



SLOAN AND COMPANY

COMMERCIAL & MEDICAL FACILITY CARE

COMPREHENSIVE TECHNICAL & FINANCIAL PLAN

Supplemental submission to the 2026 Jobber Grants Phase 2 application. This document details our implementation strategy, operational framework, financial projections, cost justification, and long term sustainability plan.

LEGAL NAME	Sparkle Professional Building Services Inc.
DOING BUSINESS AS	Sloan and Company Inc.
OWNER	David Sloan
PRINCIPAL OFFICER	Angela Sloan
INDUSTRY	Commercial janitorial & medical / dialysis facility deep sanitation
YEARS IN BUSINESS	40 years
SERVICE AREA	Washington DC, Maryland, Virginia (DMV)
FACILITIES SERVED	23 active facilities
TEAM	About 39 people (3 full time staff + 36 trained service workers)

CONTACT	CERTIFICATIONS & REGISTRATIONS
Phone 301-302-8137	MDOT certified — MBE, SBE, DBE
Email angela@sloanandcompany.org	SAM.gov — active federal registration
Team admin@sloanandcompany.org	SBA Small Business registered
Web sloanandcompany.org	NAICS 561720 CAGE 7S6K5
	DUNS 080288740

ANNUAL REVENUE ~\$739K	NET AFTER COSTS \$150K-\$170K	MARGIN 15-18%	FACILITIES 23
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Our through line: results follow structure, structure creates opportunity, and opportunity strengthens communities. The plan that follows shows exactly how we will put this grant to work.

PART I

TECHNICAL PLAN

01 TECHNICAL STRATEGY & EXECUTION PLAN

Everything stated in our application is built to be executed. Below is how each initiative will actually be carried out, the systems behind it, and the outcome we are driving toward.

1. New Cleaning Product Launch (Private Label Stainless Cleaner)

We are turning a product our clients already buy into a revenue stream we own. Our first production run is 12,400 units of a private label stainless steel cleaner. Demand is proven, because facilities we serve already use it day to day.

We sell across three channels. B2B wholesale is our strongest path, since we already hold the account relationships. Our own online store handles direct sales. Amazon FBA carries the rest, sold as 6-packs so the per-order fulfillment fee is spread across six units instead of one. Launch support includes B2B sell sheets, product samples, professional photography, and paid placement.

2. Government Contracting & RFP Process (Fedmine)

We are already MDOT certified (MBE, SBE, DBE) and active in SAM.gov, but we have been bidding by hand. Fedmine gives us a system to find, write, and submit bids efficiently.

The workflow is simple and repeatable. Fedmine surfaces matching solicitations, we draft proposals against our certifications, we submit, then we track win rate and adjust. This also lets us expand into new NAICS code areas beyond janitorial, opening steadier, recession resistant public sector revenue.

3. Facility Expansion (7 New Sites)

We have a standing offer from a current client to take on seven additional facility sites. Each site needs a deep clean to start, budgeted at \$2,500 per site. We phase all seven live within four months so onboarding stays controlled and quality holds.

This is the surest return in the plan. It is recurring, contracted revenue with a client who already trusts us, and it creates new service jobs as the sites come online.

4. Marketing & Technology Build-Out

A Google Ads specialist will assess and improve our current ads and Google placement, and defend our spend against bot farms, false clicks, and click bait that drain budget. In parallel, CXL training builds an in-house marketing team so we control cost and capability over time instead of renting it.

Our e-commerce store ties the product launch together with product pages, checkout, and order handling.

5. Equipment Upgrade & Workforce Growth

We will upgrade to high-end cleaning equipment built for medical and dialysis environments. Newer gear means a safer, more reliable clean for patients and an easier, faster job for our team. As volume grows, we hire more service workers, pay above market, and keep investing in certifications and training.

02 RISK MANAGEMENT & LONG-TERM SUSTAINABILITY

We have run this business for 40 years through three recessions. That history shapes how we manage risk: stay flexible, never depend on a single client, and reinvest steadily.

Risk	How We Manage It
Client concentration	We are widening our client base and adding government contracts so no single account can put us at risk.
Revenue dependence on labor	The new product line adds revenue that is not tied to hours worked. Better still, our clients already use this product, so we have a guaranteed market we can sell to directly today. This smooths income across seasons.
Market swings & recessions	Public-sector contracts are steadier and recession resistant. A 40-year track record proves we adapt and endure.
Supplier & cost variance	Budget includes a contingency. We confirm pricing against final quotes before committing.
Execution risk	Phased rollouts, a smaller fallback product run, and tracked metrics let us adjust fast if numbers slip.
Talent & turnover	Above-market pay, paid certifications, and promotion from within keep our team. Not one person left us during Covid.

Sustainability Outlook

This grant does not just fund a single year. It builds infrastructure we keep: an owned product line, an in-house marketing team, a repeatable government bidding system, and upgraded equipment. Each one lowers our future costs and raises our capacity to serve. As we grow, we expand beyond the DMV into new states, hire more service workers at fair pay, and extend our free cleaning program for senior citizens toward our founder's goal of serving 500. Growth, for us, is a way to take care of more people.

03 12-MONTH IMPLEMENTATION ROADMAP

Funds are distributed in September 2026. Below is the full month-by-month plan, grouped into three phases. Each month carries specific actions and a clear milestone so progress can be tracked against the calendar.

Month	Key Actions	Milestone
PHASE 1 — LAUNCH & DEPLOY Months 1–4 · Sep – Dec 2026		
Month 1 Sep 2026	Release startup funds to all 7 new sites and begin deep cleans. Set up Fedmine and start finding government solicitations. Upgrade CXL and enroll the marketing team. Begin the product launch build: campaign, store, photography, and sell sheets.	7 sites started; bidding and launch underway
Month 2 Oct 2026	Turn on the in-house data tracking sheet and set goals per line item. Submit first government bids through Fedmine. Keep building the launch campaign and finish the online store.	Metrics live; first bids submitted
Month 3 Nov 2026	Launch the cleaning product (week 9 go-live) across wholesale, our online store, and Amazon. Spread the sales budget over 8 months. Attend the November trade show to open new accounts.	Product launched; trade show leads
Month 4 Dec 2026	All 7 facility sites live and running. Purchase high-end cleaning equipment. Product sales ramp; first sell-through data reviewed.	All sites live; equipment purchased
PHASE 2 — SCALE & OPTIMIZE Months 5–8 · Jan – Apr 2027		
Month 5 Jan 2027	Deploy new equipment across medical and dialysis sites and train the team. Repeat the marketing campaigns that worked and cut what did not. Win new customers and record results.	Equipment in use; campaigns scaled
Month 6 Feb 2027	Run a mid-cycle review. Forecast revenue and build the sales pipeline. Continue government bidding and track win rate.	Forecast set; pipeline built
Month 7 Mar 2027	Win new contracts and enter new NAICS code areas. Keep product sell-through moving across all three channels.	New contracts won
Month 8 Apr 2027	Continue in-house team learning through CXL. Optimize ad spend and lower outside marketing costs.	Lower outside marketing cost
PHASE 3 — EXPAND & REINVEST Months 9–12 · May – Aug 2027		
Month 9 May 2027	Scale the marketing systems that perform best. Evaluate expansion beyond the DMV into new states.	Best systems scaled
Month 10 Jun 2027	Win more customers and review the data against goals. Begin first steps toward new-state expansion.	Expansion groundwork begun
Month 11 Jul 2027	Forecast and adjust the budget. Build the pipeline for year two.	Year-two pipeline ready
Month 12 Aug 2027	Full review: sites running, product selling, contracts won. Measure every metric against its goal and plan reinvestment.	Goals measured; reinvestment planned

PART II

FINANCIAL PLAN

04 COST PLAN & JUSTIFICATION — \$100,000

Every dollar is assigned to a line item with a clear purpose and a measurable outcome. A \$494 contingency cushions us against supplier quote changes.

Line Item	Justification / Outcome	Amount
New cleaning product manufacturing	Produces 12,400 units of our stainless cleaner. Covers bottles, labels, fill, and freight. Demand already proven by current clients.	\$30,760
7 new facility sites — startup	Deep clean to launch each of 7 new sites (\$2,500 each) for an existing client. Guaranteed recurring revenue and new jobs.	\$17,500
New product marketing launch	Sells through the full run across wholesale, our store, and Amazon. Sell sheets, samples, photography, and ads.	\$17,000
High-end cleaning equipment	Medical-grade upgrade. Safer, more reliable clean for dialysis sites; faster and easier on our team.	\$10,500
Google Ads specialist (6 mo)	Improves current ads and Google placement; defends spend against bot farms, false clicks, and click bait.	\$8,700
Fedmine RFP software (1 yr)	Finds and writes government and state bids. Leverages MDOT and SAM credentials; opens new NAICS areas.	\$7,000
E-commerce store build	Direct online store for the new product: product pages, checkout, and order handling.	\$4,725
CXL marketing membership & training	Builds our in-house marketing team with expert-led monthly and live training.	\$3,321
Contingency	Cushion against supplier quote variance.	\$494
TOTAL	Full grant deployed	\$100,000

Cost of Goods — Product Manufacturing (12,400 units)

The \$30,760 manufacturing line breaks down as follows. Figures are turnkey planning estimates and will be confirmed against the final supplier quote.

Cost Component	Per Unit	Total
Manufacturing (bottle, trigger, cap, label, fill)	\$2.15	\$26,660
Label / logo / print setup (one-time)	—	\$300
Inbound freight (pallet shipping)	—	\$3,800
Total landed cost	\$2.48	\$30,760

Revenue Projection — Full Sell-Through (planning estimate)

Based on a blended channel mix of 40% B2B wholesale, 30% direct online, and 30% Amazon, using our recalculated landed cost of \$2.48 per unit. Profit per unit reflects channel selling costs. Assumes all 12,400 units sell; actual results will vary.

Channel	Units	Sell Price	Profit / Unit	Gross Profit
B2B wholesale	4,960	\$9.00	\$5.77	\$28,616
Direct online store	3,720	\$15.00	\$9.07	\$33,738
Amazon (6-packs)	3,720	\$15.00	\$4.06	\$15,101
Projected total	12,400	—	—	\$77,455

Read this way: a \$30,760 manufacturing investment can return roughly \$77K in gross profit at full sell-through, before marketing. That is the engine behind building product into a lasting revenue stream.

05 ALTERNATE COST PLAN & JUSTIFICATION — \$50,000

If funded at \$50,000, we protect the surest returns first: the seven guaranteed facility sites and the software that wins government contracts. We keep the product launch, but with a smaller, lower-risk first run, and we trim equipment and marketing.

Line Item	Justification / What Changes	Amount
7 new facility sites — startup	Kept at full. Guaranteed recurring revenue and new jobs — the surest return.	\$17,500
New product manufacturing (~3,500 units)	Reduced first run to lower risk while still entering the market.	\$11,000
New product marketing launch	Leaner launch, weighted toward B2B wholesale.	\$7,900

Line Item	Justification / What Changes	Amount
Fedmine RFP software (1 yr)	Prioritized. Wins federal and state contracts using existing certifications.	\$7,000
High-end cleaning equipment	Trimmed from \$10,500; still upgrades safety and reliability.	\$5,000
CXL membership (annual)	Kept the annual membership to keep building the in-house team.	\$1,599
TOTAL	Focused on guaranteed returns	\$50,000

Cost of Goods — Reduced Run (3,500 units)

At a smaller volume the per-unit cost rises slightly, which is the trade we accept to lower first-run risk on the \$50,000 path.

Cost Component	Per Unit	Total
Manufacturing (bottle, trigger, cap, label, fill)	\$2.70	\$9,450
Label / logo / print setup (one-time)	—	\$300
Inbound freight (pallet shipping)	—	\$1,250
Total landed cost	\$3.14	\$11,000

\$100K PATH

Full launch, equipment, ads, and growth engine running at once.

\$50K PATH

Guaranteed sites + government software first; leaner, lower-risk product run.

PART III

PERFORMANCE METRICS & TRACKING

06 HOW WE MEASURE EVERY DOLLAR

We track our numbers closely. Before we spend, we set a clear goal for each investment. Then we measure the real result against it. We check key metrics weekly, run a full scorecard every month, and make bigger strategy calls each quarter. If a dollar is working, we keep it. If it is close, we adjust. If it is not working, we pivot fast. The chart below shows the data we track for all eight investments.

Investment Item	What We Track (Metrics)	Review Window	Keep · Adjust · Pivot
New cleaning product manufacturing	Units produced vs. units sold; sell-through rate (%); units sold per month; gross profit and landed cost per unit.	Weekly	Keep if sell-through is on pace. Adjust price or run size if it slows. Pivot the channel mix if one lags.
7 new facility sites	Sites live vs. goal of 7; days to go live; revenue per site per month; 90-day retention rate.	Weekly	Keep the pace if on schedule. Adjust staffing if a site slips. Pivot onboarding steps if quality dips.
New product marketing launch	Units sold by channel (B2B / store / Amazon); cost per sale; return on ad spend (ROAS); new wholesale accounts; repeat-order rate.	Weekly	Keep what beats target ROAS. Adjust spend toward winning channels. Pivot the offer or creative if sales stall.
High-end cleaning equipment	Job time before vs. after; jobs per shift; equipment downtime; team ease-of-use score (1–5); customer satisfaction and Google rating.	Monthly	Keep if job time and satisfaction improve. Adjust training if scores lag. Pivot equipment if downtime is high.
Google Ads specialist	Cost per click; cost per lead; conversion rate; invalid / bot clicks blocked; ROAS; Google ranking position.	Weekly	Keep campaigns above target ROAS. Adjust bids and keywords. Pivot strategy if click fraud or cost per lead stays high.
Fedmine RFP software	Bids submitted per month; win rate (%); contract dollars won; new NAICS areas entered; cost per bid.	Monthly	Keep if win rate holds. Adjust which bids we target. Pivot to stronger NAICS codes if wins stay low.
E-commerce store build	Visitors; add-to-cart rate; checkout conversion rate; average order value; cart abandonment rate; online sales per month.	Weekly	Keep what converts. Adjust pages and checkout to lift conversion. Pivot layout or offer if abandonment stays high.
CXL marketing membership & training	In-house leads generated; clients gained in-house; outside marketing spend reduced (\$); cost per lead; % of marketing run in-house.	Monthly	Keep building in-house as leads rise. Adjust training to close gaps. Pivot back to outside help only if results stall.

This is how we stay honest with the money. Clear goals, frequent reviews, and fast decisions keep every dollar working toward growth.

RESULTS FOLLOW STRUCTURE. STRUCTURE CREATES OPPORTUNITY. OPPORTUNITY STRENGTHENS COMMUNITIES.