

# Phase 1: Foundation — 90-Day Execution Plan

**Goal:** Reach **\$2,000/mo MRR** through Setup Concierge fees, small web projects, and freelance media work.

**Timeline:** Feb 2026 → Apr 2026



## Weekly Roadmap

### Weeks 1–2: Legal & Identity (Feb 6 – Feb 20)

#	Action Item	Owner	Deliverable
1	<b>Finalize Black Nexus LLC paperwork</b>	Justice + Partner	Filed LLC, EIN obtained
2	<b>Draft Management Agreement</b>	Justice	Signed Setup Concierge → Black Nexus retainer contract
3	<b>Open business bank account</b>	Justice	Dedicated account for Black Nexus
4	<b>Logo &amp; brand kit</b>	Partner / Designer	Logo (dark + light), color palette, typography guide
5	<b>Pitch deck v1</b>	Justice	8–10 slide deck for prospective clients

### Weeks 3–4: Digital Presence (Feb 20 – Mar 6)

#	Action Item	Owner	Deliverable
6	<b>Add Black Nexus showcase</b> to setupconcierge.com	Justice	Live portfolio page
7	<b>3-tier service packages</b>	Justice	Starter / Pro / Premium pricing cards
8	<b>Social profiles</b> (IG, LinkedIn, YouTube)	Justice	Branded, linked, bio-optimized
9	<b>Google Business Profile</b>	Justice	Verified listing
10	<b>Client intake form</b> (Typeform / Google Form)	Justice	Embedded on site

### Weeks 5–8: Revenue Activation (Mar 6 – Apr 3)

#	Action Item	Owner	Deliverable
11	<b>Land first paid web build</b>	Justice	\$500–\$1,500 project via Setup Concierge
12	<b>WNQ case study</b>	Justice	Written + visual case study for portfolio
13	<b>2x content pieces/week</b> (Shorts, Reels)	Justice	Art Transformations / Creator Tech tutorials
14	<b>Launch email list</b>	Justice	Lead magnet → Mailchimp/ConvertKit
15	<b>Freelance media outreach</b>	Justice	5–10 warm leads per week

### Weeks 9–12: Stabilize & Measure (Apr 3 – Apr 30)

#	Action Item	Owner	Deliverable
16	<b>Monthly retainer client #1</b>	Justice	Recurring \$500+/mo service agreement
17	<b>V8 Engine demo reel</b>	Justice	60-sec sizzle reel for Black Nexus portfolio
18	<b>Financial review</b>	Justice	P&L spreadsheet, MRR tracking dashboard
19	<b>Process SOPs</b>	Justice	Documented workflows for repeatable services
20	<b>Phase 2 planning session</b>	Justice + Partner	Roadmap for \$4,700/mo scale phase

## 💰 Revenue Model (Phase 1 Mix)

Stream	Target MRR	Notes
Web builds (Setup Concierge)	\$800	1–2 small projects/month
Creative retainers (Black Nexus)	\$600	Branding, social content
Freelance media (photography/video)	\$400	Event shoots, short-form content
Content monetization	\$200	YouTube AdSense, affiliate
<b>Total</b>	<b>\$2,000</b>	

## ✖️ Partner / Hire Triggers

Milestone	Action
Logo + brand kit needed	Bring in <b>Graphic Designer</b> (contract)
4+ content pieces/week	Onboard <b>Video Editor</b> (contract)
Hitting \$3K/mo	Explore <b>Virtual Assistant</b> for admin

## 📐 What I Can Help Build Right Now

These are tangible deliverables I can start creating for you **today**:

- Service packages page** — A polished, responsive web page with your 3-tier pricing (Starter / Pro / Premium) ready to embed on setupconcierge.com
- Pitch deck** — A professional slide deck (HTML/PDF) you can send to prospective clients
- Client intake form** — A branded questionnaire to qualify leads
- WNQ case study** — A formatted portfolio piece showcasing the Warriors Never Quit web revamp
- Invoice / proposal templates** — Clean, branded documents for closing deals
- Content calendar** — A 30-day posting schedule for Shorts/Reels aligned with your viral strategy
- Financial tracker** — A spreadsheet or dashboard for MRR, expenses, and P&L

[!IMPORTANT] **Which deliverables do you want to tackle first?** Pick 1–3 from the list above, or tell me what's most urgent for your current situation, and we'll start building.