

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

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

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

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

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

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

#	Action Item	Owner	Deliverable
16	Monthly retainer client #1	Justice	Recurring \$500+/mo service agreement
17	V8 Engine demo reel	Justice	60-sec sizzle reel for Black Nexus portfolio
18	Financial review	Justice	P&L spreadsheet, MRR tracking dashboard
19	Process SOPs	Justice	Documented workflows for repeatable services
20	Phase 2 planning session	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
Total	\$2,000	

🔗 Partner / Hire Triggers

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

📌 What I Can Help Build Right Now

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

1. **Service packages page** — A polished, responsive web page with your 3-tier pricing (Starter / Pro / Premium) ready to embed on setupconcierge.com
2. **Pitch deck** — A professional slide deck (HTML/PDF) you can send to prospective clients
3. **Client intake form** — A branded questionnaire to qualify leads
4. **WNQ case study** — A formatted portfolio piece showcasing the Warriors Never Quit web revamp
5. **Invoice / proposal templates** — Clean, branded documents for closing deals
6. **Content calendar** — A 30-day posting schedule for Shorts/Reels aligned with your viral strategy
7. **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.*