

# A.C.C.U.R.E.

## Underground Solutions LLC

*Advance  
Coordination*

*Conflict  
Resolution*

*Underground  
Resource  
Exploration*

*Powered by Percision*

*Led by Vision*

# Business Plan

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# Executive Summary

Located in the indigenous community of Pembroke, North Carolina, ACCURE Underground Solutions LLC is a woman-owned, private utility locating and consulting firm serving communities throughout Southeastern North Carolina. Founded by Wendy Moore, a Certified Professional Utility Locating specialist with 35 years experience, ACCURE specializes in utility analysis, underground infrastructure assessment, and field service coordination.

ACCURE was established to meet a growing demand for certified, accurate, community-conscious utility services in traditionally underserved areas of the state. While NC811 marks public utilities, the system does not locate privately owned septic, irrigation, electric, fiber and nonfiber telecommunications lines.

ACCURE fills this critical gap using advanced technologies including Ground Penetrating Radar (GPR), electromagnetic detection, and GPS mapping, protecting lives, property, and project timelines while ensuring that all underground infrastructure is clearly identified, documented, and communicated.

ACCURE is currently seeking funding to purchase equipment and launch its marketing plan. With deep regional knowledge and respect for local culture, ACCURE is already building strategic relationships with commercial developers, municipal agencies, and residential clients with the short-term goal of becoming the go-to provider for safe, accurate, and professional locating services in Southeastern North Carolina.

# Company Overview

ACCURE Underground Solutions LLC is a high quality, private utility locating and consulting firm providing utility analysis, underground infrastructure assessment, and field service coordination to clients and communities across Southeastern North Carolina.

ACCURE provides accurate, responsive, and client-centered data to help resolve underground infrastructure challenges safely and efficiently. Our services complement NC811, extending coverage and precision where public services are not available. Our locating practices are informed by Subsurface Utility Engineering (SUE) standards, ensuring reliable data for planning, excavation, and infrastructure protection.

## Principal Owner

Founder Wendy Moore serves as ACCURE's primary field technician and CEO. To meet high demand and expand delivery of services, Moore subcontracts specialized professionals as needed for municipal, tribal, agricultural, engineering, and residential projects.

## Legal Structure

ACCURE Underground Solutions LLC is a limited liability company registered in the state of North Carolina. ACCURE is committed to long-term sustainability and community engagement through family-based leadership beyond the owner-manager's retirement.

## Licenses & Certifications

- Certified Professional Utility Locator (CPUL)
- Duke Energy Power Safe Certification

# Marketing Plan

ACCURE's market extends within a 100-mile radius from Robeson County, North Carolina, including Scotland, Hoke, Cumberland, Bladen, Columbus, Richmond and Moore counties. Tribal lands and heritage communities in this region often encounter unique infrastructure challenges requiring specialized locating expertise.

## Market Trends

- Continued growth in rural development, municipal infrastructure upgrades, and commercial expansion
- Increased adoption of GPR, GPS, and GIS mapping technologies
- Rising insurance and regulatory requirements for pre-excavation verification
- Agricultural clients seeking safe irrigation, drainage, and utility planning
- Future integration of AI, real-time mapping, and smart infrastructure support

## Target Market

- Municipal governments and public works departments
- Developers and contractors
- Farmers and landowners
- Engineers and infrastructure planners
- Home and rural property owners

## Regional Outlook

- Estimated \$20–30 million in untapped private locating demand in tribal, rural, and agricultural regions of North Carolina
- More than 50,000 homeowners, 100 contractors, and dozens of engineering and municipal entities within ACCURE's market
- Infrastructure grants, tribal development, and agricultural modernization fuel long-term growth
- Increasing demand for insurance-compliant locating and legacy infrastructure verification

**ACCURE’s Competitors**

<b>Company</b>	<b>Location</b>	<b>Distance from Robeson County</b>	<b>Similarities to ACCURE</b>	<b>Differences from ACCURE</b>
Precise Locate	Eden, NC	Approx. 165 miles	Offers Private Locating and GPR	Less Focused on Tribal and Rural Outreach
J&J Underground	Archdale, NC	Approx. 134 miles	Provides GPR and Utility Locating	Limited Branding and Community Engagement
Bloodhound Underground Locating	Asheville, NC	Approx. 260 miles	Offers Private Locating and GPR	Less Responsive to Local Needs Not Community-Based

**ACCURE's Unique Selling Points**

- Client-friendly documentation and responsive scheduling to reduce risk and drive repeat business
- Community-first approach with tribal and rural engagement
- Mission-driven branding that reflects heritage and professionalism
- Deep local knowledge and cultural respect in service delivery
- Flexible service offerings for municipal, agricultural, engineering, and residential clients

# Marketing Strategies

ACCURE will employ a community-centered marketing approach that combines promotion, advertising, customer service, and community engagement. Strategies will include digital and print advertising in local and regional media and support for local community and tribal events.

## Advertising

- Place digital ads on social media, local news sites, agricultural forums, and contractor platforms.
- Place print ads in regional publications and tribal newsletters.
- Use company branded vehicle wraps and field signage to increase visibility during service calls.

## Public Relations

- Launch a tribal outreach campaign to highlight ACCURE's heritage-conscious mission and unique selling points.
- Create service flyers for targeted distribution.
- Build relationships with tribal councils, local governments, engineering firms, and subcontractors.
- Issue press releases for community initiatives, safety campaigns, and historical recognitions.
- Feature client testimonials and success stories in outreach materials and social media.
- Maintain local visibility through community engagement.

## **Customer Service**

- Provide responsive scheduling and clear, client-friendly communication before, during, and after service.
- Provide follow-up support for insurance, permitting, and compliance needs.
- Offer bundled services and flexible pricing for municipalities and farms.
- Ensure culturally respectful engagement with tribal and rural clients, prioritizing dignity and clarity in every interaction.

# Description of Services

ACCURE mitigates subsurface risk by ensuring underground systems are properly identified before excavation or development begins. ACCURE's services support safe infrastructure, protect long-term investments and cultivate trust between project teams and communities while serving the following client constituencies:

- **Residential** Safe digging support, septic and well line identification, renovation preparation, etc.
- **Agricultural** Irrigation mapping, drainage protection, field infrastructure planning, etc.
- **Tribal** Sovereign land infrastructure support, cultural site protection, grant alignment, etc.
- **Municipal** Public works coordination, emergency response, compliance locates
- **Commercial** Construction risk mitigation, site planning, utility mapping, data collection

## ACCURE's Core Services

- Detection & Designation
  - Utility designation (EM/GPR Technologies)
  - Subsurface Utility Engineering (SUE)
  - ASCE 38-02 Quality Levels A-D, and Private Utility Locating.
- Analysis & Research
  - Historical records research
  - NCDOT
  - Municipal, utility construction plan analysis, and project feasibility assessments
- Documentation & Mapping
  - CAD mapping, comprehensive utility documentation, and technical reporting
  - Contract-ready documentation for permitting and insurance

- Site-specific coordination for tribal lands, residential zones, and rural properties
- Clear communication with technical and non-technical stakeholders
- Respectful engagement with heritage-rich environments and community protocols

\*All services are tailored to meet the unique needs of each client, with flexible options available for short-term, long-term, and project-based contracts.

### Packaging

- Bundled service packages for municipalities and agricultural clients, including seasonal locating and multi-site verification
- Tiered service levels for engineering firms and contractors based on project complexity
- Insurance-compliant documentation and visual reports as standard deliverables

### Pricing

- Clear estimates upfront with no hidden fees or ambiguous terms
- Competitive and transparent pricing with flexible options for recurring clients and multi-property projects
- Discounted rates for tribal governments, nonprofit partners, and community-based initiatives

# Financial Plan

ACCURE Underground Solutions LLC is currently headquartered at the Thomas Entrepreneurship HUB in Pembroke, NC, a strategic location providing access to startup resources and a collaborative network of diverse businesses.

ACCURE operates from a compact, furnished sublet that minimizes overhead, requiring only initial investments in essential office technology. Positioned among local infrastructure renovations, ACCURE is ideally situated to integrate its utility locating services into the town of Pembroke's ongoing development.

ACCURE Underground Solutions LLC is financially viable, strategically positioned, and community-driven. With modest startup costs and a clear service model, ACCURE is prepared to launch and grow responsibly.

## Summary

- Startup costs are fully covered by micro grant and existing funds.
- Monthly operation costs are lean and scalable.
- Revenue projections are conservative and achievable.
- ACCURE is positioned for sustainable growth and reinvestment.

**ACCURE Startup Investment Costs**

<b>Item</b>	<b>Cost</b>
State LLC Registration	\$ 125
Office Rent (12 months)	\$ 3,000
Computer	\$ 1,250
Printer/Office Supplies	\$ 850
Marketing	\$ 1,000
Subcontract Support	\$ 500
Insurance/Fees	\$ 2,070
Locating Equipment:	
• RD 8200	\$ 5,029
• Mag Horn	\$ 749
• Pipe Horn HL	\$ 959
• PinPoint GPR	\$ 21,000
<b>Total Startup Costs:</b>	<b>\$36,532</b>

**Funding Sources**

- Micro grant request      \$ 35,000
- Private funds             \$ 9,962
- GPR Equipment            \$ 21,000
- Microloan funds totaling \$ 6,538 will be reserved for startup capital, ensuring adequate liquidity for operational needs
- Revenue from initial service contracts (from Month 1 forward)

### Allocation of Funds

- Office lease and technology
- Locating equipment purchase
- Initial marketing and branded materials
- Fuel, insurance, and subcontractor support

### Subcontractor Cost Projections

Use Case	Est. Hours	Rate	Cost
Municipal Locates (2 projects)	4 hours	\$ 40/hr.	\$ 160
Agricultural Support (2 projects)	4 hours	\$ 50/hr.	\$ 200
Emergency/Overflow Coverage	2 hours	\$ 60/hr.	\$ 120
<b>Total:</b>	<b>10 hours</b>	<b>—</b>	<b>\$ 480</b>

### Projected Monthly Service Volume & Revenue

Client Type	Projects/Month	Avg. Rate	Hours	Est. Revenue
Municipal	5	\$ 200/hr.	2	\$ 2,000
Residential	8	\$ 100/hr.	1	\$ 800
Commercial	3	\$ 250/hr.	2	\$ 1,500
Tribal	1	\$ 200/hr.	2	\$ 400
<b>Total</b>	<b>17</b>	<b>—</b>	<b>7</b>	<b>\$ 4,700</b>

**Monthly Operational Expenses**

<b>Monthly Expense</b>	<b>Est. Amount</b>
Office Rent	\$ 250
Fuel/Travel	\$ 300
Insurance	\$ 200
Marketing/Outreach	\$ 150
Subcontractor Support	\$ 500
Equipment Maintenance	\$ 100
Misc. Supplies/Admin	\$ 200
<b>Total</b>	<b>\$ 1,700</b>

- **Consistent Growth Trajectory** Monthly revenue reflects a steady 10% increase throughout the first 12 months.
- **Strategic Market Scaling** Year Two projections incorporate the company’s strengthened market position and the stability provided by standing contracts.
- **Immediate Equipment Requirements** A pending project involving three specific sites necessitates the deployment of Ground Penetrating Radar (GPR) equipment.
- **Conservative Revenue Modeling** All projections remain conservative, excluding potential 10% to 15% revenue increase from travel fees and emergency responses.
- **Service Integration** Revenue estimates are based on minimum service hour rates, though commercial clients utilize Electromagnetic (EM) and GPR services.

**Monthly Cash Flow Projection (Year 1)**

<b>Category</b>	<b>Revenue</b>
Expenses	\$ 1,700
Net Cash	\$ 3,000
<b>Total</b>	<b>\$ 4,700</b>

- A \$35,000 loan is amortized at 6% over five years.
- Equipment is purchased via credit card and paid off immediately to maintain a clean balance sheet.
- QuickBooks integration is currently underway with assistance from the SBTDC and UNCP SPARK teams.
- Wendy Moore will be the sole employee for Year 1, with contract labor reserved for high-volume periods.
- The company operates from the UNCP Thomas Entrepreneurship HUB (\$250/month) and utilizes a personal vehicle with mileage tracking for reimbursement.
- Marking paint is purchased in bulk to reduce costs. Other field essentials include batteries, flags, and safety supplies (water, sunscreen, insect spray, etc).
- The budget is allocated to a website, social media, branded shirts, and physical signage.
- Note: This conservative model allows for reinvestment, savings, and scaling without exceeding micro grant limits.

**Projected Income Statement (First Year)**

<b>Month</b>	<b>Revenue</b>	<b>Expenses</b>	<b>Net. Income</b>
January	\$ 4,700	\$ 1,700	\$ 3,000
February	\$ 4,700	\$ 1,700	\$ 3,000
March	\$ 5,000	\$ 1,800	\$ 3,200
April	\$ 5,200	\$ 1,800	\$ 3,400
May	\$ 5,500	\$ 1,900	\$ 3,600
June	\$ 5,500	\$ 1,900	\$ 3,600
<b>Total</b>	<b>\$ 30,600</b>	<b>\$ 10,800</b>	<b>\$ 19,800</b>

**Projected Balance Sheet (End of Year 1)**

<b>Assets</b>	<b>Amount</b>	<b>Notes</b>
Cash on Hand	\$ 15,000	After Expenses and Reinvestment
Equipment (Net)	\$ 9,000	Depreciated Value
Office Technology	\$ 1,500	Computer and Printer
Accounts Receivable	\$ 2,000	Outstanding Invoices
<b>Total Assets:</b>	<b>\$ 27,500</b>	
<b>Liabilities</b>	<b>Amount</b>	<b>Notes</b>
Short-term Payables	\$ 1,500	Supplies, Subcontractor Fees
Owner Equity	\$ 26,000	Includes Startup Investment and Net Income
<b>Total Liabilities/Equity</b>	<b>\$ 27,500</b>	

## Break-Even Analysis

- Fixed Monthly Costs \$ 1,700
- Average Revenue per job ~\$ 275
- Break-Even Point 7 jobs/month
- Projected Volume 17 jobs/month
- ACCURE exceeds break-even by Month 1