1
Enterprise	\$2,000	36 months	75%	\$54,000	\$2,500*	21.6:1
Blended	\$178	18 months	82%	\$2,628	\$108	24.3:1

*Team/Enterprise CAC includes sales time and longer cycles

LTV Formula

LTV = ARPU × Average Lifespan (months) × Gross Margin

Pro LTV = $\$27 \times 14 \times 0.85 = \321
Team LTV = $\$237 \times 24 \times 0.80 = \$4,550$
Enterprise LTV = $\$2,000 \times 36 \times 0.75 = \$54,000$

Payback Period

Tier	CAC	Monthly Gross Margin	Payback Period
Pro	\$108	\$22.95	4.7 months
Team	\$350	\$189.60	1.8 months
Enterprise	\$2,500	\$1,500	1.7 months
Blended	\$108	\$146.09	0.7 months

Insight: Excellent payback across all tiers. Even Pro recovers CAC in under 5 months.

Monthly Expense Model

Category	M1-6	M7-12	M13-18	M19-24
Hosting/Infrastructure	\$500	\$1,500	\$3,000	\$5,000
Marketing/CAC Spend	\$3,000	\$8,000	\$15,000	\$25,000
Tools/Software	\$300	\$500	\$800	\$1,000
Contractors/Support	\$0	\$2,000	\$5,000	\$10,000
Misc/Buffer	\$200	\$500	\$1,200	\$2,000
Total Monthly Costs	\$4,000	\$12,500	\$25,000	\$43,000

Net Profit Timeline

Month	MRR	Expenses	Net Profit	Cumulative P&L
3	\$7,457	\$4,000	+\$3,457	-\$7,086
6	\$22,276	\$4,000	+\$18,276	+\$37,053

Month	MRR	Expenses	Net Profit	Cumulative P&L
9	\$54,672	\$12,500	+\$42,172	+\$125,011
12	\$111,965	\$12,500	+\$99,465	+\$382,458
18	\$232,662	\$25,000	+\$207,662	+\$1,096,339
24	\$386,633	\$43,000	+\$343,633	+\$2,464,581

Sensitivity Analysis

Conversion Rate Sensitivity

Scenario	Conv Rate	M12 MRR	M24 MRR
Pessimistic	6%	\$83,851	\$297,287
Base Case	10%	\$111,965	\$386,633
Optimistic	14%	\$156,751	\$541,286

Impact: Every 1% conversion improvement = ~\$16K more MRR at Month 12

Churn Rate Sensitivity

Scenario	Churn Rate	M12 MRR	M24 MRR
High Churn	8%	\$84,726	\$251,232
Base Case	5%→3%	\$111,965	\$386,633
Low Churn	3%	\$142,138	\$542,845

Impact: Reducing churn from 5% to 3% = 27% more MRR at Month 12

Combined Scenario Matrix (M12 MRR)

	Churn 3%	Churn 5%	Churn 8%
Conv 6%	\$106,604	\$83,851	\$63,545
Conv 10%	\$142,138	\$111,965	\$84,726
Conv 14%	\$198,993	\$156,751	\$118,616

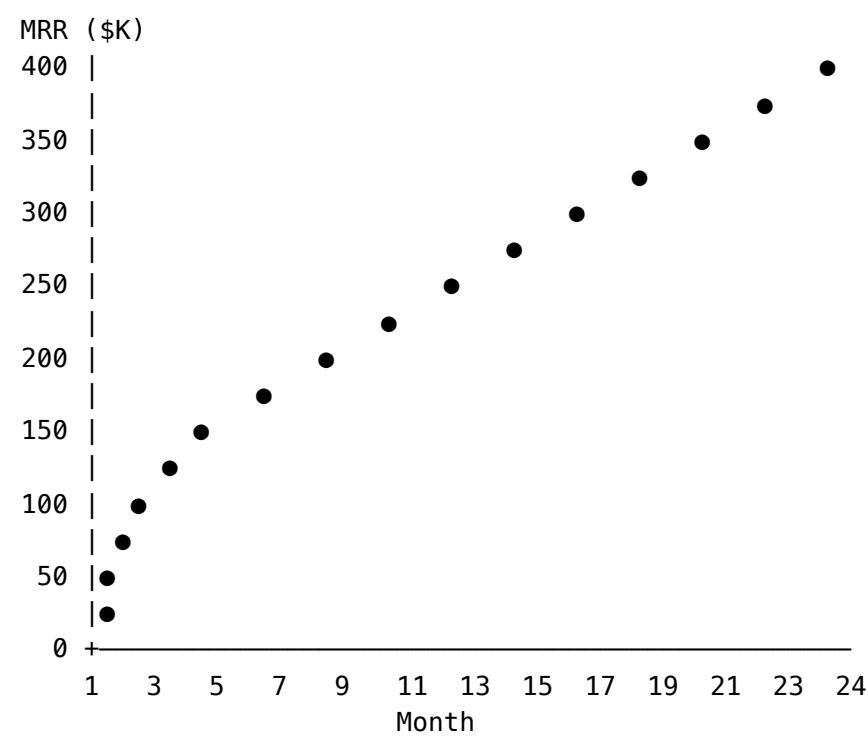
Best Case: \$199K MRR at Month 12 (14% conv, 3% churn) **Worst Case:** \$64K MRR at Month 12 (6% conv, 8% churn)

8. Financial Projections

Revenue Milestones

Milestone	Timeline	Customers	MRR
First \$10K MRR	Month 4-5	~55	\$10,000
\$25K MRR	Month 6-7	~140	\$25,000
\$50K MRR	Month 8-9	~280	\$50,000
\$100K MRR (\$1.2M ARR)	Month 11-12	~560	\$100,000
\$250K MRR (\$3M ARR)	Month 19	~1,400	\$250,000
\$400K MRR (\$4.8M ARR)	Month 24	~2,250	\$400,000

MRR Growth Trajectory



Customer Acquisition Forecast

Quarter	New Signups	Total Users	Paid Customers	Conversion
Q1	600	600	45	7.5%
Q2	1,200	1,800	136	7.6%
Q3	2,400	4,200	330	7.9%
Q4	3,600	7,800	673	8.6%
Year 1	7,800	7,800	673	8.6%
Q5	4,500	12,300	1,097	8.9%
Q6	4,500	16,800	1,475	8.8%
Q7	6,000	22,800	2,069	9.1%
Q8	6,000	28,800	2,597	9.0%
Year 2	21,000	28,800	2,597	9.0%

Annual Revenue Summary

Year	ARR (End of Year)	Cumulative Revenue	Growth
Year 1	\$1,343,580	\$484,405	—
Year 2	\$4,639,596	\$3,580,168	245%

Cash Flow Projections

Monthly Cash Flow (Year 1)

Month	Revenue	Expenses	Net Cash	Running Balance*
1	\$2,854	\$4,000	-\$1,146	\$48,854
2	\$5,251	\$4,000	+\$1,251	\$50,106
3	\$7,457	\$4,000	+\$3,457	\$53,563
4	\$12,822	\$4,000	+\$8,822	\$62,385

Month	Revenue	Expenses	Net Cash	Running Balance*
5	\$17,806	\$4,000	+\$13,806	\$76,190
6	\$22,276	\$4,000	+\$18,276	\$94,467
7	\$34,125	\$12,500	+\$21,625	\$116,092
8	\$44,720	\$12,500	+\$32,220	\$148,312
9	\$54,672	\$12,500	+\$42,172	\$190,483
10	\$75,898	\$12,500	+\$63,398	\$253,881
11	\$94,559	\$12,500	+\$82,059	\$335,941
12	\$111,965	\$12,500	+\$99,465	\$435,405

*Starting with \$50K initial investment

Profitability Timeline

Metric	Timeline
First profitable month	Month 2
Sustainable profitability	Month 4
\$10K+ monthly profit	Month 6
\$50K+ monthly profit	Month 9
\$100K+ monthly profit	Month 12

Break-Even Analysis

Fixed Monthly Costs by Stage

Category	Early Stage	Growth Stage	Scale Stage
Hosting	\$500	\$2,000	\$5,000
Tools	\$300	\$600	\$1,000
Marketing (fixed)	\$1,000	\$3,000	\$10,000
Support	\$0	\$2,000	\$8,000
Admin/Legal	\$200	\$500	\$1,000

Category	Early Stage	Growth Stage	Scale Stage
Total Fixed	\$2,000	\$8,100	\$25,000

Break-Even MRR Required

Stage	Fixed Costs	Gross Margin	Break-Even MRR
Early (M1-6)	\$2,000	82%	\$2,439
Growth (M7-12)	\$8,100	82%	\$9,878
Scale (M13+)	\$25,000	82%	\$30,488

Customers Needed to Break Even

Stage	Break-Even MRR	Blended ARPU	Customers Needed
Early	\$2,439	\$178	14 customers
Growth	\$9,878	\$178	56 customers
Scale	\$30,488	\$178	171 customers

9. Risk Analysis & Mitigation

Risk Matrix

Risk	Probability	Impact	Risk Score
Slower conversion than projected	Medium	High	High
Higher churn than expected	Medium	High	High
CAC inflation (competition)	Medium	Medium	Medium
Market timing (economic downturn)	Low	Medium	Medium

Risk	Probability	Impact	Risk Score
Technical issues at scale	Low	High	Medium
Competitor replication	Medium	Medium	Medium
Key person dependency	Medium	High	High
Regulatory/compliance changes	Low	Medium	Low

Detailed Risk Analysis & Mitigation

Risk 1: Slower Conversion Than Projected

Description: Free trial users don't convert to paid at expected rates.

Indicators: - Trial-to-paid <15% (target: 25%) - Long trial periods without engagement - Users dropping off before completing first project

Mitigation Strategies: 1. **Onboarding optimization:** Guided first-project experience 2. **Feature gating:** Show value of paid features during trial 3. **Early intervention:** Reach out to inactive trial users 4. **Pricing flexibility:** Extended trials for engaged users

Contingency: If conversion <6% by Month 3, pivot to sales-assisted model

Risk 2: Higher Churn Than Expected

Description: Paid customers cancel faster than modeled.

Indicators: - Monthly churn >8% sustained - Cancellation reasons: "not using it" - Low login frequency after first month

Mitigation Strategies: 1. **Customer success investment:** Proactive check-ins 2. **Feature stickiness:** Make product essential to workflow 3. **Save offers:** Discount or pause options before cancel 4. **Usage tracking:** Identify at-risk customers early

Contingency: If churn >10%, pause acquisition and focus on retention

Risk 3: CAC Inflation

Description: Customer acquisition costs rise beyond profitable levels.

Indicators: - LinkedIn CPM increases >30% - Association partnership costs rise - Competitor ad spending increases

Mitigation Strategies: 1. **Channel diversification:** Don't over-rely on one channel 2. **Organic investment:** Build SEO moat early 3. **Referral emphasis:** Lower CAC from happy customers 4. **Content marketing:** Thought leadership vs. paid ads

Contingency: If blended CAC >\$200, reduce paid spend and extend runway

Risk 4: Competitor Replication

Description: Major player (Bluebeam, ConstructConnect) adds JOC features.

Indicators: - Competitor announces JOC integration - Large player acquires JOC-focused company - Industry consolidation trends

Mitigation Strategies: 1. **Speed to market:** First-mover advantage 2. **Specialization:** Go deeper than generalists can 3. **Customer relationships:** Lock in early adopters 4. **Integration moat:** Become essential to workflow

Contingency: If major competitor enters, accelerate to be "the JOC specialist" vs. generalist

Risk 5: Key Person Dependency

Description: Over-reliance on founding team members.

Indicators: - All technical knowledge in one person - All customer relationships in one person - No documented processes

Mitigation Strategies: 1. **Documentation:** Write everything down 2. **Cross-training:** Multiple people on critical functions 3. **Early hiring:** Bring in key roles before needed 4. **Advisor network:** External expertise on call

Contingency: Prioritize first hire to reduce single-point-of-failure

Key Metrics to Monitor

Metric	Target	Yellow Flag	Red Flag
Free→Paid Conversion	10%+	<8%	<6%
Monthly Churn	<5%	>6%	>8%
Blended CAC	<\$150	>\$175	>\$200

Metric	Target	Yellow Flag	Red Flag
ARPU	>\$150	<\$125	<\$100
Trial-to-Paid	>25%	<20%	<15%
NPS	>40	<30	<20
Weekly Active Users	>60%	<50%	<40%

10. Funding Requirements

Funding Scenarios

Scenario A: Lean Start (\$25K)

Category	Amount	Notes
Development	\$10,000	MVP refinement
Marketing	\$8,000	LinkedIn ads, content
Operations	\$5,000	Tools, hosting, legal
Buffer	\$2,000	Contingency
Total	\$25,000	3-month runway

Risk: Any delay is fatal. No room for error. **Recommendation:** Not advised.

Scenario B: Comfortable Start (\$50K) RECOMMENDED

Category	Amount	Notes
Development	\$15,000	MVP + Phase 2 features
Marketing	\$20,000	Multi-channel launch
Operations	\$10,000	Tools, hosting, legal, contractors
Buffer	\$5,000	Contingency
Total	\$50,000	6-month runway to profitability

Benefits: - Comfortable runway with buffer for slower-than-expected growth - Ability to test multiple acquisition channels - Room for one engineering contractor

Scenario C: Growth Mode (\$100K)

Category	Amount	Notes
Development	\$30,000	MVP + full roadmap Year 1
Marketing	\$40,000	Aggressive multi-channel
Operations	\$15,000	Full tool stack
Hiring	\$10,000	First FTE budget
Buffer	\$5,000	Contingency
Total	\$100,000	12+ months runway

Benefits: - Aggressive marketing from day one - Ability to hire first engineering/support role - Faster path to scale

Use of Funds (Recommended \$50K)

Category	%	Amount	Allocation
Development	30%	\$15,000	UI polish, AI features, UPB integrations
Marketing	40%	\$20,000	LinkedIn ads, association partnerships, content
Operations	20%	\$10,000	Hosting, tools, legal, accounting
Buffer	10%	\$5,000	Unexpected costs, extended runway

Runway Analysis

Scenario	Investment	Monthly Burn	Runway	Break-Even
Lean	\$25K	~\$4K	3 months	Month 6 (risky)
Comfortable	\$50K	~\$4K	6+ months	Month 4-5

Scenario	Investment	Monthly Burn	Runway	Break-Even
Growth	\$100K	~\$8K	12+ months	Month 4-5

Return Projections

For \$50K Investment

Timeline	MRR	Cumulative Revenue	Net Position
Month 6	\$22K	\$68K	+\$28K
Month 12	\$112K	\$484K	+\$382K
Month 18	\$233K	\$1.6M	+\$1.1M
Month 24	\$387K	\$3.6M	+\$2.5M

Year 1 ROI: 864% (($\$484\text{K revenue} - \$50\text{K investment} - \90K expenses) / $\$50\text{K}$)

Year 2 Cumulative Profit: ~\$2.5M

Revenue Multiple Valuation (Year 2)

Valuation Method	Multiple	Value
ARR Multiple (Conservative)	5x	\$23.2M
ARR Multiple (SaaS Median)	8x	\$37.1M
Revenue Multiple	3x	\$10.7M

Investment Terms (If Applicable)

SAFE Note Structure

Term	Value
Investment Amount	\$50,000 - \$100,000
Valuation Cap	\$2,000,000
Discount	20%

Term	Value
Conversion Trigger	Next priced round or exit

Use of Funds Accountability

- Monthly financial reporting
- Quarterly board update calls
- Access to real-time metrics dashboard
- Annual audit (if requested)

11. Team & Operations

Current Team

Role	Name	Background
Founder/CEO	[TBD]	JOC estimating experience, product vision
Technical Lead	[TBD]	Full-stack development, SaaS experience
Design/UX	[TBD/Contractor]	Construction software UX

Hiring Plan

Year 1 Hires (As Revenue Allows)

Role	Timing	Priority	Est. Salary
Customer Success	Month 6-8	High	\$50-60K
Marketing/Growth	Month 8-10	High	\$60-70K
Support (Part-time)	Month 4-6	Medium	\$25-30K
Junior Developer	Month 10-12	Medium	\$70-80K

Year 2 Expansion

Role	Timing	Priority
Senior Developer	Q1	High
Sales (Team/Enterprise)	Q2	High
Customer Success #2	Q2	Medium
Product Manager	Q3	Medium

Operating Model

Development Process

Process	Approach
Development Methodology	Agile (2-week sprints)
Release Cadence	Weekly updates, monthly features
QA Process	Automated testing + beta group
Documentation	In-app + help center + video

Customer Support

Tier	Support Level	Response Time
Starter	Email, help center	48 hours
Pro	Priority email	24 hours
Team	Phone + email	4 hours
Enterprise	Dedicated + SLA	1 hour

Key Metrics Tracking

Category	Tools	Frequency
Revenue/MRR	Stripe, internal dashboard	Daily
Product Usage	Mixpanel, internal	Weekly
Customer Health	Intercom, spreadsheet	Weekly
Marketing	LinkedIn, Google Analytics	Daily
Support	Intercom, Notion	Daily

Operational Timeline

Month 1-3: Foundation

- Core product development
- Initial marketing channels
- First 50 customers
- Onboarding refinement

Month 4-6: Traction

- Multi-channel marketing
- First case studies
- Association partnerships
- Support processes defined

Month 7-9: Growth

- First hire (support/success)
- Team tier push
- More UPB integrations
- Product-market fit validation

Month 10-12: Scale

- Second hire (marketing/sales)
 - Enterprise pilots
 - Conference presence
 - Year 2 planning
-

12. Appendices

Appendix A: Detailed 24-Month Financial Model

Available upon request in Excel format

Summary Data Points

Month	Signups	Customers	MRR	Churn	Net MRR
1	200	16	\$2,854	\$0	\$2,854
6	400	136	\$23,344	\$1,068	\$22,276
12	1,200	673	\$114,802	\$2,837	\$111,965
18	1,500	1,475	\$239,149	\$6,487	\$232,662
24	2,000	2,597	\$395,716	\$9,083	\$386,633

Appendix B: Competitive Feature Comparison

Feature	JOCstudio	Kreo	PlanSwift	Bluebeam	OST
Cloud-Based	✓	✓	✗	⚠	⚠
AI Takeoff	✓	✓	✗	✗	⚠
UPB Integration	✓	✗	✗	✗	✗
Line Item Mapping	✓	✗	✗	✗	✗
Coefficient Calculator	✓	✗	✗	✗	✗
Task Order Templates	✓	✗	⚠	✗	⚠
MEP Catalogs	✓	✗	⚠	✗	✗
Team Collaboration	✓	✓	✗	✓	⚠
Mobile/Tablet	✓	✓	✗	⚠	✗
Audit Trail	✓	✗	✗	⚠	✗
API Access	✓	⚠	✗	✓	✗

Appendix C: Customer Persona Details

Mike the Estimator (Full Profile)

Attribute	Detail
Age	45-55
Education	Trade school, some college
Income	\$65,000-85,000
Company	15-30 employee fire protection contractor
Experience	12+ years in JOC estimating
Reports To	Owner or VP of Operations
Direct Reports	0-1 junior estimators
Daily Tools	Bluebeam, Excel, email, UPB books (physical or PDF)
Pain Points	Data entry tedium, error risk, time pressure
Goals	Accuracy, speed, impress the boss, go home on time
Buying Authority	Can recommend, needs approval >\$500/year
Information Sources	Trade associations, LinkedIn, peer recommendations

Sarah the Owner (Full Profile)

Attribute	Detail
Age	50-60
Education	Trade background, possibly business degree
Income	\$150,000+
Company	8-20 employee MEP contractor (owner)
Experience	20+ years in construction, 10+ in JOC

Attribute	Detail
Direct Reports	3-5 managers, all employees indirectly
Daily Tools	Email, phone, QuickBooks, occasionally Bluebeam
Pain Points	Capacity constraints, can't bid enough, hiring challenges
Goals	Profitable growth, win more contracts, succession
Buying Authority	Final decision on all purchases
Information Sources	Peer networks, industry events, trusted advisors

James the Operations Manager (Full Profile)

Attribute	Detail
Age	35-45
Education	Business or construction management degree
Income	\$80,000-100,000
Company	30-75 employee contractor
Experience	8+ years, transitioned from field to office
Reports To	Owner or CEO
Direct Reports	Estimators, project managers, admin staff
Daily Tools	Project management software, Excel, email
Pain Points	Inconsistency, training burden, visibility
Goals	Standardization, efficiency, career advancement

Attribute	Detail
Buying Authority	Can approve up to \$5,000, influences larger purchases
Information Sources	Industry publications, conferences, software reviews

Appendix D: Agency UPB List (Launch)

Agency	Region	Status
NYC Health + Hospitals	NY	Confirmed
NYC School Construction Authority	NY	Confirmed
Army Corps of Engineers	National	In Progress
GSA Schedule	National	In Progress
VA Medical Centers	National	In Progress
NYC MTA	NY	Planned
Port Authority NY/NJ	NY/NJ	Planned
California DGS	CA	Planned
Texas Facilities Commission	TX	Planned
Florida DOT	FL	Planned

47 total UPBs planned for launch, expanding quarterly

Appendix E: Marketing Channel Details

LinkedIn Advertising Specifications

Metric	Target
Monthly Budget	\$2,000-5,000
Target CPM	\$30-50
Target CPC	\$3-8
Target Conversion Rate	2-4% (landing page)

Metric	Target
Audience Size	50,000-100,000

Content Calendar (First 90 Days)

Week	Blog Post	Social Content	Lead Magnet
1	"The JOC Estimating Bottleneck"	Launch announcement	—
2	"5 UPB Lookup Shortcuts"	Feature highlight	Cheat sheet
3	"How We Built JOCstudio"	Behind-the-scenes	—
4	"Case Study: [Customer]"	Testimonial	—
5	"Coefficient Optimization 101"	Tips thread	Calculator template
6	"JOC vs Traditional Estimating"	Comparison	—
7	"Top 10 JOC Agencies in [State]"	Local targeting	Agency guide
8	"Feature Spotlight: Templates"	Demo video	Template library
9	"Interview: [Industry Expert]"	Quote graphics	—
10	"Q&A: Common JOC Questions"	FAQ thread	—
11	"Case Study #2"	Testimonial	—
12	"Product Update Roundup"	New features	—

Document Control

Version	Date	Author	Changes
1.0	February 8, 2026	JOCstudio Team	Initial release

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