



JORDAN LIVINGSTON
CHIEF FINANCIAL OFFICER

After graduating with his MLA, Mr. Livingston revolutionized the industry with innovative techniques and rapid expansion. His leading methodology for prescribed burns has since become precedent for the entire industry. He now commutes to work via helicopter and owns an NBA team.

- Financial Coordinator
- Construction Administrator
- Project Designer
- Forestry Coordinator
- Transportation Coordinator
- Supplier Liaison
- Intern Supervisor
- Awards Team



ELIZABETH PRUDEN
CHIEF VISION OFFICER

After serving as the Secretary of the Interior, Libby helped change the industry and won the ASLA Iconic Award. After speaking at ASLA, she met with some old Grad School friends and pitched the idea for Daylight Designs. She commutes to work via unicycle.

- Greenhouse Coordinator
- Project Designer
- HR Coordinator
- Law Liaison
- Research Coordinator
- Publishing Coordinator
- Awards Team
- Community Service Coordinator



APRIL RIEHM
CHIEF EXECUTIVE OFFICER

April has won more awards than any landscape architect in the history of the profession. After taking a five year sabbatical traveling throughout the solar system, she was offered the role as CEO of Daylight Designs. She now commutes to work via environmentally friendly vehicles.

- Project Manager
- Project Designer
- Awards Team
- Coordinator
- Hiring Coordinator
- Vision Forward 2050 Coordinator
- Administrative Coordinator
- Head of Fun Fridays!



MICHAEL TYLER
CHIEF MARKETING OFFICER

Michael gave up on landscape architecture almost immediately. A tortured artist/educator, his only project was the re-design of the entire Everglades National Park. His work in wetland restoration and magnetic personality drew him to DD. He now commutes in a Range Rover.

- Marketing Coordinator
- Public Presentation Coordinator
- Project Designer
- Public Relations Liaison
- Spring Company Retreat Coordinator
- Fall Company Retreat Coordinator
- Awards Team

Introduction

Daylight Design is an ecological restoration firm dedicated to restoring and enriching landscapes using design solutions inspired by natural systems and backed by research across the Carolinas and northern Georgia.



Executive Summary

Mission Statement

Daylight Design seeks to enrich landscape biodiversity and resilience with solutions derived and inspired by natural systems.



Executive Summary

Unique Features

- Studio Bus
- Genetically Diverse Native Plant Nursery

Marketing Objectives

- Highly mobile design team and office
- Disrupt the industry through provocative and innovative design
- Highly adaptive design through research
- Maintain a visually appealing company website
- Build client relationships through conferences and allied professionals

Expected Accomplishments

- Utilize the disregarded spaces in an industrialized matrix as habitat and ecosystem services; invest in and improve our natural resources.

Required Capital

- \$950,000 Start Up Costs

Executive Summary

Problem Statement

The problem of funding a new business affects long-term success, Daylight Design is backed by eager contracts and investors who share our values and visions, but is insufficiently supported to realize all aspects of our unique business model. Daylight design is seeking a loan of 450,000 to fund the establishment of and initial operating costs of a locally-sourced, genetically diverse native plant nursery and field-adapted mobile studio.

Description of Business

Daylight Design is a landscape architecture firm which approaches projects from an ecological standpoint and works with clients to install designs which reflect the historical ecology, provide site resilience through ecosystem services, and invite people to engage with and enjoy nature.

To improve results, Daylight Design

- Operates a native-plant, local wild-type from seed nursery
- Incorporates future site revisits to measure and collect publishable data
- Adapts design strategy based on the now & then for the best future

The Business



THE Sustainable **SITES** Initiative®

Marketing

Service Description

- Ecological restoration design for municipal projects.
- Scale not a factor
- Design Build: (Site Selection, Site Analysis, Conceptual Design, Master Planning, Site Design, Construction Documentation, Construction Bidding, Maintenance)

Related Products

- Research into phytoremediation
- Horticultural Experimentation with Greenhouse
- Education and Advocacy

Image & Character

- Eco-Terrorists at heart, but too scared of jail
- Passionate about native species, wildlife ecology, and sustainable ecological restoration.

Marketing

Objectives & Strategies

Main Objective:

- Create sustainable landscapes of ecological restoration on public lands to educate the general public on the importance of natural landscapes in the urban environment.

Strategy:

- Highly mobile design team and office
- Disrupt the industry through provocative and innovative design
- Highly adaptive design through research
- Maintain a visually appealing company website
- Build client relationships through conferences and allied professionals

Unique Selling Advantage

- Passionate, unhinged
- Data-driven Design

Marketing

MARKET ANALYSIS



MARKET RESEARCH
TARGET MARKET
CLIENT PROFILE
COMPETITION

MARKET RESEARCH

THE ECOLOGICAL RESTORATION INDUSTRY

A 3.5 billion dollar industry (direct) and 9.6 billion indirect in annual revenues nationwide.

Stable, well funded, and well-regulated

Largely ignored by Landscape Architects who are well suited for it.

THE NATIVE PLANT INDUSTRY

- Receiving more interest in recent decades.
- Market share is up 13% of all plant sales.
- Critical to ecological restoration efforts.
- Sustainable



RIVERINE RESTORATION



NATIVE WETLAND PLANTS

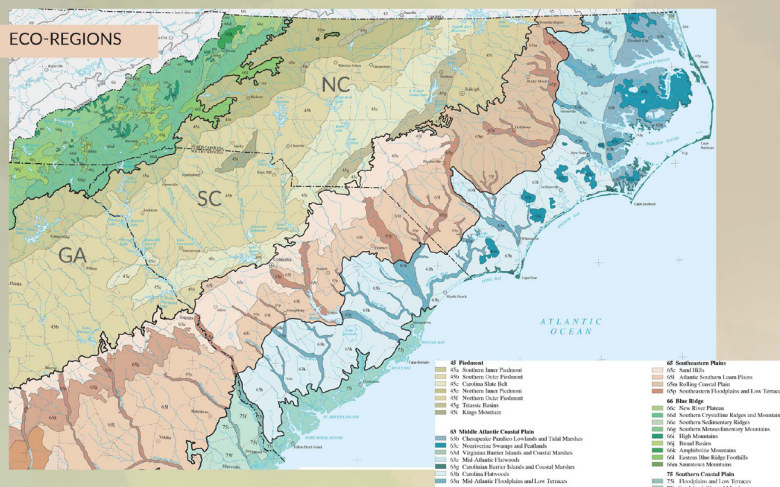
TARGET MARKET

SOUTH CAROLINA
NORTH CAROLINA
&
NE GEORGIA

Our area of focus is from the marshes of the Coastal Plain to the waterfalls and rivers of the Blue Ridge including:

- high mountain streams
- rivers and lakes
- foothills
- piedmont
- sand hills
- tidal marshes
- floodplains
- sea islands
- coastal marsh

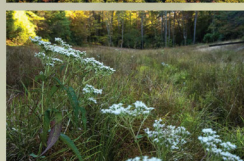
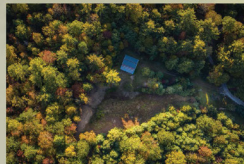
ECO-REGIONS



CLIENT PROFILE

A PREVIOUS ECOLOGICAL RESTORATION
FOR NATURLAND TRUST

2019 DAMN REMOVAL
AND STREAM RESTORATION



MATTHEWS CREEK BEFORE

MATTHEWS CREEK AFTER

PUBLIC AND
PRIVATE SECTOR CLIENTS:

- GOVERNMENTS
- CORPORATIONS
- SCHOOLS & UNIVERSITIES
- LAND TRUSTS, NGOS AND NON-PROFITS
- LANDOWNERS AND DEVELOPERS

COMPETITION

LARGE MULTIDISCIPLINARY CONSULTING &
ENGINEERING FIRMS

- AECOM
- STANTEC

MITIGATION BANKS
-OVER 2,000 APPROVED BANKS (AS OF 2021)

- Non-profits & for-profits
- The Nature Conservancy
 - Ducks Unlimited
 - SC Conservation Bank

LANDSCAPE ARCHITECTURE FIRMS
AND STUDIOS

- EARTHDESIGN
- SCAPE
- D.I.R.T.
- WILDLANDS

WHOLESALE PLANT NURSERIES: NATIVE
NURSERIES & STANDARD NURSERIES THAT
STOCK NATIVE PLANTS

- Carolina Native Nursery
- NorthCreek Nursery
- Native Roots

Description of Risks

- Not having a physical office for the company could create some logistical issues
- Difficult to break into the ecological restoration niche even with the projected market value
- Focusing on a niche in the market can limit job opportunities
- Since Daylight Design is a very small company, loss of just one employee could be disastrous for the functioning of the company

Financial Plan

Contingency Plan

Since Daylight Design is establishing itself in the ecological restoration niche, initial funding is critical. Early business development and decisions are based on the signed contracts of our initial contracts totaling \$400,000. If these initial contracts are not paid when anticipated, additional funding will need to be sourced to not compromise the business plan.

Financial Plan

Sources of Capital

Amount	Source			
\$25,000	Jordan Livingston	SBA 504 Loan: \$450,000 - 20 year		
\$25,000	Libby Pruden	Amount	Rate	Source
\$25,000	April Riehm	\$180,000	6.36%	SBA 504 Loan
\$25,000	Michael Tyler	\$225,000	6.28%	Helping Hand Bank
\$400,000	Client Contracts	\$45,000		Down Payment (10%)
\$500,000	Total	\$450,000		Total Project Cost

Financial Plan

Uses of Capital

Item	Amount	Cost	Additional Cost	Total
Land	5.2 acres	\$130,000		\$130,000
Gold Dragon Electric Bus	2	\$80,000 each	\$5,000 redesign each	\$180,000
Greenhouse	10,000 sq ft	\$250,000	\$25,000 for equipment	\$275,000
Laptops	4	\$2,500 each	Software \$5,000 total	\$15,000
			Total	\$600,000

Financial Plan

Balance Sheet

	2024	2025	2026
Sales Revenue	\$400,000	\$520,000	\$676,000
Capital	\$100,000		
Loan	\$450,000		
Expenses			
Startup Cost	\$600,000		
Payroll	\$300,000	\$318,000	\$337,080
Performance Bonus	-	30% of Gross Profit	30% of Gross Profit
Utilities	\$3,600	\$3,708	\$3,820
Electric Fuel Cost (24,000 mile assumption)	\$5,000	\$5,150	\$5,305
Loan Payment	\$35,709	\$36,288	\$36,288
Gross Profit	\$5,691	\$156,854	\$293,507
Gross Margin %	1.42%	30.16%	43.42%
Bonus Amount Total	-	\$47,056	\$88,052

Financial Plan

Monthly Cash Flow Statement

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales	\$180,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Costs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Upfront Cost	\$50,000											
Payroll	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Utilities	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Electric Fuel Cost	\$416	\$417	\$416	\$417	\$416	\$417	\$416	\$417	\$417	\$417	\$417	\$417
Loan Payment	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976
Balance	\$101,308	\$92,615	\$83,924	\$75,231	\$66,539	\$57,846	\$49,155	\$40,462	\$31,769	\$23,076	\$14,384	\$5,691

Financial Plan

Daylight Designs
Business Plan

Jordan Livingston
Elizabeth Pruden
April Riehm
Michael Tyler

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Executive Summary

Daylight Design is an ecological restoration firm dedicated to restoring and enriching landscapes using design solutions inspired by natural systems and backed by research.

Introduction

- Daylight Design is an ecological restoration (business type) dedicated to restoring landscapes across the Carolinas and northern Georgia.

Mission Statement

- Daylight Design seeks to enrich landscape biodiversity and resilience with solutions derived and inspired by natural systems.

Unique Features

- Studio Bus
- Genetically Diverse Native Plant Nursery

Marketing Objectives

- Highly mobile design team and office
- Disrupt the industry through provocative and innovative design
- Highly adaptive design through research
- Maintain a visually appealing company website
- Build client relationships through conferences and allied professionals

Expected Accomplishments

- Utilize the disregarded spaces in an industrialized matrix as habitat and ecosystem services; invest in and improve our natural resources.

Required Capital

- The required capital needed to establish Daylight Design is \$950,000. This will go towards buying land, two electric buses, computers and software for the team, and constructing the greenhouse. This also includes utility costs for the greenhouse and the electricity cost for the buses as well as the loan payment.

Problem Statement

The problem of funding a new business affects long-term success, Daylight Design is backed by eager contracts and investors who share our values and visions, but is insufficiently supported to realize all aspects of our unique business model.

Daylight design is seeking a loan of 450,000 to fund the establishment of and initial operating costs of a locally-sourced, genetically diverse native plant nursery and field-adapted mobile studio.

Description of Business

Daylight Design is a landscape architecture firm which approaches projects from an ecological standpoint and works with clients to install designs which reflect the historical ecology, provide site resilience through ecosystem services, and invite people to engage with and enjoy nature.

To improve results, Daylight Design

- Operates a native-plant, local wild-type from seed nursery
- Incorporates future site revisits to measure and collect publishable data
- Adapts design strategy based on the now & then for the best future

History of Business

After graduating with his MLA, Mr. Livingston revolutionized the industry with innovative techniques and rapid expansion. His leading methodology for prescribed burns has since become precedent for the entire industry. He now commutes to work via his solar powered drone helicopter and owns an NBA team- The South Carolina Swalers.

After serving as the Secretary of the Interior, Libby helped change the industry and won the ASLA Iconic Award. She is, also, CERP certified. After speaking at ASLA, she met with some old Grad School friends and pitched the idea for Daylight Designs. She commutes to work via a classical Ford Bronco “Sally” that has since been converted to electric.

April has won more awards than any landscape architect in the history of the profession. After taking a five year sabbatical traveling throughout the solar system creating light sculptures, she began cloud forming, thereby saving the world from climate change, she was offered the role as CEO of Daylight Designs. She now commutes to work via environmentally friendly vehicles.

Her favorite is an EV motorbike with a sidecar.

Michael gave up on landscape architecture almost immediately. A tortured artist/educator, his only project was the re-design of the entire Everglades National Park. There he also devised a strategy to eliminate invasive pythons that involved very well-fed alligators. His work in wetland restoration and magnetic personality drew him to DD. He now commutes in a Range Rover.

The challenge of starting a business has been embraced by each of these four visionaries and innovators.

Founder(s)

- Jordan Livingston
- Elizabeth Pruden
- April Riehm
- Michael Tyler

Management & Operations

- Jordan Livingston
 - Financial Coordinator
 - Construction Administrator
 - Project Designer
 - Forestry Coordinator
 - Transportation Coordinator
 - Supplier Liaison
 - Intern Supervisor
 - Awards Team
- Elizabeth Pruden
 - Greenhouse Coordinator
 - Project Designer
 - HR Coordinator
 - Law Liaison
 - Research Coordinator
 - Publishing Coordinator
 - Awards Team
 - Community Service Coordinator
- April Riehm
 - Project Manager
 - Project Designer
 - Awards Team Coordinator
 - Hiring Coordinator
 - Vision Forward 2050 Coordinator
 - Administrative Coordinator
 - Head of Fun Fridays!
- Michael Tyler
 - Marketing Coordinator
 - Public Presentation Coordinator
 - Project Designer
 - Public Relations Liaison
 - Spring Company Retreat Coordinator
 - Fall Company Retreat Coordinator
 - Awards Team

Description of Shelter & Equipment Requirements**Daylight Design Studio**

- Electric city-bus, 50-seater (to refit)
- Photovoltaic panels
- Hookups site (water, sewage, electric)

Local Genetics Nursery

- Acreage
- Greenhouse
- Irrigation System
- Forklift

Regulations & Licensing

-

Objectives

- Create sustainable landscapes of ecological restoration on public lands to educate the general public on the importance of natural landscapes in the urban environment.
- Daylight Design seeks to enrich landscape biodiversity and resilience with solutions derived and inspired by natural systems.

Market Research

The Ecological Restoration Industry:

Wetland mitigation in North Carolina, South Carolina and Northern Georgia includes coastal areas, estuarine environments and freshwater streams, rivers and other water courses. The wetland and stream mitigation industry is a 3.5 billion annual business alone (direct). However, when including indirect business (supply chain and spillover) it totals 9.6 billion in annual revenues. Growth is estimated at 5.25% CAGR (Compound Annual Growth Rate). This equates to 53,000 jobs. (Bendor, 2023)

The market has grown exponentially since the passing of the Clean Water Act in 1972. This law protects any body of water defined as the “Waters of the United States” (WOTUS). The definition of WOTUS has recently been re-clarified by the Supreme Court in the Sackett v. EPA case in early 2023. Although the newest definition of WOTUS does not protect as many wetland areas as previously, it is still a powerful regulation tool for ecological protection and restoration. Section 404 of the Clean Water Act Service encompasses the compensatory wetland mitigation market (EPA.gov, 2024). At the federal level, the permitting authority is the US Army Corp of Engineers. The enforcement is shared by the USACE and the EPA. NOAA, National Fisheries is another. There are also state level authorities that ensure wildlife habitat and endangered species are protected such as the DNR and FWS.

The Native Plant Industry:

Native plants are a critical component in successful restoration efforts. To complement our design and mitigation work and to make ourselves even more competitive we also propagate native plant material in our own nurseries. The native plant industry has grown tremendously in the past decades with increased interest in environmental conscious design. This has led to increasing prices and shortages. With an onsite nursery, we are more efficient, and less vulnerable to supply chain disruptions than our competitors. This means we will have fewer delays which can be costly.

Target Market/ Client Profile

We work primarily in South Carolina, North Carolina and Northeast Georgia. We are mobile and can be in more than one state at a time. Across the three states in our range there are similar ecological zones from the coast to the mountains. We are experts in this range. Eventually as we grow, we expect to expand our operations throughout the southeast region and beyond.

Our clients are both public and private sector. We work for governments, corporations, landowners, developers, land trusts and other non-profit entities. Some projects may have more than one stakeholder and public-private partnerships are becoming more common. A mitigation bank is an entity which may have more than one location that it is restoring. The *Fee in Lieu* system and section 404 of the Clean Water Act directed more private investment into state and national restoration efforts. Restorations can also take place when federal, state or local governments receive grants to restore lands that have been contaminated or degraded by human activities such as landfills, military dumping sites or industrial sites. Sometimes these sites are re-designed into parks and other public spaces. These projects are put out for bid. Our firm intends to pursue these opportunities and submit competitive proposals. Sometimes these projects are funded through grants from the federal government. We have many potential funding opportunities to take advantage of.

The Mitigation banks are potential Daylight Design clients. They hire us as design consultants. If a project such as a housing development has been allowed to purchase mitigation credits, they may do so from a mitigation bank to offset the environmental impacts their development may have. This is desirable for developers who want to save time and move ahead with their project rather than spend years on restoration efforts themselves.

Although it may sound like a complex industry with many players, there are multiple opportunities to secure contracts for projects consistently and long-term. In fact it's because of the diversity of the industry that we are confident that we can build a sustainable and profitable business.

Competition:**Ecological Restoration:**

There are a range of competitors across the industries that engage in ecological restoration. The field is broad. Landscape Architecture Firms or Studio insert themselves here. Environmental consultants can also be larger, more diversified multidisciplinary firms such as AECOM or Stantec. There are also specialized small and mid-size companies that will supervise or implement the projects themselves. Many of these entities are not specialized.

However, no one will approach the restoration in an artfully holistic way as we do. The market may be competitive, but this unique approach gives us an edge.

Native Plant Nursery:

The native plant sales make up 13% of the total nursery business revenues. Native plant use is more common than in previous decades, and demand is on the rise. However, we are not competing in the native plant industry per se.. We're only engaging in the native plant industry primarily to supply our own projects. We're not selling our inventory on the market. This means our competition is not other native plant nurseries. We don't view them as competitors, but rather partners in the business. While we can still source additional plant products from other nurseries when needed, having our own source makes us more competitive with other ecological restoration companies who have to rely on what growers have available. This makes us more competitive among other ecological restoration entities. We can anticipate what we'll need in the future and begin growing years in advance. We won't have to stop work due to supply chain issues. This gives us a huge advantage and will make us more profitable. Clients will also associate us with being more efficient and reliably able to complete projects on time. They will also view us competent, because growing the plants means we have the expert knowledge of what will thrive and contribute to a successful restoration long term. Restoration projects must be done correctly, or they will not be approved for mitigation credits. Our clients can be confident that when they hire us, everything will go well.

References:

Bendor, T. K. (2023). Assessing the size and growth of the US wetland and stream compensatory mitigation industry. *Plos One*.

EPA.gov. (2024, 03 11). *EPA*. Retrieved from Mitigation Banks under CWA Section 404: <https://www.epa.gov/cwa-404/mitigation-banks-under-cwa-section-404>

Walsh, P. (2015, 0825). *The Return of the Swamp*. Retrieved from Landscape Architecture Magazine: <https://landscapearchitecturemagazine.org/2015/08/25/the-return-of-the-swamp/>

Service Description

- Ecological restoration design for municipal projects.
- Scale not a factor
- Design Build: (Site Selection, Site Analysis, Conceptual Design, Master Planning, Site Design, Construction Documentation, Construction Bidding, Maintenance)

Related Products

- Research into phytoremediation
- Horticultural Experimentation with Greenhouse
- Education and Advocacy

Image & Character

- Eco-Terrorists at heart, but too scared of jail
- Passionate about native species, wildlife ecology, and sustainable ecological restoration.
- Focus on community engagement
- Focus on site specific conditions

Objectives & Strategies

- Main Objective:
 - Create sustainable landscapes of ecological restoration on public lands to educate the general public on the importance of natural landscapes in the urban environment.

Strategy:

- Highly mobile design team and office
- Disrupt the industry through provocative and innovative design
- Highly adaptive design through research
- Maintain a visually appealing company website
- Build client relationships through conferences and allied professionals

Unique Selling Advantage

- Passionate, unhinged
- Data-driven Design

Description of Risks

- Not having a physical office for the company could create some logistical issues
- Difficult to break into the ecological restoration niche even with the projected market value
- Focusing on a niche in the market can limit job opportunities
- Since Daylight Design is a very small company, loss of just one employee could be disastrous for the functioning of the company

Contingency Plan

Since Daylight Design is establishing itself in the ecological restoration niche, initial funding is critical. Early business development and decisions are based on the signed contracts of our initial contracts totaling \$400,000. If these initial contracts are not paid when anticipated, additional funding will need to be sourced to not compromise the business plan.

Sources of Capital

Amount	Source
\$25,000	Jordan Livingston
\$25,000	Libby Pruden
\$25,000	April Riehm
\$25,000	Michael Tyler
\$400,000	Client Contracts
\$500,000	Total

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\$225,000	6.28%	Helping Hand Bank
\$45,000		Down Payment (10%)
\$450,000		Total Project Cost

SBA 504 Loan: \$450,000 - 20 year

Uses of Capital

Item	Amount	Cost	Additional Cost	Total
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Gold Dragon Electric Bus	2	\$80,000 each	\$5,000 redesign each	\$180,000
Greenhouse	10,000 sq ft	\$250,000	\$25,000 for equipment	\$275,000
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			Total	\$600,000

Balance Sheet

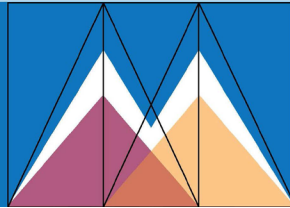
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(24,000 mile assumption)			
Loan Payment	\$35,709	\$36,288	\$36,288
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Gross Margin %	1.42%	30.16%	43.42%
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Monthly Cash Flow Statement

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Utilities	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Electric Fuel Cost	\$416	\$417	\$416	\$417	\$416	\$417	\$416	\$417	\$417	\$417	\$417	\$417
Loan Payment	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976	\$2,976
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LAMN LAND DESIGN, LLC

Lupe Franchi, Alex Leonard, Meredith Bendl, Nadia Hartman
LARC 6810 Professional Practice
Mid-term Project - Business Plan
March 12, 2024



WHO WE ARE

- Mission Statement
- The team

EXECUTIVE SUMMARY

- Unique Features
- Marketing Objectives
- Expected Accomplishments
- Required Capital

THE BUSINESS

- Problem Statement
- Description
- History
- Founders
- Management & Operations
- Shelter & Equipment Requirements
- Regulations & Licensing
- Objectives

MARKET ANALYSIS

- Market Research
- Target Market
- Customer Profile
- Competition

MARKETING

- Service Description
- Related Products
- Image & Character
- Objectives & Strategies
- Unique Selling Advantage

FINANCES

- Description of Risks
- Contingency Plans or Back-up Strategy
- Sources & Uses of Capital
- Balance Sheet
- Proposed Cash Flow Statement

Welcome to LAMN Land Design, LLC., a unique landscape architecture firm headquartered in South Carolina. Our passion lies in **creating and regenerating natural sites and urban centers**, with a dedicated focus on **preserving cultural heritage through landscape restoration and revitalization efforts**. At LAMN Land Design, LLC., we pride ourselves on designing sustainable landscapes with a commitment to long-term maintenance.



Our mission at LAMN Land Design, LLC. is to contribute to the preservation of **cultural heritage, foster sustainability, and enhance the beauty** of our surroundings. We are committed to delivering professional landscape architecture services with **integrity, sensitivity, and authenticity**, ensuring that the landscapes we design endure for **future generations**.

	LAMN
WHO WE ARE	Mission Statement The team
EXECUTIVE SUMMARY	Unique Features Marketing Objectives Expected Accomplishments Required Capital
THE BUSINESS	Problem Statement Description History Founders Management & Operations Shelter & Equipment Requirements Regulations & Licensing Objectives
MARKET ANALYSIS	Market Research Target Market Customer Profile Competition
MARKETING	Service Description Related Products Image & Character Objectives & Strategies Unique Selling Advantage
FINANCES	Description of Risks Contingency Plans or Back-up Strategy Sources & Uses of Capital Balance Sheet Proposed Cash Flow Statement



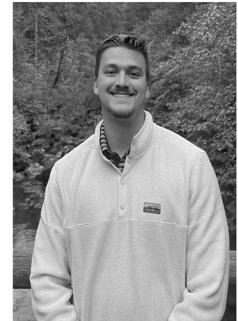
Meredith Bendl
ASLA | President/
Ecological Design
Specialist



Lupe Franchi
AICP, ASLA | Urban
Planner & Maintenance
Manager

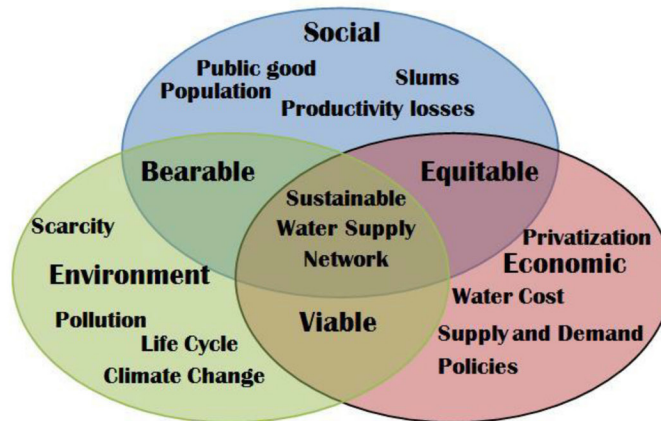


Nadia Hartman
ASLA | Historical &
Cultural Landscape
Specialist



Alex Leonard
ASLA | Vice President/
Project Manager and
Financial Advisor

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- A diverse team of experienced professionals, including landscape architects, architects, historians, ecologists, and maintenance experts.
- Specialization in historical landscape restoration and preservation.
- Innovative and resilient landscape designs prioritizing sustainability, biodiversity, and adaptability.
- Comprehensive long-term maintenance plans for all projects.



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- Provide consultations to understand clients' design preferences and planning needs.
- Showcase inspiring designs and drawings on our website to bring ideas to life.
- Create graphic representations of clients' visions.
- Offer landscaping features, plants, and installation services.
- Restore and preserve cultural and historical landscapes with authenticity.
- Design innovative and resilient landscapes addressing climate change and urbanization.
- Manage effective advertising campaigns to promote our services.
- Establish communication support and references for clients.
- Ensure timely and successful project completions.



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YEAR 1

- Establish a strong presence in the landscape architecture industry.
- Secure a client base through effective marketing and communication strategies.

YEAR 5

- Complete a minimum of 10 successful projects, showcasing our diverse expertise.
- Develop lasting partnerships with local nurseries, contractors, and maintenance providers.
- Gain recognition for our innovative and sustainable landscape designs.



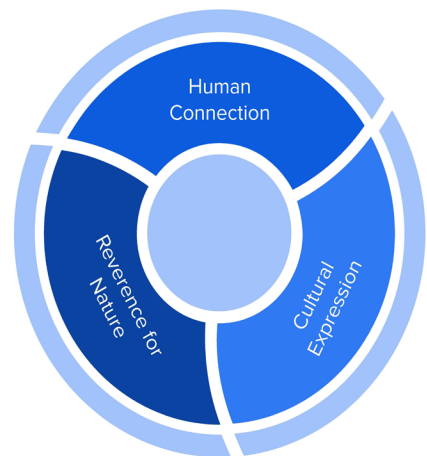


To launch and sustain LAMN Land Design, LLC., we estimate an initial investment of **\$100,000**. This capital will cover **startup costs, technology and tools for analysis and visualization, team salaries, marketing expenses, and ongoing operational needs**. We anticipate the business becoming profitable within the first three years, with a return on investment expected by the end of the fourth year.



Problem Statement

- Driven to face the critical challenges of our time.
- Improve people's lives.
- Client oriented.
- Environmentally focus.
- Together, we cultivate a culture of design excellence at the confluence of art and science, blending the power of creative expression with a clear sense of purpose.



Vision

- Inspire human connection, cultural expression, and reverence for nature.

Mission

- Create vibrant, resilient places through design and advocacy.
- Contribute to the preservation of cultural heritage, foster sustainability, and enhance the beauty of our surroundings.



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Description

LAMN Land Design, LLC. is a unique landscape architecture firm dedicated to creating and regenerating natural sites and urban centers. We proudly work on a variety of projects, ranging from large to small scale. Specifically we focus on preserving cultural heritage through landscape restoration and revitalization efforts. As well as, creating ecologically holistic and resilient designs. While also designing and leading the long-term maintenance of such.



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History

The group first originated in Fall 2021 after working together on a project for World Design Studio during graduate school, which ended up being selected for the Student Honor Award by the ASLA SC chapter. It wasn't until last year when the founders got together and decided to start their own firm.

- Headquartered in upstate South Carolina, in the city of Greenville.

Our team includes a variety of experienced professionals in landscape architecture, architecture, historians and land planners, ecologists, and maintenance. It is estimated that this company will start up in the summer of 2024.



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Management

President

- Responsibilities
 - Oversee operations in order to align with our mission, vision, and values.
 - Writing of proposals and bids for projects.
 - Networking with other firms and consultants.
 - Collaboration in diverse projects.

Project Manager

- Responsibilities
 - Coordinate with subcontractors and consultants to collaborate with our projects.
 - Oversee the quality and overall holistic presentation of projects.
 - Write proposals and bids.
 - Help assist president with clients' contracts.

Historical & Cultural Landscape Specialist

- Responsibilities
 - Lead historical research and analysis for restoration and revitalization projects.
 - Main lead in preservation projects by focusing on sensitive cultural heritage.

Ecological & Resilient Landscape Specialist

- Responsibilities
 - Lead ecological restoration projects and integrate conservation strategies to all projects.
 - Oversee planting design and selection.
 - Implementation and promotion of Green and Blue Infrastructure.

Urban Planner & Maintenance Manager

- Responsibilities
 - Lead strategic land planning projects.
 - Oversee master and comprehensive planning process, as well as community engagement activities.
 - Creating and proposing long-term maintenance on projects.
 - Coordinate landscape maintenance crews and subcontractors.
 - Monitor project performance and address maintenance issues.



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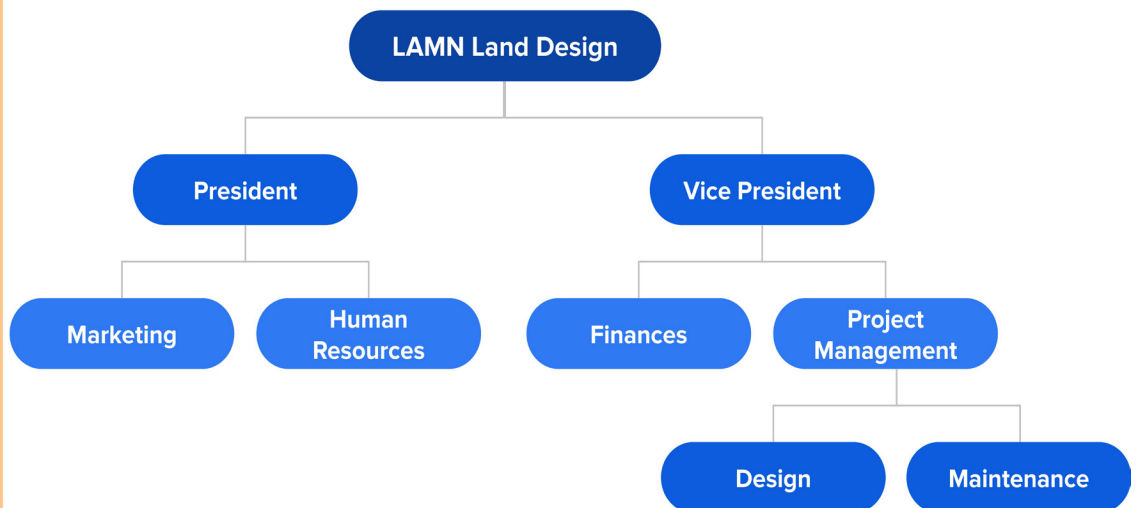
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- Hire a diverse team with expertise in landscape architecture, architecture, planning, history and culture, ecology, and maintenance.
- Develop standardized processes for project management, design development, and maintenance protocols.
- Invest in technology and tools for landscape analysis, design visualization and implementation, and project monitoring.
- Establish partnerships with local nurseries, contractors, and artists providers to support project implementation and ongoing care.



Shelter & Equipment Requirements

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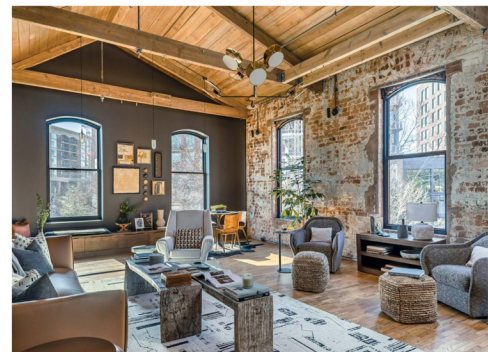
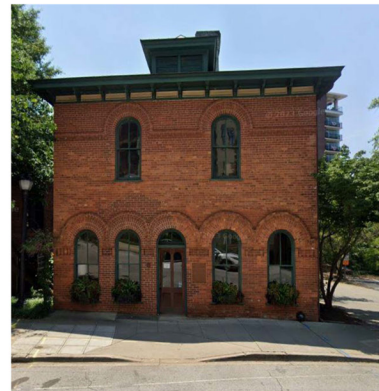
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Main office located in: 123 W Broad St, Greenville SC.

Equipment needed:

- Personal Computers (4).
- Office furniture
 - Desks
 - Chairs
 - Table w/chairs
 - Decor
 - Office supplies (trace paper, drawing materials, etc.)
- Software required
 - ArcGIS Pro
 - Adobe Cloud
 - Microsoft Word Suite
 - SketchUp
 - Lumion
 - AutoCAD



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Regulation and Licensing

Under South Carolina Law (SC Code of Laws, Section 40-28-30), all founders have successfully passed their Landscape Architect Registration Examination (LARE), and are registered as Landscape Architects under the SC Board of Landscape Architectural Examiners.

One of the founders is also a certified Planner under the American Planning Association.



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Objectives

Customer experience- We ensure client satisfaction by understanding their needs, goals, and vision. Providing communication support even after project implementation.

Design Excellence- We strive to achieve and provide design excellence in every project by creating innovative, functional, and aesthetically pleasing solutions to current landscapes problems. While at the same time, enhancing the quality of life for users and communities.

Reverence for nature- We integrate sustainable design principles into all projects, minimizing environmental impact, conserving natural resources and promoting biodiversity.

Resiliency for communities- We provide innovative and resilient landscapes designs and strategic plans that prioritize adaptability to mitigate the impacts of climate change and urbanization.

Historical & Cultural preservation- We commit to restore and preserve cultural and historical landscapes with integrity, sensitivity, and authenticity. Ensuring that their significance and value can be carried on for future generations.

Community engagement- We foster meaningful engagement with stakeholders, communities, and other users throughout the design process. We promote community workshops, building consensus, and empowering local participation to create landscapes that reflect community values and aspirations.

Long-term durability- Commit to the long-term sustainability and stewardship of projects by providing ongoing maintenance and management services, fostering enduring relationships with clients and communities, and ensuring the continued health and vitality of landscapes over time.



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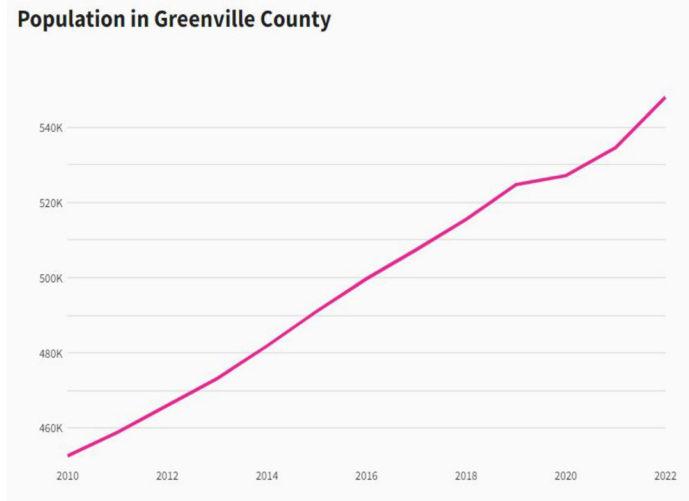
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Market Research

Over 20 years, the population of the city of Greenville has increased from about 56,000, with about 24,000 households to 71,000, with roughly 30,000 households. Between 2010 and 2022 the population of Greenville County went from 452,688 to 547,950, a 21% increase (US population grew 7.7% in that same period of time).



<https://usafacts.org>



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Market Research

SINGLE-FAMILY HOME PERMITS (RESIDENTIAL)

Year	Total Value	Average Value	Number
2014	\$54,775,224	\$282,347	194
2015	\$79,570,232	\$338,597	235
2016	\$81,730,040	\$353,810	231
2017	\$80,192,154	\$330,009	235
2018	\$86,719,745	\$327,244	265
2019	\$104,375,533	\$327,196	319
2020	\$93,176,544	\$301,542	309
2021	\$169,079,608	\$318,417	531
2022	\$124,318,588	\$322,905	385
Totals	\$873,937,668	\$2,902,067	2,712

Single-family home permits (residential) from 2014-2022

New single-family construction in the city of Greenville has been increasing over the past 10 years.

<https://www.greenvillesc.gov/355/Building-Permit-Data>

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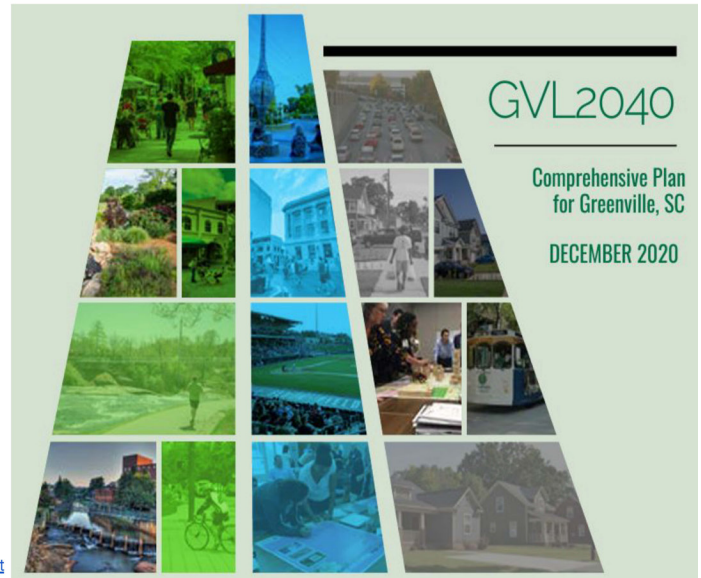
Market Research

Greenville County, outside city limits → Greenfield development

Within Greenville city limits → Infill development

Top priorities in the GVL2040 comprehensive plan are:

- Open space and the environment
- Affordable housing
- Transportation and mobility



<https://www.greenvillesc.gov/1961/Growth-and-Development>

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Market Research

“The code aims to preserve what Greenville has now, so new development will be largely restricted to corridors and small urban centers, or nodes. To focus development into select compact areas and preserve open space in between, the code must support urban development patterns, rather than a suburban pattern.”



<https://www.greenvillesc.gov/2056/Urban-Development>



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Target Market

Our target market is multi-family residential and single family developments. The housing market in Greenville has experienced significant growth over the past 5-10 years and there is still a housing need to accommodate a continued increase in population in the city and county of Greenville. **We place a high priority on respectful land planning so that we can balance the need for environmental stewardship and equitable access to quality housing.**

In addition, we will continually seek out opportunities for public works projects to create places that serve as **welcoming and inviting places for the community to use.**

While we are establishing our brand, reputation and business structure we will target and bid on a variety of projects including residential property and commercial/ retail/ office sites.

We see ourselves in an optimal position to direct and guide new development. Our mission of social and environmental stewardship aligns with the recently updated goals of the city and county of Greenville.



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Customer Profile

- Residential and commercial land developers
- Multi-family builders
- City and County government



Transforming urban and suburban blight into places that contribute to a community's health, economic vitality, and quality of life.





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Competition

- Landscape Architecture, Civil Engineering, and Planning firms
 - Specializing in commercial and residential design
 - Located in Greenville, SC
 - Predominantly work in the South East

MKSK

landscape architecture
urban design
planning

LS3P

SW
SEAMON WHITESIDE



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Service Description

- Initial Consultation
 - Identify design needs and preferences
- Site Visit
 - Inventory and analysis of existing conditions
- Coordination
 - Land surveyors, utility companies and city planning
- Preliminary Design
 - Character, material and planting imagery
- Design Development
- Final Plan and Specifications
- Maintenance Manual
 - Includes information for landscape, hardscape
 - Long-term maintenance plan (optional per project)



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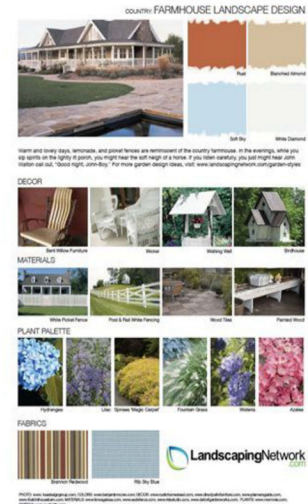
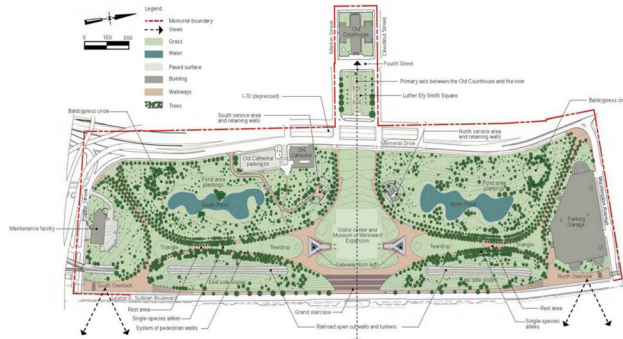
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Product Deliverables:

- Existing conditions plan
- Preliminary plan and design development material (if desired)
- Final site plan and specifications
- Long-term maintenance manual
- Product warranties



https://www.nps.gov/subjects/cultural/landscapes/upload/1200_683JEFF-Existing-Conditions-Site-Plan.jpg



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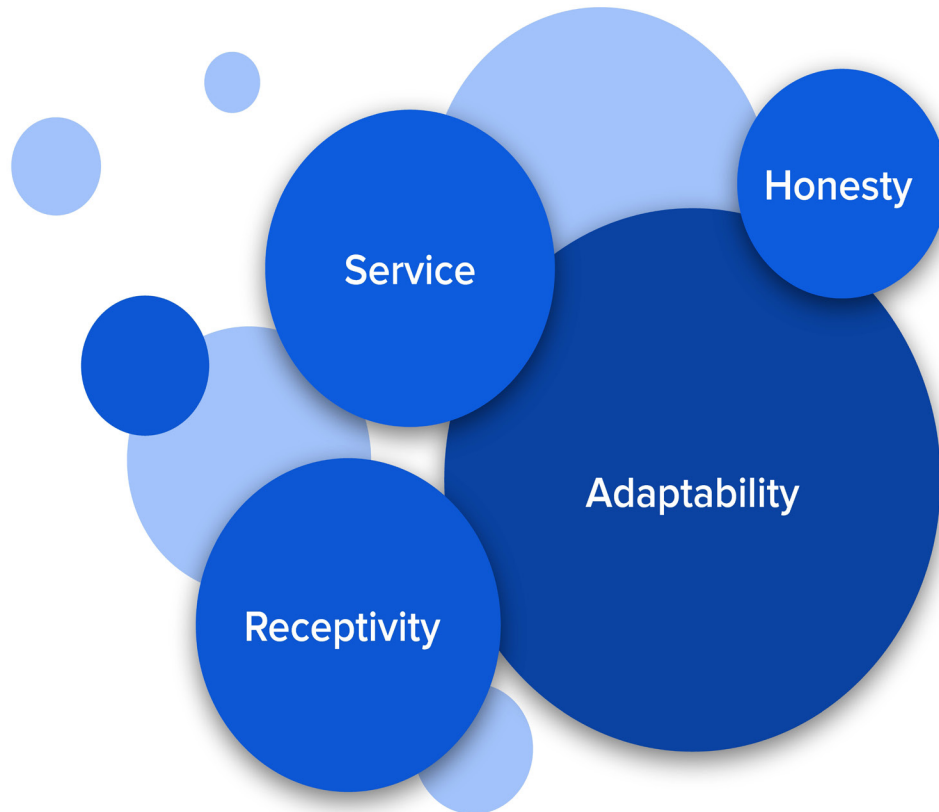
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Image and Character





Objective 1: Network with allied professionals.

Objectives and Strategies

Strategy 1a: Attend architecture, engineering and planning conferences.

Strategy 1b: Host lunch and learns with local allied professionals.

Objective 2: Increase awareness of our brand.

Strategy 2a: Design and purchase marketing materials.

Strategy 2b: Accept smaller projects and promote brand recognition with on-site signage.

Strategy 2c: Outreach and engagement with local schools and universities.



AIA
South Carolina



American Planning Association

Creating Great Communities for All



Risks

All predictions of risk are assumed under best judgment. Not all risks are addressed and not all risks that are addressed are the most likely to occur. The most foreseeable risks have been addressed and conservatively planned for in order to prevent irreversible damages and changes to the status of the company.

Likely risks to occur include but are not limited...

1. Technological advancements that would diminish or remove the need for our services
 - a. The ever shifting changes in the way that development related services are provided are a result of competition and the drive for efficiency. The most modern way of design and development that we utilize would be obsolete in the next five to ten years.
 - b. Our plan to deal with such changes relies on the involvement with ASLA, AIA, ULI and the continuing education programs associated with the field of design. The growth and learning that occur in formal education programs is not the end of our knowledge of design. Interaction with professional programs that are designed to teach the most modern way of design will help strengthen our company's future.
2. Legal culpability that results in compensation at the expense of the company
 - a. Failure or misfortune that occurs as a result of our companies lacking responsibility, could result in legal investigation.
 - b. Our contracts strictly lay out our scopes of services, agreed responsibility, and best estimates of product and project cost. Each contract states the variable nature of the design field and each party acknowledges the risks prior to any payment or billed work.



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Risks

1. Financial status of the company may drop below operational standards
 - a. Due to the nature of development, which includes a shifting change in interest rate, materials cost, workable staff, and additional variables, the risk of bankruptcy must be considered.
 - b. The company plans to create overhead balances through contract markups of 10%. These markups not only create space for unforeseen billable hours, but provide overhead in each project to build additional buffers from financial misfortune.
 - c. Additionally, the need for a loan based financial option is a strong possibility but is a last resort.
2. Company equipment and property succumb to disaster
 - a. Through use, misuse, or misfortune, each piece of company equipment and property has a maximum lifespan. Pieces may be maintained and repaired, but will always need replacement.
 - b. The additional overhead and budgeted balance for equipment and property are methods used to prepare for these risks.
3. Unforeseen global events that prohibit workable staff, space, or services
 - a. The event of a global emergency or event that would prevent or reduce the ability to provide our services to clients. This could include but is not limited to global war, a global pandemic, national crisis, or the forcible termination of the company.
 - b. These events have minimal chances of occurring, but in the event they do occur, their consequences would be catastrophic to the status of the company. In order to plan for these events the company has additional protocols developed for hybrid work, remote work, temporary suspension of services, and additional finances.



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Contingency Plans

In the event of any risk stated above, the company leadership will follow the best practices manual to reduce risk and return to standard operating procedures. Overhead finances have been planned and separated in the event of financial challenge.

In the event of company termination or bankruptcy, the company leadership is responsible for all debts owed and may be paid through liquidation of company assets, equipment, property or ownership. Opportunity for company liquidation in the form of mergers and acquisitions with competition is acceptable as a last resort to settle debts owed.

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Sources and Uses of Capital

Initial Sources of Capital

\$25,000	Alexander Leonard
\$25,000	Lupe Franchi
\$25,000	Meredith Bendl
\$25,000	Nadia Hartman

Total Initial Capital Balance = **\$100,000**

Initial Uses of Capital

Office Space Rental = \$18,000

- Office space rented includes parking, furnished offices, communal break room, and standard equipment. First 6 months were required upon agreement of office lease.

Equipment and Assets = \$30,000

- Equipment includes office computers, internet access, programs, supplies, and miscellaneous tools required for daily operations.

Insurance and Liability = \$18,000

- The first 6 months of insurance and liability protection

Overhead/Emergency = \$10,000

- 10% set aside for contingency

Initial Maintenance Contract = \$10,000

- Paid to maintenance staff as a retainer for preferred service

Membership and Fees = \$4,000

- Association fees for professional programs

Remaining Initial Capital = \$10,000

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Balance Sheet

Sales (Contracts)

\$100,000 Residential Development for Homes-R-Us
\$50,000 Maintenance Agreement for Homes-R-Us Development
\$100,000 Commercial Development for Starbucks
\$100,000 Amenity Design for Greenville County Swimming Center
\$50,000 Master Plan for Swamp Rabbit Trail Extension to Columbia, SC
Total Sales = \$400,000

Initial Balances

\$10,000 Remaining Initial Capital
\$10,000 Overhead/Emergency
\$40,000 Retainer Balances (10% of each project contract)
Initial Balance = \$60,000

First Year Expenses

Office Space Rental = \$3,000/month (after first 6 months)
Equipment Maintenance = \$1,000/month
Insurance and Liability Protection = \$3,000/month (after first 6 months)
Memberships and Fees = \$1,000/year/person (after first year)
Payroll = \$18,333.33/month (First year pay rate at \$55,000 annual salary)
Maintenance Contact = \$10,000/month (\$120,000 contact)
Marketing = \$500/month
Monthly Expenses (first 6 months) = \$37,500
Monthly Expenses (after 6 months) = \$43,500 Total Annual Expenses = \$486,000



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2024-2025 Fiscal Year

Expenses	Start Up	Monthly (First 6 Months)	Monthly (Last 6 Months)	Annual
Office Rental	\$18,000	\$0	\$3,000	\$36,000
Equipment Maintenance	\$30,000	\$1,000	\$1,000	\$42,000
Insurance and Liability	\$18,000	\$0	\$3,000	\$36,000
Memberships and Fees	\$4,000	\$0	\$0	\$4,000
Payroll		\$18,333.33	\$18,333.33	\$220,000
Sub-Contracts	\$10,000	\$10,000	\$10,000	\$130,000
Savings	\$20,000	\$500	\$500	\$26,000
Marketing		\$500	\$500	\$6,000
Total	(\$100,000)	(\$30,333.33)	(\$36,333.33)	\$500,000
Income	Lump Sum	Monthly		Annual
Start Up	\$100,000			\$100,000
Contracts				
Homes-R-Us Development	\$10,000	\$7,500		\$100,000
Homes-R-Us Maintenance	\$5,000	\$3,750		\$50,000
Starbucks	\$10,000	\$7,500		\$100,000
Greenville Swimming Amenity	\$10,000	\$7,500		\$100,000
SRT Master Plan	\$5,000	\$3,750		\$50,000
Total	\$140,000	\$30,000		\$500,000
Annual Growth (Income - Expenses)	\$0	0.0%		

Proposed Cash Flow



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2025-2026 Fiscal Year

Expenses		Monthly		Annual
Office Rental		\$3,000		\$36,000
Equipment Maintenance		\$1,000		\$12,000
Insurance and Liability		\$6,000		\$72,000
Memberships and Fees		\$0		\$6,000
Payroll		\$26,666.66		\$320,000
Sub-Contracts		\$10,000		\$120,000
Savings		\$1,000		\$12,000
Marketing		\$1,000		\$12,000
Total		(\$48,666.66)		\$590,000
Income	Lump Sum	Monthly		Annual
Contracts				
Homes-R-Us Development	\$10,000	\$7,500		\$100,000
Homes-R-Us Maintenance	\$5,000	\$3,750		\$50,000
Commercial Development	\$10,000	\$7,500		\$100,000
Greenville County	\$10,000	\$7,500		\$100,000
Master Planning	\$5,000	\$3,750		\$50,000
Clemson Student Housing	\$10,000	\$7,500		\$100,000
Dude Development	\$10,000	\$7,500		\$100,000
Total				\$600,000

Proposed Cash Flow

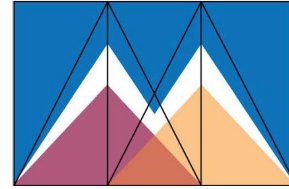
For the growth of the company, the goal after the first year is to...

1. Secure repeat contracts with previous clients at minimum value equal to previous year
2. Obtain new contracts with at least 2 new client groups
3. Hire 2 new into designers to free up leadership to pursue marketing and venture capital (\$50,000 annual salary)
4. Double our marketing effort to secure more contracts

Expected increase in expenses could be estimated at...

1. An increase of \$3,000/month for insurance
2. An increase of \$2,000/annual for additional memberships and fees
3. An increase of \$8,333.33/month for additional salary
4. An increase of \$500/month for additional savings
5. An increase of \$500/month for additional marketing

LAMN Land Design



Welcome to LAMN Land Design, LLC., a unique landscape architecture firm headquartered in South Carolina. Our passion lies in creating and regenerating natural sites and urban centers, with a dedicated focus on preserving cultural heritage through landscape restoration and revitalization efforts. At LAMN Land Design, LLC., we pride ourselves on designing sustainable landscapes with a commitment to long-term maintenance.

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WHO WE ARE

Mission Statement

Our mission at LAMN Land Design, LLC. is to contribute to the preservation of cultural heritage, foster sustainability, and enhance the beauty of our surroundings. We are committed to delivering professional landscape architecture services with integrity, sensitivity, and authenticity, ensuring that the landscapes we design endure for future generations.

The Founders



Meredith Bendl
ASLA | President/
Ecological Design
Specialist



Lupe Franchi
AICP, ASLA | Urban
Planner &
Maintenance
Manager



Nadia Hartman
ASLA | Historical &
Cultural landscape
Specialist



Alex Leonard
ASLA | Project
Manager and
Financial Advisor

Get to know your team and explore our office!
Schedule a meeting with us or drop by for a coffee
and a chat!

EXECUTIVE SUMMARY

Unique Features

- A diverse team of experienced professionals, including landscape architects, architects, historians, ecologists, and maintenance experts.
- Specialization in historical landscape restoration and preservation.
- Innovative and resilient landscape designs prioritizing sustainability, biodiversity, and adaptability.
- Comprehensive long-term maintenance plans for all projects.

Marketing Objectives

- Provide consultations to understand clients' design preferences and planning needs.
- Showcase inspiring designs and drawings on our website to bring ideas to life.
- Create graphic representations of clients' visions.
- Offer landscaping features, plants, and installation services.
- Restore and preserve cultural and historical landscapes with authenticity.
- Design innovative and resilient landscapes addressing climate change and urbanization.
- Manage effective advertising campaigns to promote our services.
- Establish communication support and references for clients.
- Ensure timely and successful project completions.

Expected Accomplishments

YEAR 1

- ☐ Establish a strong presence in the landscape architecture industry.
- ☐ Secure a client base through effective marketing and communication strategies.

YEAR 5

- ☐ Complete a minimum of 10 successful projects, showcasing our diverse expertise.
- ☐ Develop lasting partnerships with local nurseries, contractors, and maintenance providers.
- ☐ Gain recognition for our innovative and sustainable landscape designs.

Required Capital

To launch and sustain LAMN Land Design, LLC., we estimate an initial investment of \$100,000. This capital will cover startup costs, technology and tools for analysis and visualization, team salaries, marketing expenses, and ongoing operational needs. We anticipate the business becoming profitable within the first three years, with a return on investment expected by the end of the fourth year.

THE BUSINESS

Problem Statement

We are a collective of future-forward thinkers and designers who are driven to face the critical challenges of our time. We are dedicated to improving people's lives, serving our clients and healing the planet. Together, we cultivate a culture of design excellence at the confluence of art and science, blending the power of creative expression with a clear sense of purpose. Our vision is to inspire human connection, cultural expression, and reverence for nature through rich design discourse and holistic strategic planning. Our mission is to create vibrant, resilient places through design and advocacy.

Description

LAMN Land Design, LLC. is a unique landscape architecture firm dedicated to creating and regenerating natural sites and urban centers. We proudly work on a variety of projects, ranging from large to small scale. Specifically we focus on preserving cultural heritage through landscape restoration and revitalization efforts. As well as, creating ecologically holistic and resilient designs. While also designing and leading the long-term maintenance of such.

History

The group first originated in Fall 2021 after working together on a project for World Design Studio, which ended up being selected for the Student Honor Award by the ASLA SC chapter. It wasn't until last year when the founders got together and decided to start their own firm. We are headquartered in upstate South Carolina, in the city of Greenville. Our team includes a variety of experienced professionals in landscape architecture, architecture, historians and land planners, ecologists, and maintenance. It is estimated that this company will start up in the summer of 2024.

Management & Operations

Management

The president of the firm will oversee the overall operations in order to align with our mission, vision, and values of the organization. They will also oversee the writing of proposals and bids for projects. As well as, be responsible for networking with other firms and consultants to start collaborating in diverse projects. Furthermore, the project manager will coordinate with subcontractors and consultants in allied professions to collaborate with our firm in projects. In addition to that, the project manager will oversee the quality and overall holistic presentation of

projects, as well as, write proposals and bids. While at the same time helping the president write contracts for clients.

In addition to having a project manager, the company's mission is to focus on preserving cultural heritage through landscape restoration and revitalization efforts. In order to do that, we decided to add a Historical and Cultural landscape specialist to our team. The specialist will lead historical research and analysis for restoration and revitalization projects. As well as will be the main lead in preservation projects by developing strategies and design interventions that are sensitive to cultural heritage. Apart from this, because our mission is also to create ecologically holistic and resilient designs. For this, we will need a resilient design specialist that at the same time manifests the maintenance of the projects. By this we mean that this person will focus not only on developing, but also implementing long-term maintenance plans for our projects. They will also be in charge of overseeing planting design and proposal, as well as the promoting of green and blue infrastructures throughout the projects. They will also be responsible for coordinating landscape maintenance crews and subcontractors. In addition to, monitor project performance and address maintenance issues.

Finally, once our firm is settled after the first year. We will be hiring supporting staff from technicians, maintenance crew, administrative assistants, among other members. Their responsibilities will vary depending on their role, but mainly they will provide administrative support to management and project leaders. They will assist with drafting documentation, managing schedules and coordinating communications within their teams and team leader. Conduct data collection and site visits, while also promoting the firm's culture.

Operations

The main goal to start with our operations is to hire a diverse team with expertise in landscape architecture, architecture, planning, history and culture, ecology, and maintenance. Another goal is to develop standardized processes for project management, design development, and maintenance protocols. In addition, invest in technology and tools for landscape analysis, design visualization, and project monitoring. Finally, establish partnerships with local nurseries, contractors, and artists providers to support project implementation and ongoing care.

Shelter & Equipment Requirements

Our firm currently leases an office in a small historical building, at 123 W Broad St, Greenville SC. The fee on such is around \$3,000.00 dollars per month, including on-site parking. Our office is strategically located to serve the majority of Upstate South Carolina residents and the rest of the South Carolina communities.

To start with our operations, we are going to be requiring personal computers for all staff members with the software and applications needed for project completion. Licensing for the

software of ArcGIS Pro, Adobe Cloud, Lumion, Sketch Up, among others would be required to buy. In addition to office furniture and supplies, such as desks, chairs, trace paper, sketching and drawing materials.

Regulations & Licensing

In order to be eligible for licensure as a South Carolina Landscape Architect, applicants must successfully pass all sections of the Landscape Architect Registration Examination (LARE) and meet the education and experience requirements by one of the four methods as detailed in the SC Code of Laws, Section 40-28-30. All of the founders graduated from an accredited landscape architect program, and have successfully passed the LARE and completed more than two (2) years of experience. Meaning, that the four founders are Licenced Landscape Architects under the jurisdiction of the state of South Carolina.

Finally, one of the founders has also successfully completed their accreditation exam, as a certified planner under the American Planning Association; and has contributed two (2) years of experience as a planner in the field.

Objectives

LAMN Land Design, LLC., commits to complete with the following goals in all projects:

Customer experience- We ensure client satisfaction by understanding their needs, goals, and vision. Providing communication support even after project implementation.

Design Excellence- We strive to achieve and provide design excellence in every project by creating innovative, functional, and aesthetically pleasing solutions to current landscapes problems. While at the same time, enhancing the quality of life for users and communities.

Reverence for nature- We integrate sustainable design principles into all projects, minimizing environmental impact, conserving natural resources and promoting biodiversity.

Resiliency for communities- We provide innovative and resilient landscapes designs and strategic plans that prioritize adaptability to mitigate the impacts of climate change and urbanization.

Historical & Cultural preservation- We commit to restore and preserve cultural and historical landscapes with integrity, sensitivity, and authenticity. Ensuring that their significance and value can be carried on for future generations.

Community engagement- We foster meaningful engagement with stakeholders, communities, and other users throughout the design process. We promote community workshops, building

consensus, and empowering local participation to create landscapes that reflect community values and aspirations.

Long-term durability- Commit to the long-term sustainability and stewardship of projects by providing ongoing maintenance and management services, fostering enduring relationships with clients and communities, and ensuring the continued health and vitality of landscapes over time.

MARKET ANALYSIS

Market Research

According to the ASLA, residential design is the largest market sector - which includes single-family homes, multi-family housing, and residential communities. ([Landscape Architecture Employment Outlook and Market Growth | asla.org](#))

SINGLE-FAMILY HOME PERMITS (RESIDENTIAL)

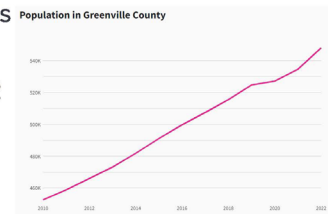
Year	Total Value	Average Value	Number
2014	\$54,775,224	\$282,347	194
2015	\$79,570,232	\$338,597	235
2016	\$81,730,040	\$353,810	231
2017	\$80,192,154	\$330,009	235
2018	\$86,719,745	\$327,244	265
2019	\$104,375,533	\$327,190	319
2020	\$93,176,544	\$301,542	309
2021	\$169,079,608	\$318,417	531
2022	\$124,318,588	\$322,905	385
Totals	\$873,537,668	\$2,902,067	2,712

Single-family home permits (residential) from 2014-2022

New single-family construction has been increasing over the past 8 years in the city of Greenville to match the demand created by the population growth.

(<https://www.greenvillesc.gov/355/Building-Permit-Data>)

Over 20 years, the population of the city of Greenville has increased from about 56,000, with about 24,000 households to 71,000, with roughly 30,000 households. Between 2010 and 2022 the population of Greenville County went from 452,688 to 547,950, a 21% increase (US population grew 7.7% in that same period of time). ([Greenville County, SC population by year, race, & more | USAFacts](#))



City officials estimate that most of the growth that occurs in Greenville County in the next 50 years outside of city limits will be greenfield development and that most growth within city limits will be infill development. ([Growth and Development | Greenville, SC - Official Website](#))

Recently, the GVL2040 Comprehensive Plan was introduced by the county to outline a plan and vision for how to accommodate growth over the next 40 years. It was closely followed by a new city development code that aligns with the values laid out in the comprehensive plan. The top priorities in the comprehensive plan are open space and the environment, affordable housing and transportation and mobility.

“The code aims to preserve what Greenville has now, so new development will be largely restricted to corridors and small urban centers, or nodes. To focus development into select compact areas and preserve open space in between, the code must support urban development patterns, rather than a suburban pattern.” (<https://www.greenvillesc.gov/2056/Urban-Development>)

Target Market

Our target market is multi-family residential and single family developments. The housing market in Greenville has experienced significant growth over the past 5-10 years and there is still a housing need to accommodate a continued increase in population in the city and county of

Greenville. We place a high priority on respectful land planning so that we can balance the need for environmental stewardship and equitable access to quality housing. We want to be involved in the planning and design of residential communities in Greenville

In addition we will continually seek out opportunities for public works projects to create places that serve as welcoming and inviting places for the community to use. We will prioritize projects that align with our mission of social and environmental stewardship but while we are establishing our brand, reputation and business structure we will target and bid on a variety of projects including residential property and commercial/ retail/ office sites.

We see ourselves in an optimal position to direct and guide new development. Our mission of social and environmental stewardship aligns with the recently updated goals of the city and county of Greenville.

Customer Profile

Typical customers will include residential and commercial land developers, single family and multi-family home builders and city and county government. M Peters Group, Longbranch development, and Trehel corporation all operate in upstate South Carolina or are based in Greenville.

Competition

Our primary competition would be other landscape architecture firms in Greenville that specialize in commercial or residential design/ planning and work primarily in the southeast. Other competition would be civil engineering or planning firms. Some examples of these companies would be Seamon Whiteside, MKSK, Arbor Land Design, SGA/NW, HOK, LS3P.

MARKETING

Service Description

Our services start with an initial consultation with clients to identify design needs, visions, and preferences. Prioritizing client satisfaction by understanding their goals, and delivering creative solutions that exceed their expectations while staying within budget. In addition to this, we are in charge of site analysis and concept development. By doing this, we do site visits and conclude site inventory.

- Site visit, including inventory and analysis
- Coordination with surveyors, utilities and city officials if necessary
- Preliminary design with character, material and planting imagery
- Design development with client
- Final site plan and specifications
- Maintenance manual for landscape and hardscape

Related Products

- Product deliverables:
 - Existing conditions plan
 - Preliminary plan and design development material (if desired)
 - Final site plan and specifications
 - Maintenance manual
 - Product warranties

Image & Character

The values that most represent our company and we would prioritize in our marketing strategy would be service, honesty, receptivity and adaptability. We would predominantly use social media, like Instagram, to project our image and character.

Objectives & Strategies

Objective 1: Network with allied professionals

Strategy 1a: Attend architecture, engineering and planning conferences

1b: Host lunch and learns with local allied professionals

Objective 2: Increase awareness of brand

Strategy 2a: Design and purchase marketing materials

2b: Accept smaller projects and encourage brand recognition with on-site signage

2c: Outreach and engagement with local schools and universities.

FINANCES

Description of Risks

All predictions of risk are assumed under best judgment. Not all risks are addressed and not all risks that are addressed are the most likely to occur. The most foreseeable risks have been addressed and conservatively planned for in order to prevent irreversible damages and changes to the status of the company.

Likely risks to occur include but are not limited...

1. Technological advancements that would diminish or remove the need for our services
 - a. The ever shifting changes in the way that development related services are provided are a result of competition and the drive for efficiency. The most modern way of design and development that we utilize would be obsolete in the next five to ten years.
 - b. Our plan to deal with such changes relies on the involvement with ASLA, AIA, ULI and the continuing education programs associated with the field of design. The growth and learning that occur in formal education programs is not the end of our knowledge of design. Interaction with professional programs that are designed to teach the most modern way of design will help strengthen our company's future.
2. Legal culpability that results in compensation at the expense of the company
 - a. Failure or misfortune that occurs as a result of our companies lacking responsibility, could result in legal investigation.
 - b. Our contracts strictly lay out our scopes of services, agreed responsibility, and best estimates of product and project cost. Each contract states the variable nature of the design field and each party acknowledges the risks prior to any payment or billed work.
3. Financial status of the company may drop below operational standards
 - a. Due to the nature of development, which includes a shifting change in interest rate, materials cost, workable staff, and additional variables, the risk of bankruptcy must be considered.
 - b. The company plans to create overhead balances through contract markups of 10%. These markups not only create space for unforeseen billable hours, but provide overhead in each project to build additional buffers from financial misfortune.
 - c. Additionally, the need for a loan based financial option is a strong possibility but is a last resort.
4. Company equipment and property succumb to disaster

-
- a. Through use, misuse, or misfortune, each piece of company equipment and property has a maximum lifespan. Pieces may be maintained and repaired, but will always need replacement.
 - b. The additional overhead and budgeted balance for equipment and property are methods used to prepare for these risks.
5. Unforeseen global events that prohibit workable staff, space, or services
- a. The event of a global emergency or event that would prevent or reduce the ability to provide our services to clients. This could include but is not limited to global war, a global pandemic, national crisis, or the forcible termination of the company.
 - b. These events have minimal chances of occurring, but in the event they do occur, their consequences would be catastrophic to the status of the company. In order to plan for these events the company has additional protocols developed for hybrid work, remote work, temporary suspension of services, and additional finances.

Contingency Plan or Back-up Strategy

In the event of any risk stated above, the company leadership will follow the best practices manual to reduce risk and return to standard operating procedures. Overhead finances have been planned and separated in the event of financial challenge.

In the event of company termination or bankruptcy, the company leadership is responsible for all debts owed and may be paid through liquidation of company assets, equipment, property or ownership. Opportunity for company liquidation in the form of mergers and acquisitions with competition is acceptable as a last resort to settle debts owed.

Sources & Uses of Capital

Initial Sources of Capital

\$25,000	Alexander Leonard
\$25,000	Lupe Franchi
\$25,000	Meredith Bendl
\$25,000	Nadia Hartman
Total Initial Capital Balance = \$100,000	

Initial Uses of Capital

Office Space Rental = \$18,000

- Office space rented includes parking, furnished offices, communal break room, and standard equipment. First 6 months were required upon agreement of office lease.

Equipment and Assets = \$30,000

- Equipment includes office computers, internet access, programs, supplies, and miscellaneous tools required for daily operations.

Insurance and Liability = \$18,000

- The first 6 months of insurance and liability protection

Overhead/Emergency = \$10,000

- 10% set aside for contingency

Initial Maintenance Contract = \$10,000

- Paid to maintenance staff as a retainer for preferred service

Membership and Fees = \$4,000

- Association fees for professional programs

Remaining Initial Capital = \$10,000

Balance Sheet

Sales (Contracts)

\$100,000 Residential Development for Homes-R-Us

\$50,000 Maintenance Agreement for Homes-R-Us Development

\$100,000 Commercial Development for Starbucks

\$100,000 Amenity Design for Greenville County Swimming Center

\$50,000 Master Plan for Swamp Rabbit Trail Extension to Columbia, SC

Total Sales = **\$400,000**

Initial Balances

\$10,000 Remaining Initial Capital

\$10,000 Overhead/Emergency

\$40,000 Retainer Balances (10% of each project contract)

Initial Balance = **\$60,000**

First Year Expenses

Office Space Rental = \$3,000/month (after first 6 months)

Equipment Maintenance = \$1,000/month

Insurance and Liability Protection = \$3,000/month (after first 6 months)

Memberships and Fees = \$1,000/year/person (after first year)

Payroll = \$18,333.33/month (First year pay rate at \$55,000 annual salary)

Maintenance Contact = \$10,000/month (\$120,000 contact)

Marketing = \$500/month

Monthly Expenses (first 6 months) = **\$37,500**

Monthly Expenses (after 6 months) = **\$43,500**

Total Annual Expenses = **\$486,000**

Proposed Cash Flow Statement – Monthly/Yearly

2024-2025 Fiscal Year

Expenses	Start Up	Monthly (First 6 Months)	Monthly (Last 6 Months)	Annual
Office Rental	\$18,000	\$0	\$3,000	\$36,000
Equipment Maintenance	\$30,000	\$1,000	\$1,000	\$42,000
Insurance and Liability	\$18,000	\$0	\$3,000	\$36,000
Memberships and Fees	\$4,000	\$0	\$0	\$4,000
Payroll		\$18,333.33	\$18,333.33	\$220,000
Sub-Contracts	\$10,000	\$10,000	\$10,000	\$130,000
Savings	\$20,000	\$500	\$500	\$26,000
Marketing		\$500	\$500	\$6,000
Total	(\$100,000)	(\$30,333.33)	(\$36,333.33)	\$500,000
Income	Lump Sum	Monthly		Annual
Start Up	\$100,000			\$100,000
Contracts				
Homes-R-Us Development	\$10,000	\$7,500		\$100,000
Homes-R-Us Maintenance	\$5,000	\$3,750		\$50,000
Starbucks	\$10,000	\$7,500		\$100,000
Greenville Swimming Amenity	\$10,000	\$7,500		\$100,000
SRT Master Plan	\$5,000	\$3,750		\$50,000
Total	\$140,000	\$30,000		\$500,000
Annual Growth (Income - Expenses)	\$0	0.0%		

2025-2026 Fiscal Year

For the growth of the company, the goal after the first year is to...

1. Secure repeat contracts with previous clients at minimum value equal to previous year
2. Obtain new contracts with at least 2 new client groups
3. Hire 2 new into designers to free up leadership to pursue marketing and venture capital (\$50,000 annual salary)
4. Double our marketing effort to secure more contracts

Expected increase in expenses could be estimated at...

1. An increase of \$3,000/month for insurance
2. An increase of \$2,000/annual for additional memberships and fees
3. An increase of \$8,333.33/month for additional salary
4. An increase of \$500/month for additional savings
5. An increase of \$500/month for additional marketing

Expenses		Monthly		Annual
Office Rental		\$3,000		\$36,000
Equipment Maintenance		\$1,000		\$12,000
Insurance and Liability		\$6,000		\$72,000
Memberships and Fees		\$0		\$6,000
Payroll		\$26,666.66		\$320,000
Sub-Contracts		\$10,000		\$120,000
Savings		\$1,000		\$12,000
Marketing		\$1,000		\$12,000
Total		(\$48,666.66)		\$590,000
Income	Lump Sum	Monthly		Annual
Contracts				
Homes-R-Us Development	\$10,000	\$7,500		\$100,000
Homes-R-Us Maintenance	\$5,000	\$3,750		\$50,000
Commercial Development	\$10,000	\$7,500		\$100,000
Greenville County	\$10,000	\$7,500		\$100,000
Master Planning	\$5,000	\$3,750		\$50,000
Clemson Student Housing	\$10,000	\$7,500		\$100,000
Dude Development	\$10,000	\$7,500		\$100,000
Total				\$600,000