



Our Business Plan





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INTRODUCTION



RIDE with the REID'S

Hello and thank you for taking the time to read this business plan. The business, "Ride with the Reid's" is a startup owned and operated by Stephanie Reid. Stephanie has a background working with seniors and the elderly within a medical environment and understands the needs of this population sector fluently.

This business plan has been custom written and designed by a member of Stephanie's CBDT (core business development team) and it is intended to outline who we are and what we are offering.

We will be happy to elaborate on any part of this business plan, however some information was purposely left out, or only mentioned in brief, to ensure the integrity of our IP (intellectual property).

Ride with the Reid's will start off as a "non-emergency" transportation provider serving mainly the senior, elderly and physically challenged population within the greater Mecklenburg County, North Carolina area and expanding from there. Our goals are to form mutually beneficial relationships with Social Services, Private Care Facilities and the Veterans Administration becoming certified as a transportation provider where we will bill those entities directly.

Additionally, Ride with the Reid's will explore providing transportation services to group homes and senior care facilities who have a need.

We look forward to your inquiries and any reply communications as we seek to build mutually beneficial cooperative relationships and open for business.

Sincerely,

Stephanie Reid, Principal Owner

Ride with the Reid's

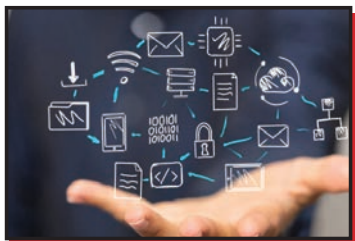
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EXECUTIVE SUMMARY

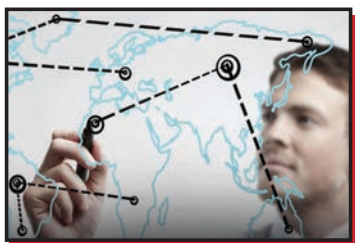


OUR BUSINESS MODEL

The business model featured on page 5 of this business plan is a visual representation of the primary elements of our business and operations.

OUR SERVICES

Ride with the Reid's has already begun the process of building alliances and setting up accounts with select suppliers and vendors and we explain a little about this process.

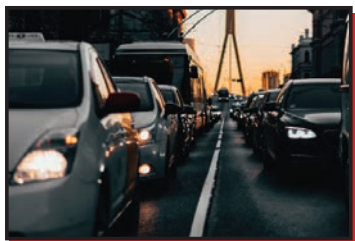


EXPANSION OF SERVICES

Our plans are to quickly expand into handicap transportation with specialty vehicles equipped to provide that specialized services.

TRANSPORTATION

Ride with the Reid's will start with one transport vehicle and expand from there.



GEOGRAPHIC SERVICE AREAS

Initially, Ride with the Reid's will serve the greater Mecklenburg County area of North Carolina with Charlotte being our major city of focus...

OUR TEAM

Starting with Stephanie Reid, driving part-time, Ride with the Reid's will expand to multiple Team members in a short period of time.



OPERATIONS

Our operational platform will be a custom model that exceed all regulatory compliance requirements.



EXECUTIVE SUMMARY



COMPLIANCE

Ride with the Reid's principal owner has read all of the local, state and federal guidelines for operating a non-emergency transportation services company and will adhere to all aspects of compliance. The Team members we add will be trained to follow the applicable guidelines through our Training Manual.

FINANCIAL ASSUMPTIONS

Ride with the Reid's has chosen to custom create financial assumptions that have a more realistic reality to them than a simplified break even spreadsheet. In this area we use a three tier system showing the assumed 100% operational income generating capacity and then tier down those figures into a range of potentiality of 80%, 70% and 60% to create a more feasible outline. We are confident when you read our financial assumptions on pages 16 - 20 you will agree that our logic is sound.



COMPETITION ANALYSIS

We have taken a look at what is being offered by our local competitors and have created multiple approaches that will differentiate us to the point where we can obtain market share.

SWOT ANALYSIS

We have taken an in-depth look at who we are, who we are competing against and the demand for service in our area and we outline those conclusions.



OUR CLIENTS

Ride with the Reid's will focus on serving private care facilities, individual families and those referred to us. We will also seek to become authorized to serve Social Services, Medicaid, Medicare and the Veterans Administration. We are now building a referral network and will continue this approach.

WHAT SETS US APART

We have a creative business model that is an intimate part of our IP (intellectual property) and we hint at this throughout our business plan.





EXECUTIVE SUMMARY



OUR GIVING BACK PROGRAM

Ride with the Reid's will actively serve members of our community who have a dire need on a regular basis through "free" meal delivery, prescription pick-up with the Client present and rides as needed on a predetermined schedule.

OUR ONLINE PRESENCE

From our new website being developed now, to social media utilization to technology integration Ride with the Reid's has a game-plan in place that we believe will expedite the demand for our services.



TECHNOLOGY UTILIZATION

Ride with the Reid's will utilize both proprietary and state required technologies to comply with applicable laws. We also outline our POS (point of sale) intentions to start with.

FOOD FOR THOUGHT

We share some insights that are refreshing and intelligent further making the case on why and how Ride with the Reid's will be successful for the long term.

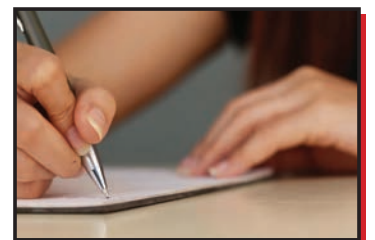


READY TO DO BUSINESS

Ride with the Reid's concludes the information we are providing and looks forward to any reply communications from others.

ABOUT THIS EXECUTIVE SUMMARY

Because the executive summary is included in this business plan on pages 2 - 4 we have structured it as a brief overview of content without elaborating on intimate details that are within the business plan itself.





OUR BUSINESS MODEL

The model below shows a visual representation of the different “primary elements” of our daily operations. Each element has a diversity of sub-elements not shown. The intention of Ride with the Reid's is to show that we have an in-depth working knowledge of the Clients we will be serving, their individual needs and the internal and external aspects of our business. We will be happy to elaborate upon request.





OUR SERVICES

Ride with the Reid's has three primary service categories that we will offer as a startup transportation company. We plan to expand our services as we grow, however these three service categories are where Ride with the Reid's will focus our operations.



ELDERLY AND SENIOR

Transportation services under Medicaid, Medicare and for Public and Private Care facilities within our geographic service areas.

ELDERLY AND SENIOR

Veterans who need transportation to the VA Hospital and for any other needs they may have. Covered by Medicare, Medicaid or the VA.



ELDERLY AND SENIOR

Transportation for those who are physically challenged and/or handicapped. We will provide special needs services through different conduits.



EXPANSION OF OUR SERVICES

Within the first 24 months of our operations, Ride with the Reid's will explore the following expansion of our services:

- Daycare for Seniors Transportation
- Small Recreational Transportation for Seniors
- Sunday Church Service Transportation
- Regional Transportation for Veterans
- Late Night Transportation for Senior Care Residents
- and others...

Ride with the Reid's will take the first 24 months of our operations to evaluate the best options for us to expand into that has the best profitability potential.





TRANSPORTATION



Initially, Ride with the Reid's will purchase a single transportation van and have it labeled with our logo and contact information. This vehicle will be used to pick-up our Clients and take them wherever they need to go, as well as bring them back home.

Our drivers will receive an employee manual from us and training prior to working as a driver and all drivers will be pre-screened with a background check that includes their driving history. Our transportation will be well maintained and always have a clean interior and exterior.



TRANSPORTATION



Within a short period of time, Ride with the Reid's will add one or more specialty vehicles equipped to provide transportation services for the handicapped, disabled and physically challenged. Each vehicle will have specialized equipment for easy loading of passengers who have wheel chairs and/or who cannot easily step up onto steps.

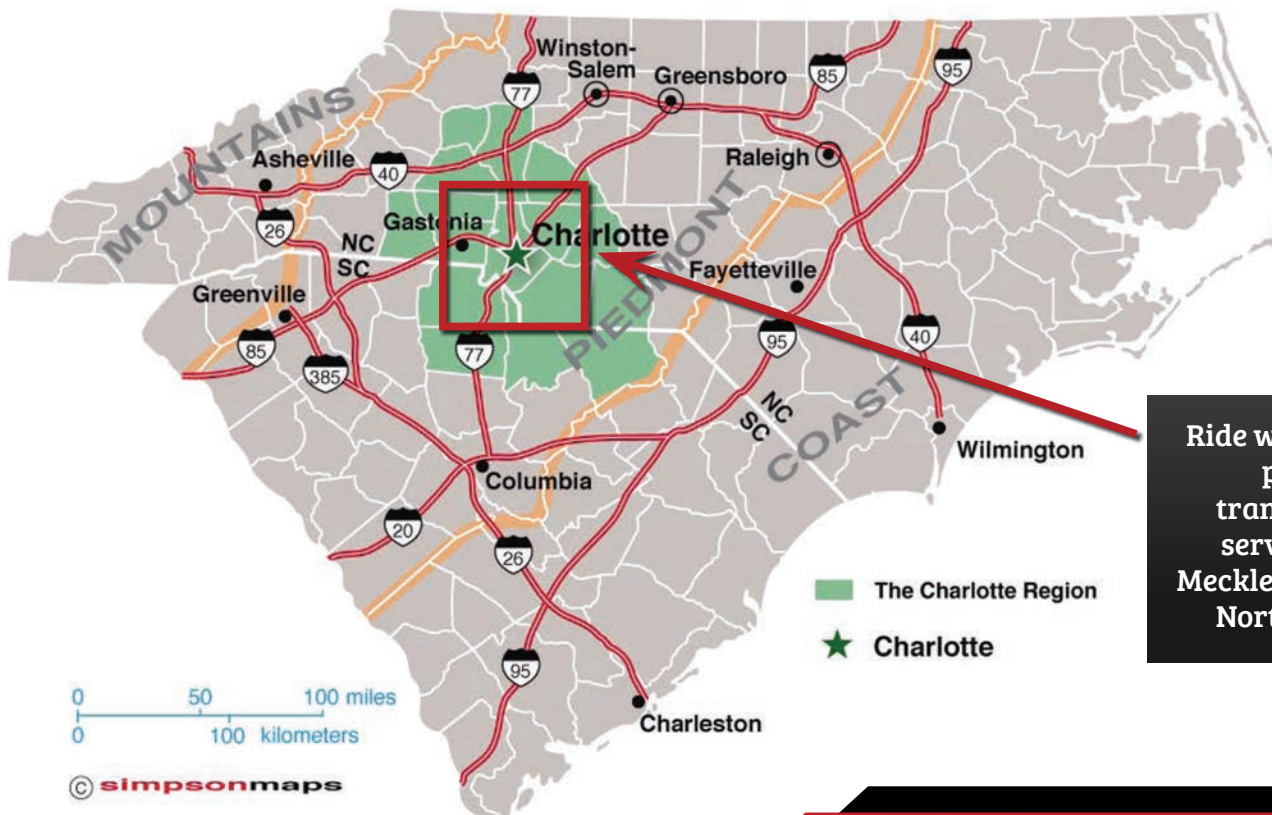
Like our regular transportation vans, Ride with the Reid's will label these vehicles and hire drivers who have a clean driving record and clean criminal history. Our drivers will also be required to read our employee manual and undergo a state approved driving course.



GEOGRAPHIC SERVICE AREAS

Ride with the Reid's primary service area will be Charlotte, North Carolina and the surrounding areas within Mecklenburg County. We will travel outside of this area on contract with other agencies, private care facilities and others on an as needed basis. Ride with the Reid's believes there to be ample demand within this area, however we have also explored surrounding counties in close proximity to our primary area of focus and we will be able to expand easily because of the demand.

Charlotte And The Carolinas



Ride with the Reid's primary transportation service area is Mecklenburg County North Carolina



OUR TEAM



Initially, our Team will be small and will grow organically as our business grows. We may employ people part-time and on contract initially before we add full time personnel. The goal is to prove our business model and then scale the business over a course of natural evolution. Ride with the Reid's will remain a small business initially and explore the opportunities for our expansion at different intervals to determine our forward progression.





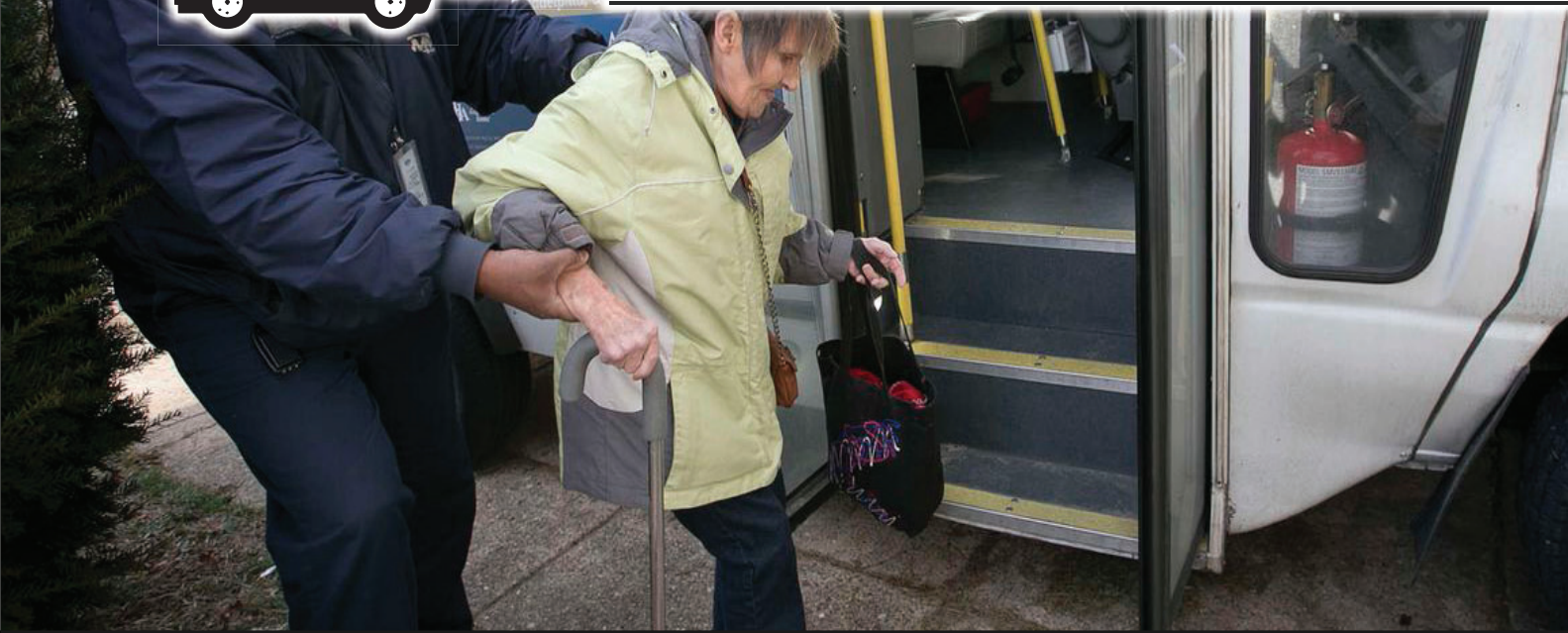
OUR TEAM



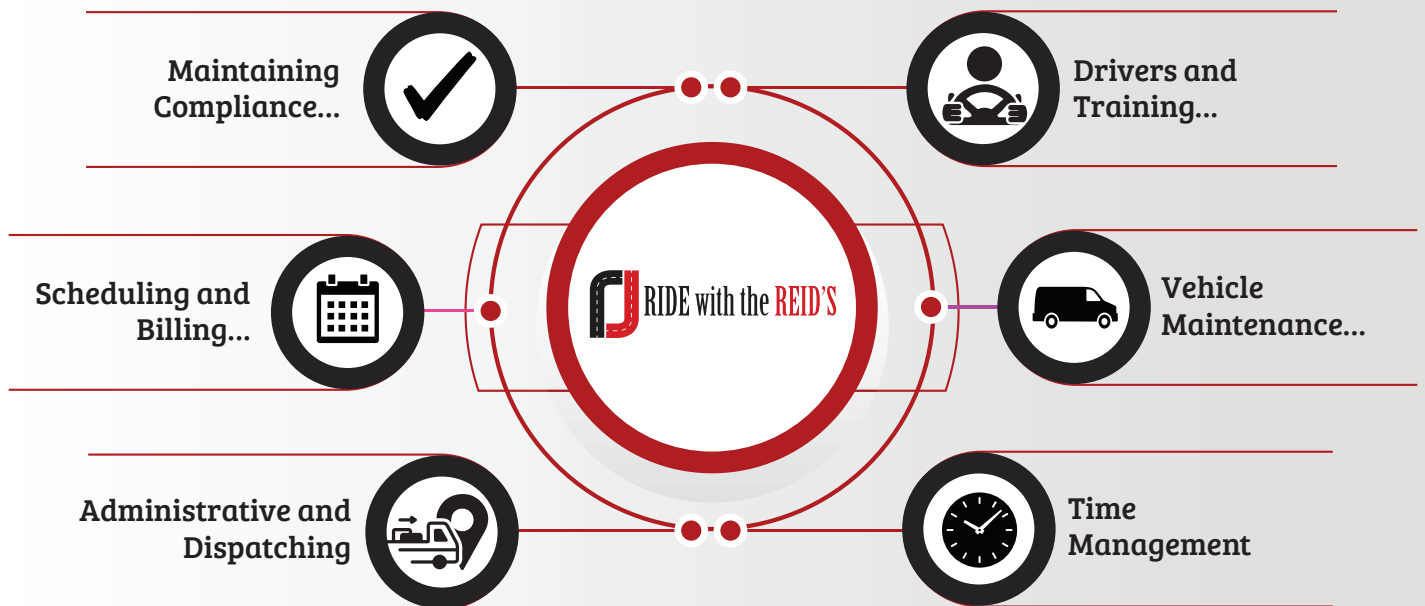
As Ride with the Reid's expands we will be adding new drivers to operate our transportation vans and vehicles. We will selectively prescreen candidates based on their clean driving and clean criminal history only. Ride with the Reid's will be an equal opportunity employer hiring both part-time and full time drivers as we expand our business and transportation services. Other needs may be filled by us using contractors who can provide services on demand without a need for us to hire full-time personnel. This will decrease our payroll expenses while still being able to provide high quality customer service.



OPERATIONS



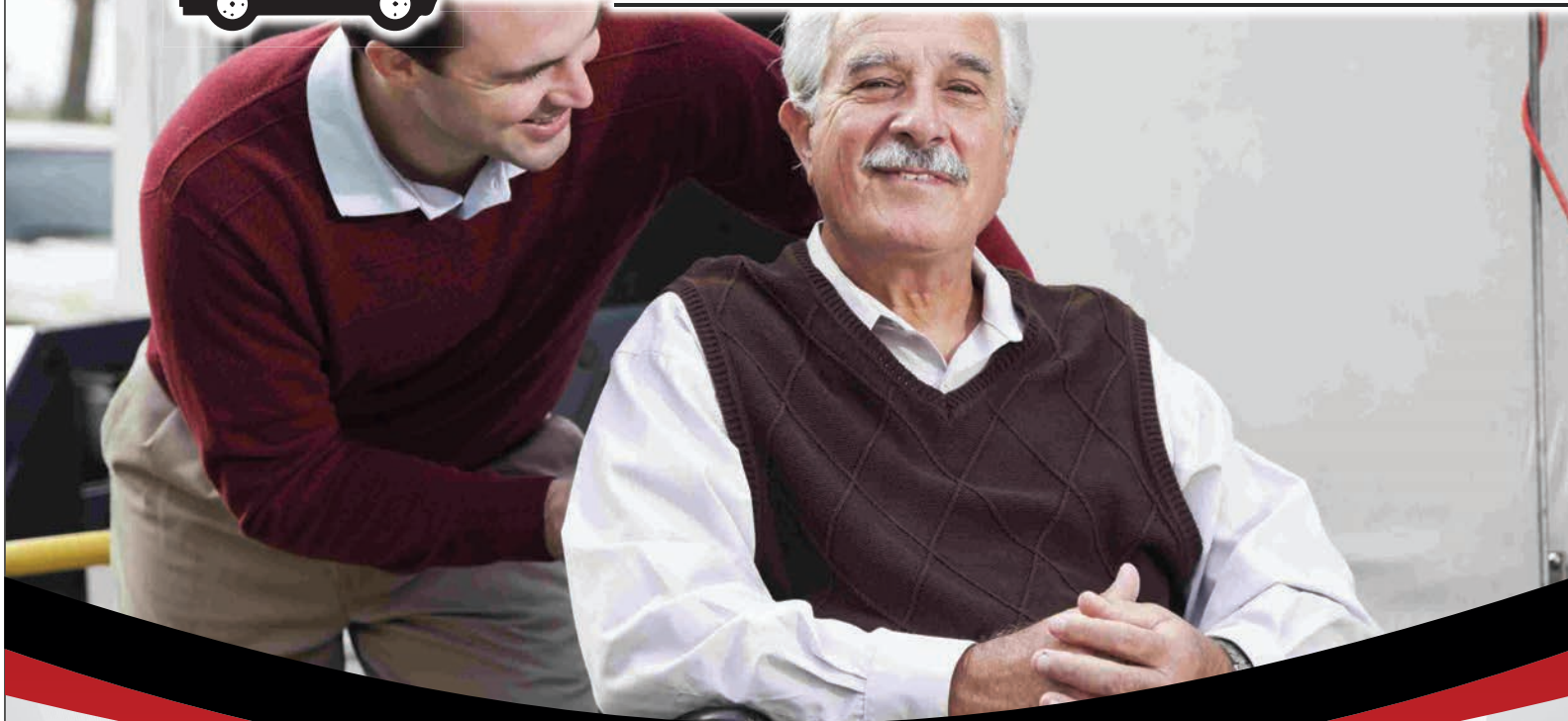
The daily operations of Ride with the Reid's will be comprised of the following primary elements:



There are a diversity of sub-elements that Ride with the Reid's understands the importance of and we will work tirelessly to ensure the safety and comfort of our Clients day and night.



COMPLIANCE



Ride with the Reid's will adhere to all State level aspects of regulatory compliance and will work to exceed these requirements whenever possible. We have fully evaluated our needs in the areas of:

COMPLIANCE



POLICIES



LAW



REGULATIONS



STANDARDS

...with regards to operating a transportation business. Ride with the Reid's is fully prepared to exceed our Clients expectations.



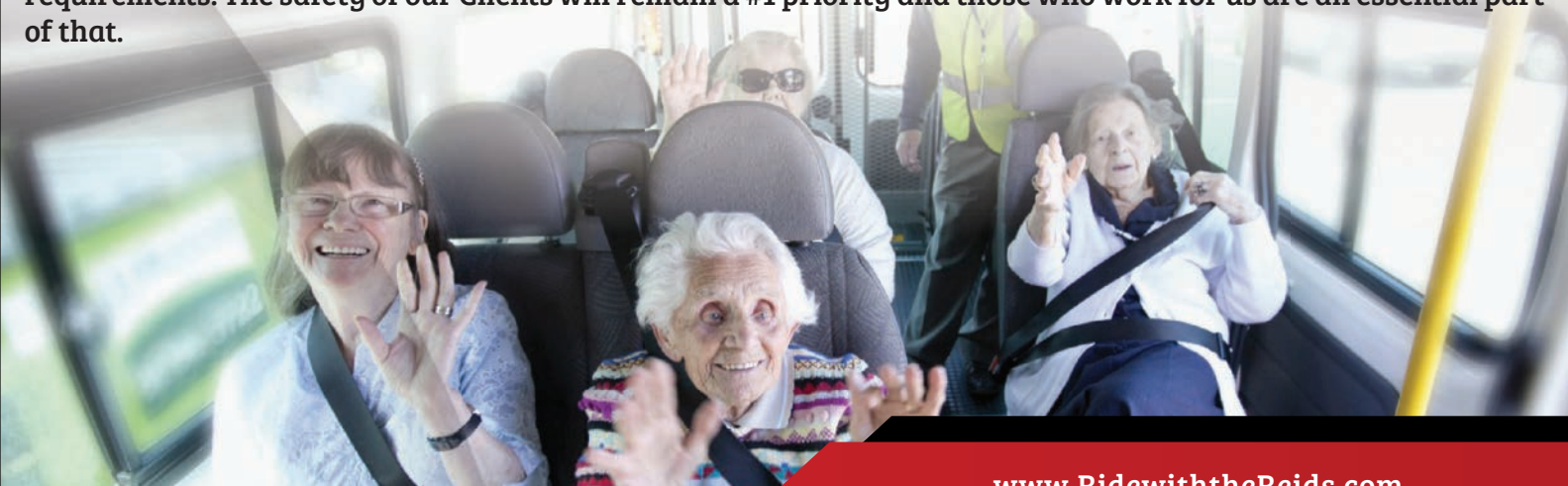
COMPLIANCE

Compliance

As we evolve our operations and hire new personnel, Ride with the Reid's will incorporate the following into our hiring and training processes to ensure we meet the requirements to operate our business without limitations:

- Perform background checks on potential candidates for employment including driving history screening.
- Provide substantial training of our personnel and encourage them to obtain certificates we pay for from outside authorities.
- Read and then periodically re-read our Employee Handbook so that they have a clear understanding of what is required of them during the performance of their duties while employed with Ride with the Reid's.

Ride with the Reid's will be an EOE (equal opportunity employer) for anyone who meets our minimum requirements. The safety of our Clients will remain a #1 priority and those who work for us are an essential part of that.





FINANCIAL ASSUMPTIONS



Ride with the Reid's has chosen to use a "Three Tier System" to outline our financial projections, showing 100% operational income capacity and the tiering those figures down into 80%, 70% and 60% to provide a realistic range of potentiality. We then show our expected expenditures as High, Moderate and Low.

We cross reference these numbers to showcase a final range of pre-tax post expenditure profitability. This "range" is more realistic than a finite set of numbers that would be impossible to substantiate.

A break-even spreadsheet simply does not work for how Ride with the Reid's will start our operations and expand. We are confident you will find this method refreshingly accurate as it is highly probable that we will fall within the range of profitability margins shown while we work to exceed these expectations.

Additionally, we have shown in this business plan an intention to seek Medicare, medicaid and Veteran transportation accounts, and while we will do this, it is important to note that our plans are better than just that. As you continue to read our business plan this will become evident.





FINANCIAL ASSUMPTIONS

Our first year, after a 6 month seasoning period, where we transition from part-time to full-time driving. The figures for our first year are after we transition into full-time transportation with one vehicle.

Revenue Streams	@ 100% capacity	@ 80% capacity	@ 70% capacity	@ 60% capacity
Contract 1	\$40,000	\$32,000	\$28,000	\$24,000
Contract 2	\$50,000	\$40,000	\$35,000	\$30,000
Private Assistance	\$80,000	\$64,000	\$56,000	\$48,000
TOTALS	\$170,000	\$136,000	\$119,000	\$102,000

FORMULA:

- Contract 1 is state level transportation for Medicaid, Medicare and Veterans.
- Contract 2 is private care and government funded facilities.
- Private Assistance is individual Clients and their families.

Our second year of operations will have us transition into operating two vehicles full-times for longer hours with an 8 hour shift and a 4-5 hour part-time shift.

Revenue Streams	@ 100% capacity	@ 80% capacity	@ 70% capacity	@ 60% capacity
Contract 1	\$100,000	\$80,000	\$70,000	\$60,000
Contract 2	\$130,000	\$104,000	\$91,000	\$78,000
Private Assistance	\$220,000	\$176,000	\$154,000	\$132,000
After Hours	\$60,000	\$48,000	\$42,000	\$36,000
TOTALS	\$510,000	\$408,000	\$357,000	\$306,000

FORMULA:

- After Hours is providing transportation services late at night, early am and on holidays.



FINANCIAL ASSUMPTIONS

FIRST YEAR RANGE OF EXPECTED EXPENDITURES.

Expense Type	High Range	Moderate Range	Low Range
Payroll	\$50,000	\$45,000	\$40,000
Vehicle Lease/Buy	\$14,000	\$13,000	\$12,000
Insurance	\$11,000	\$10,500	\$10,000
Maintenance	\$3,000	\$2,800	\$2,600
Advertising/Mktg.	\$12,000	\$11,000	\$10,000
*Other	\$12,000	\$12,000	\$12,000
TOTALS	\$102,000	\$94,300	\$86,600

*Other: Indicates unknown expenses that will be the same every month over a 12 month period.

SECOND YEAR RANGE OF EXPECTED EXPENDITURES.

Expense Type	High Range	Moderate Range	Low Range
Payroll	\$110,000	\$105,000	\$100,000
Vehicle Lease/Buy	\$25,000	\$24,000	\$23,000
Insurance	\$13,000	\$12,000	\$11,000
Maintenance	\$4,500	\$4,400	\$4,300
Advertising/Mktg.	\$12,000	\$11,000	\$10,000
*Other	\$12,000	\$12,000	\$12,000
TOTALS	\$176,500	\$168,400	\$160,300



FINANCIAL ASSUMPTIONS

In both years we show each income tier subtracting each expenditure tier as this shows a realistic range of potentiality.

OUR FIRST YEAR PRE-TAX POST EXPENDITURE PROFITABILITY.

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$68,000	\$34,000	\$17,000	Break Even
- Moderate	\$75,700	\$41,700	\$24,700	\$7,700
- Low	\$83,400	\$49,400	\$32,400	\$15,400

HOW TO READ CHART: If you take our 80% income projection from year 1 which is \$136,000 and subtract the high expenditure projection of \$102,000 you end up with a pre-tax post expenditure net of \$34,000.

OUR SECOND YEAR PRE-TAX POST EXPENDITURE PROFITABILITY.

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$333,500	\$231,500	\$180,500	\$129,500
- Moderate	\$341,600	\$239,600	\$188,600	\$137,600
- Low	\$349,700	\$247,700	\$196,700	\$145,700

The figures in each of the charts above showcase a “range of potentiality” and Ride with the Reid’s is far more confident in this realistic formula than in a finite set of figures that could never be substantiated.



FINANCIAL ASSUMPTIONS



WHY?

If you the Reader asks why you should believe our financial projections our simple and direct answer is that Ride with the Reid's is far more likely to fall within one of the tiers of our projected pre-tax post expenditure profitability ranges than be able to meet a single set of financial assumptions.

In this we have been creative, however we are confident that you will consider these ranges feasible.

We have also given ourselves a 6 month seasoning period so that we can master our operational excellence within our startup period.

Again our goal is to focus a substantial amount of our time on developing our Private Assistance services as this will result in a larger income than the other revenue streams shown herein. We will be happy to elaborate on these financial assumptions upon request.



COMPETITION ANALYSIS

Ride with the Reid's will be in competition, however slightly, with businesses who have registered as a transportation provider for Medicaid and with the independent county agencies as listed by the NCDHHS (North Carolina Department of Health and Human Services). The image below, along with the link, provides a snapshot of our local agency. Ride with the Reid's will not focus the bulk of our transportation services to Medicaid and Medicare service providers, however this information is relevant.

North Carolina Division of Aging and Adult Services ZGA702-A Provider Directory By Service		
Martin	MARTIN COUNTY ADULT & AGING SERVICES 201 LEE STREET PO BOX 1023 WILLIAMSTON, NC 278921712	Phone: 252-792-1027
McDowell	MCDOWELL DSS/MCDOWELL SENIOR CENTER PO BOX 338 MARION, NC 28752	Phone: 828-659-0821
Mecklenburg	MECKLENBURG COUNTY DSS 301 BILLINGSLEY ROAD CHARLOTTE, NC 282111005	Phone: 704-336-3000
Mitchell	MITCHELL SENIOR CENTER 152 LEDGER SCHOOL ROAD BAKERSVILLE, NC 287057265	Phone: 828-688-3019
Montgomery	MONTGOMERY COUNTY 102 E. SPRING STREET POST OFFICE 425 TROY, NC 273712056	Phone: 910-576-6531
Moore	MOORE COUNTY DEPT OF AGING PO BOX 487 CARTHAGE, NC 283270487	Phone: 910-215-0900
Nash	NASH CO AGING DEPARTMENT 103 NORTH ALSTON ST. NASHVILLE, NC 278561301	Phone: 252-459-1691

Link to directory online: <https://files.nc.gov/ncdhhs/documents/files/aging/Transportation-Agencies.pdf>




COMPETITION ANALYSIS

One of the best resources for Senior transportation in the greater Charlotte NC area is:


<https://www.care.com/senior-transportation/charlotte-nc>

This online directory at care.com lists local transportation providers that Ride with the Reid's will partially be in competition with. This is an excellent directory and many good people with great references. Ride with the Reid's will seek to differentiate ourselves with unique services and Client targeting initiatives.


Unfortunately, our local research finds very poor service providers that do not seem to match the directory. Their vehicles are dirty and in many cases damaged when we view them as they are providing services. Those we have approached directly have been rude and unwilling to discuss their business at all.




CHILD CARE
TUTORING
SENIOR CARE
PET CARE
HOUSEKEEPING
HOW IT WORKS




Cheryl L. | Charlotte, NC
\$10-20/hr • 10 yrs exp • 54 yrs old
Senior/Adult Care, Companionship, Meal Prep, Grocery Shopping, Transportation, Light Housekeeping, Personal Care
★★★★★ (3)
I have over 15 years of experience taking care of my own mother, who had muscular dystrophy. Her needs included the use of a wheelchair, ... [more](#)




Willena M. | Charlotte, NC
\$10-20/hr • 10 yrs exp • 55 yrs old
Avg response < 1 hrs
★★★★★ (3)
More than 23 yrs I've been a Certified Nursing Assistant. Also I'm Certified in CPR/FIRST AID. I cared and or lived with numerous ... [more](#)



Reviewed by Carl N. Nov 2019 5/5 stars
She has a big heart and is very generous and friendly. I was her neighbor and hated it when she moved away.



Monica J. | Charlotte, NC
\$15-20/hr • 10 yrs exp • 63 yrs old
I Have Over Thirty Years Experience In The Medical Field.
Avg response < 3 hrs
★★★★★ (7)
I am a very puntual and reliable individual. I take pride in my work and do my job to the best of my ability. I love working with elderly ... [more](#)



Reviewed by Kay S. Dec 2019 5/5 stars
Monica has been in healthcare for over 30 years. My first experience as an RN with her was at an inpatient setting in NYC, then later priva ... [more](#)



SWOT ANALYSIS

SWOT

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Ride with the Reid's has completed an internal evaluation and have come to the following conclusions:

OUR PRIMARY STRENGTH:

is in the fact that our business model is unique because of the way we will facilitate the delivery of our services.

OUR PRIMARY THREAT:

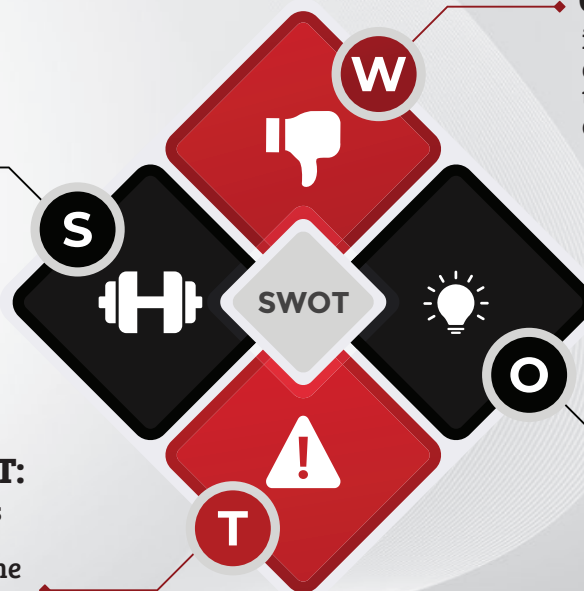
is in us starting to operate as a part-time business as the competition operates full-time and over many more hours than us initially.

OUR PRIMARY WEAKNESS:

is in the fact that we are a startup with no prior transportation service delivery experience.

OUR PRIMARY OPPORTUNITY:

is to develop a loyal Client base due to the uniqueness of our services.



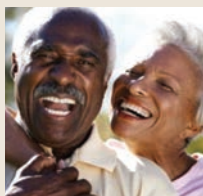
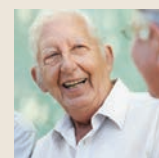
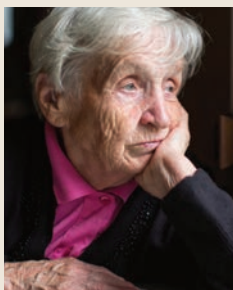
Ride with the Reid's believes that we can enhance our strengths and opportunities and decrease the negative impact of our weaknesses and threats. We will do this by giving ourselves a six month seasoning period where we take things slow and methodical going through our applicable learning curves on each aspects of our SWOT Analysis individually.



OUR CLIENTS

Our primary focus will be on serving elderly seniors and Veterans who live alone, with family or in a elderly or senior care facility who are still semi-independent. We will offer scalable services that include to and from transportation, multi-stop transportation and even assistance with appointment and shopping transitions, where our Driver(s) will provide additional assistance outside of transportation.

For example, we will pick up one or more Clients, take them to the grocery store and help them shop for the groceries they need, then take them home and help them unload the groceries into their residence. Mainly, serving one client at a time however if two clients are in the same location Ride with the Reid's can offer a buddy system option.



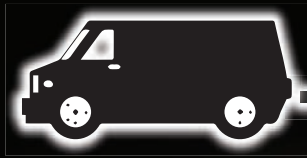


OUR CLIENTS

In addition, Ride with the Reid's will be applying for the privilege to provide transportation services through Medicare, Medicaid and the Veterans Administration as a secondary focus point for our business. Ride with the Reid's will be authorized for billing and will be added to the transportation network of service providers and called upon as needed.

These programs utilize transportation services providers and are a great secondary income resource, however will not be a primary focus of Ride with the Reid's unless the demand for our services expedite our expansion.





WHAT SETS US APART

The “assistance” services offered by Ride with the Reid’s will be the primary factor that sets us apart from would be competitors. We will assist our Clients in accomplishing their specific need fulfillment outside of the delivery of transportation services only. This is a scalable tier of services that the Client can choose from.

In addition Ride with the Reid’s can perform pick-up and delivery services without the Clients we serve being required to be present. From select shopping and errand running to prescription pick-up and other services, Ride with the Reid’s will cater to the individual needs of each Client.

Medicaid - Medicare - Veterans



Transportation that includes Assistance



OUR GIVING BACK PROGRAM

GIVING back

Ride with the Reid's has the intention to implement a "Giving Back Program" in three phases that include, however, may not be limited to:

- In phase one, we will selectively provide free transportation and free assistance to Clients with the greatest need on a case by case basis.
- In phase two, we will deliver free meals, in cooperative with other non-profits, during holidays and special events to individuals without transportation.
- In phase three, we will implement sponsorship of individual programs where we provide transportation to Clients who want to attend certain programs designed for elderly seniors. This may include day camps, parties and site seeing tours just to name a few.

As our profitability increases Ride with the Reid's will also consider volunteering for transportation in cooperatives with others. We recognize our responsibility to enrich our community and Ride with the Reid's intends to do just that.





OUR ONLINE PRESENCE



Ride with the Reid's is working to get our new website live online and to create a social media presence that we will use to generate awareness of our business and transportation services. Our website will provide information about our transportation services and as we grow provide profiles of our drivers.

Our social media presence on Facebook, Instagram, Twitter and YouTube will give us multiple conduits to share information about our business, meet new cooperative partners and engage new and current clients and their families. We are excited about this new online presence for Ride with the Reid's and our website will be live online very soon.

www.RidewiththeReids.com



TECHNOLOGY UTILIZATION



Ride with the Reid's will likely utilize Square as our POS (point of sale) processing for private client transportation and assistance services. Square allows us to process payments immediately on-site or remotely by phone and we can even send invoices by email, should we choose to offer that option to families who use our services multiple times weekly.

Ride with the Reid's will also use a transportation log where each driver will be responsible for keeping records related to pick-up and turn transportation services. We are currently exploring what Square can offer us in this area of need, however there are other services that provide mobile app options we are considering.



TECHNOLOGY UTILIZATION



Ride with the Reid's will be required to follow the billing and log requirements set forth by Medicaid, Medicare and the VA within their own system preferences. We will keep all necessary records and work under the guidelines required.

Additionally, Ride with the Reid's is currently looking into our own mobile app technology from custom design to licensing of an existing platform we can custom configure for our individual needs. A mobile app is not within our immediate scope of technology utilization, however we are thinking ahead and exploring options while completing our own research.





FOOD FOR THOUGHT



3 REASONS PEOPLE WILL CHOOSE RIDE WITH THE REID'S:

- Our prompt and professional services that go beyond transportation only.
- Our clean vehicles and comfortable reliability.
- Our Team members who are friendly and attentive to the needs of our clients.

Unfortunately, our review of our local competitors reveals a lack of cleanliness of their transportation vehicles, a lack of additional assistance related services and a seemingly odd complacency without a desire to provide excellence in customer service.

Ride with the Reid's will easily set ourselves apart by being better, cleaner, more reliable and more accommodating to our Clients needs. Our passion will be evident and our level of services unmatched, of this we are confidently certain.





READY TO DO BUSINESS



RIDE with the REID'S

RidewiththeReid's looks forward to your reply communications and will be excited for the opportunity to elaborate on any part of this business plan selectively. We have left out certain information to protect our IP (intellectual property) as we want to protect the integrity of our business model.

We will be circulating this business plan to new cooperative partners to form mutually beneficial relationships that will allow us to grow our business faster.

We currently have our "Employee Handbook" under development and design and that will be ready soon for review.

Thank you for the opportunity to present our business plan to you and we are excited about doing business with you soon.

Sincerely,

Stephanie Reid, Principal Owner
Ride with the Reid's

C: 704-761-9690

E: stephanie@RidewiththeReids.com

W: www.RidewiththeReids.com

Have an incredible day!