



# EcoNest Interiors LLC

"Designing Sustainable Spaces for Modern Living"

**Business Structure:** Limited Liability Company (LLC)

**Industry:** Green Interior Design & Renovation

**Headquarters:** Austin, Texas, USA

**Total Investment:** USD 180,000

**Visa Category:** E-2 Investor/ Business Sample

**Status:** Pre-Launch – Lease & Vendor Finalization Phase



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# 1 – Executive Summary




## 1.1 Business Overview

EcoNest Interiors LLC is a sustainable interior design and renovation firm to be established in Austin, Texas, USA. The company will offer eco-friendly, modern, and energy-efficient design solutions for residential and commercial clients — creating interiors that combine beauty, function, and sustainability.

### EcoNest will specialize in:

- Green materials and low-VOC finishes.
- Energy-efficient lighting and HVAC design.
- Upcycled and locally sourced furnishings.
- Smart-home integration for energy control.
- Turnkey renovation and project management.

The U.S. interior design and remodeling industry, valued at \$150+ billion, is evolving toward eco-conscious living spaces, driven by consumer demand for sustainable and health-positive environments. EcoNest Interiors LLC will strategically position itself within this fast-growing niche by blending European-style design sensibility with U.S. green-building technology.

 **Tagline:** "Designing Sustainable Spaces for Modern Living."

## 1.2 Mission & Vision

**Mission:** To transform living and working spaces across the United States through design that is environmentally responsible, aesthetically refined, and economically practical.

**Vision:** To establish EcoNest as a national benchmark in sustainable interior design — expanding from Austin to other eco-conscious U.S. cities within five years.

## 1.3 Business Objectives

Timeline	Objective	Outcome
Months 1 – 3	Finalize lease, supplier contracts, and licensing	Launch-ready facility
Months 4 – 6	Complete 10 residential design projects	Establish local reputation
Year 1	Attain \$250 000 in gross revenue	Achieve operating stability
Year 2	Expand to commercial projects & hire additional staff	Double revenue base
Year 3	Develop franchise model & training modules	Multi-city scalability

## 1.4 Investment Summary

Category	Amount (USD)	Allocation Purpose
Office Leasehold & Renovation	40 000	Fit-out, lighting, sample library
Equipment & Software	25 000	CAD workstations, AutoDesk, Adobe Suite
Furniture & Display	15 000	Client meeting & showcase setup
Marketing & Branding	20 000	Website, portfolio shoots, digital ads
Licenses, Legal & Insurance	5 000	Business formation, liability coverage
Initial Inventory	10 000	Samples, décor, eco-material stock
Working Capital (6 months)	65 000	Payroll, rent, utilities, vendor deposits
<b>Total Investment</b>	<b>USD 180 000</b>	<b>100 % Investor Equity</b>

Funds are fully sourced from the investor's personal capital and will be deployed pre-launch, meeting the "investment at risk" requirement under the E-2 program.

## 1.5 E-2 Visa Eligibility Summary

USCIS Criterion	EcoNest Compliance
Nationality	Investor is citizen of treaty country (e.g., Portugal / Grenada).
Substantial Investment	USD 180 000 capital fully committed; > 75 % of total start-up value.
Real & Operating Enterprise	Active design and renovation company with commercial lease, staff, clients, and vendor contracts.
Investor Control	100 % ownership; Managing Member authority.
Marginality	Projected to employ 8 U.S. workers and earn > USD 120 000 profit by Year 3.
Temporary Intent	Investor maintains strong foreign business and family ties.

## 1.6 Business Model Snapshot

### Revenue Sources

- Interior Design Consulting** — Concept to layout design (fixed fee + commission).
- Eco-Renovation Services** — Turnkey remodeling projects.
- Green Material Sales** — Partnership margins on furniture, lighting, paints.
- Smart-Home Integration** — Vendor-based installations (10 – 15 % markup).
- Corporate & Hospitality Design** — Sustainability certifications and B2B contracts.

**Revenue Mix (Year 3)** Design Fees 40 % • Renovation 30 % • Product 20 % • Smart Tech 10 %.

## 1.7 Market Opportunity

- U.S. sustainable interior design demand is growing at > 10 % CAGR, fueled by LEED & WELL building standards.
- Texas is the second-largest housing renovation market in the U.S. (after California).
- 68 % of homeowners in the Austin metro prefer eco-certified materials and energy-efficient systems.
- Commercial landlords are incentivized by tax credits for green retrofits, further boosting project volume.

EcoNest aligns directly with this macro-trend, positioning itself as an innovative, design-meets-eco-engineering brand for the American consumer.

## 1.8 Competitive Advantage

Aspect	EcoNest Advantage
Integrated Services	One-stop solution: design + execution + green certification
European-Inspired Aesthetics	Unique, minimalist, and sustainable designs
Material Expertise	Partnerships with certified eco-material vendors
Smart-Home Integration	Adds functional innovation to traditional design
Client Education	Sustainability workshops and transparent sourcing

## 1.9 Financial Snapshot

Metric	Year 1	Year 2	Year 3
Total Revenue	250 000	420 000	600 000
Gross Margin	55 %	60 %	62 %
Net Profit	12 000	68 000	125 000
U.S. Employees	4	6	8
Break-Even	Month 15	—	

## 1.10 Vision for Growth

By Year 3, EcoNest Interiors LLC will expand operations to Houston and Dallas, supported by a proprietary design-management app and franchise-ready systems. Long-term strategy includes partnering with U.S. homebuilders and real-estate developers to integrate sustainable design into new construction.

"Designing for today, without compromising tomorrow."



# 2 – Company Overview

## 2.1 Legal Identity

Field	Details
Company Name	EcoNest Interiors LLC
Legal Structure	Limited Liability Company (LLC)
Jurisdiction of Incorporation	State of Texas, USA
Headquarters	Austin, Texas
Industry Classification (NAICS)	541410 – Interior Design Services
Ownership	100 % held by the E-2 investor
Capitalization	USD 180,000 (Investor equity)
Status	Pre-launch (lease finalization and vendor procurement phase)

## 2.2 Legal Structure & Governance

EcoNest Interiors LLC will be established as a single-member limited liability company under Texas state law. This structure offers:

- Limited personal liability for the investor,
- Simplified taxation, and
- Full control under a U.S.-compliant operating agreement.

The founder will serve as Managing Member, with complete authority over all financial, staffing, and operational decisions. The LLC will obtain its EIN (Employer Identification Number) and register with local authorities for payroll, sales tax, and zoning compliance.

## 2.3 Business Description

EcoNest Interiors LLC will provide comprehensive, sustainable interior design and renovation services for residential, commercial, and hospitality clients. The company merges aesthetic sophistication with eco-efficiency, ensuring that each project meets both functional and environmental goals.



### The studio will feature:

- A design gallery and consultation office showcasing eco-friendly materials.
- A CAD workroom for 3D visualization and rendering.
- A green materials library including bamboo flooring, reclaimed wood, and low-VOC finishes.
- A virtual design capability, allowing remote consultations for out-of-state clients.

The company's model focuses on sustainability, wellness, and affordability — enabling clients to invest in design that saves energy and promotes health.

## 2.4 Mission Statement

"To create spaces that are beautiful, functional, and sustainable — bringing environmental responsibility into everyday living and working."

## 2.5 Vision Statement

"To redefine interior design in America through eco-innovation — one sustainable space at a time."

## 2.6 Core Values

### Sustainability

Commitment to eco-friendly materials and waste reduction.

### Innovation

Integrating smart-home and energy-efficient technologies.

### Integrity

Transparent pricing and ethical sourcing.

### Design Excellence

European-inspired aesthetics with U.S. practicality.

### Collaboration

Partnership with clients, architects, and suppliers.

## 2.7 Objectives

Timeline	Business Goal	Expected Outcome
Short-Term (Year 1)	Launch Austin office, secure 15 design projects	\$250K revenue, local reputation
Mid-Term (Years 2–3)	Expand into commercial & hospitality interiors	8 full-time U.S. jobs
Long-Term (Year 4–5)	Develop franchise and design training academy	Regional presence across Texas

## 2.8 Location Rationale – Austin, Texas

Austin offers an ideal base for EcoNest Interiors due to its thriving real estate market, tech-driven demographics, and strong sustainability culture.

### Strategic Advantages:

- Austin's home-renovation and design sector exceeds \$2.8 billion annually.
- High concentration of eco-conscious professionals, start-ups, and families seeking modern design.
- Government and corporate incentives for energy-efficient retrofits.
- Texas's no-state-income-tax environment improves operational margins.
- Proximity to supply hubs (Dallas and Houston) ensures efficient logistics.

Austin combines lifestyle, affordability, and design awareness — the perfect ecosystem for an eco-focused interior brand.

## 2.9 Long-Term Business Outlook

EcoNest Interiors aims to evolve from a boutique design firm into a regional leader in sustainable interiors by Year 5. Future plans include:

- Opening satellite design offices in Houston and Dallas.
- Developing a franchise model for green interior startups.
- Partnering with U.S. real-estate developers for integrated eco-fit-outs.
- Launching a digital design platform to serve clients nationwide.

This vision positions EcoNest as both a design studio and an environmental movement — helping America build greener interiors for a healthier future.

## 2.10 Summary

EcoNest Interiors LLC is a legitimate, operationally viable, and job-generating business that directly aligns with USCIS E-2 requirements. Its strategy combines aesthetic innovation, sustainable impact, and strong financial fundamentals to deliver enduring economic benefit to the United States.

"Design with purpose. Build with integrity. Grow with sustainability."





## 3 – Industry & Market Analysis

### 3.1 U.S. Interior Design Industry Overview

The U.S. interior design and renovation industry is one of the strongest creative-service sectors in the nation, with an estimated market value exceeding USD 150 billion (IBISWorld 2024). This includes residential remodels, commercial design, and construction-adjacent consulting.

**Key national growth drivers:**

- **Post-pandemic home renovation boom:** 70 % of homeowners plan to improve or redesign their homes within 5 years.
- **Sustainability imperative:** Federal incentives for energy-efficient upgrades and LEED-compliant interiors.
- **Corporate wellness trends:** Employers investing in ergonomic, green workspaces to boost productivity.
- **Urban housing expansion:** Continued migration to mid-tier U.S. cities such as Austin, fueling design demand.

The American interior design sector is shifting from luxury décor toward functionality, wellness, and sustainability—a niche EcoNest directly serves.

### 3.2 Sustainable Design Market Dynamics

The green design sub-sector is among the fastest-growing segments in the U.S. construction ecosystem. According to Allied Market Research, the sustainable interiors market is projected to reach USD 230 billion by 2030, growing at 11 % CAGR.

**Key trends driving adoption:**

- Demand for low-VOC paints, bamboo and recycled materials, and smart energy systems.
- Rapid expansion of LEED, WELL, and ENERGY STAR certification programs.
- Consumers associating green design with healthier lifestyles and property value increase.
- Developers integrating sustainability as a brand differentiator for new projects.

EcoNest is positioned at the intersection of design, technology, and sustainability—three converging U.S. macro-trends.

### 3.3 Texas Market Context

Texas is the second-largest housing renovation market in the U.S., trailing only California. Annual homeowner expenditure on remodeling exceeds USD 15 billion, with Austin consistently ranking as one of America's top "Design & Build" metros (Houzz 2024).

**Austin-specific strengths:**

- Rapid influx of tech professionals and entrepreneurs seeking modern living environments.
- City-level incentives for energy-efficient building retrofits.
- A dense network of contractors, builders, and real-estate brokers generating consistent project referrals.
- High aesthetic standards paired with eco-conscious values among younger demographics.

### 3.4 Target Customer Segments

Segment	Profile	Pain Point	EcoNest Solution
Urban Homeowners (B2C)	30–55 yrs, professionals & families	Want modern, sustainable homes without excessive cost	Affordable eco-friendly designs & turnkey service
Property Developers (B2B)	Small to mid-scale builders	Need green-compliance design partners	Certified sustainable design packages
Corporate / Office Clients	Startups, co-working spaces	Need ergonomic, energy-efficient workspaces	Green retrofits improving air quality & brand image
Hospitality Sector	Boutique hotels, Airbnb hosts	Desire unique sustainable aesthetics	Eco-chic interiors with measurable ROI on occupancy
Investors / Realtors	Property flippers, agents	Want resale differentiation	Quick green-upgrade packages increasing property value

### 3.5 Competitive Landscape

Competitor Type	Example (Austin)	Strengths	Market Gap
Boutique Design Firms	Chioco Design, Turnstyle Design	Creative concepts, local presence	Limited eco-expertise
Large Contractors	BuildASign Interiors, HomePro	Execution capacity	No sustainability focus
Freelance Designers	Independent interior stylists	Flexible pricing	Lack execution, licensing, consistency
Online Platforms	Havenly, Modsy	Remote affordability	Impersonal, no local project management

**EcoNest's differentiation:** certified eco-materials, holistic project management, and integration of smart-home technology + sustainable design—a space underserved in Austin.

### 3.6 Market Size & Potential (Austin Focus)

Metric	Value / Source
Total addressable interior design market (Austin metro)	~USD 650 million
Average residential project value	USD 18 000–35 000
Commercial retrofit contracts	USD 25 000–150 000
Average EcoNest project	USD 25 000 avg., 30–40 % gross margin
Attainable share within 3 years	0.1 % (≈ USD 600 000 annual revenue)

Even a fractional share of Austin's design market provides sufficient scale for EcoNest's financial success and local employment generation.

### 3.7 Pricing Benchmarks

Service	Market Rate (USD)	EcoNest Price Strategy
Conceptual design (per room)	1 500 – 2 500	1 700 (eco materials included)
Full residential project	20 000 – 50 000	25 000–35 000
Commercial retrofit	50 000 – 120 000	60 000–90 000
Smart-home integration add-on	5 000 – 10 000	6 500
Maintenance & after-care	300 – 800 / month	500 avg.

EcoNest's value-based pricing ensures premium positioning while remaining competitive for sustainability-minded clients.

### 3.8 SWOT Analysis

#### Strengths

- Sustainable design expertise
- Turnkey project execution
- Access to certified eco suppliers
- European-inspired aesthetics

#### Opportunities

- Rising eco-design demand
- Partnerships with real-estate developers
- Federal incentives for green retrofits

#### Weaknesses

- New entrant brand
- Initial marketing cost
- Dependence on vendor timelines
- Limited early-stage references

#### Threats

- Economic slowdown affecting renovation budgets
- Material cost volatility
- Copycat competitors entering niche

### 3.9 Regulatory Environment

EcoNest will comply with:

- Texas State Contractor Licensing & City of Austin Business Permits.
- OSHA workplace safety standards.
- Environmental certifications (LEED, GreenGuard, ENERGY STAR).
- U.S. labor and tax regulations for employee management.

Such compliance underscores EcoNest's legitimacy as a real and operating U.S. enterprise—key for E-2 adjudication.






# 4 – Products & Services

## 4.1 Overview

EcoNest Interiors LLC provides comprehensive, eco-friendly interior design, renovation, and maintenance services tailored for residential, commercial, and hospitality clients. The company delivers turnkey projects that emphasize sustainability, wellness, and technology-enabled efficiency.


EcoNest's approach follows a Design–Build–Sustain model:

		
<b>Design</b>	<b>Build</b>	<b>Sustain</b>
Creative conceptualization, 3D visualization, and layout planning.	On-site project management and eco-material installation.	Long-term maintenance and smart-home optimization.

Each offering reflects the brand's promise — "Designing Sustainable Spaces for Modern Living."




## 4.2 Core Services



## Sustainable Interior Design

- Concept development and layout planning for homes, offices, cafés, and retail spaces.
- 3D rendering and VR visualization to preview eco-concepts before execution.
- Selection of sustainable materials: bamboo, recycled wood, natural stone, cork flooring, non-toxic paints.
- Integration of biophilic design elements (plants, natural light, airflow).


**Key Deliverables:** Floor plan, 3D renderings, color/material boards, and cost estimates.



## Eco-Renovation & Fit-Out Services


- Full interior construction and remodeling.
- Sustainable wall finishes, LED lighting systems, and energy-saving fixtures.
- Waste management and recycling during project execution.
- LEED-inspired retrofit solutions for offices and co-working spaces.

**Target Clients:** Homeowners upgrading existing properties, and commercial landlords seeking green-certified workspaces.



## Smart-Home & Energy Integration

- IoT-based lighting and climate control installations.
- Energy monitoring dashboards for households and offices.
- Partnerships with Nest, Ecobee, and Lutron for device integration.
- Add-on service to new or existing projects, boosting energy efficiency by up to 25 %.



## Green Material Supply & Procurement

- In-house library of certified sustainable products.
- Sourcing partnerships with suppliers in Texas, Oregon, and California.
- Margin-based resale model (10–20 % markup) on eco-furniture, fixtures, and paints.
- Transparent documentation of every product's environmental footprint.



## After-Care & Maintenance Programs

- Monthly or annual maintenance for completed projects.
- Deep-cleaning, polish, and inspection services using biodegradable agents.
- Subscription-based model ensuring recurring revenue and client retention.
- "Green Health Check" audits to sustain energy efficiency over time.

## 4.3 Service Packages

Package	Ideal For	Scope	Price Range (USD)	
Essential Design Package	Small apartments / offices	Space layout, color palette, eco-material suggestions	1 500 – 3 000	
Premium Renovation Package	Homes / retail spaces	Full design + build + furnishings	20 000 – 40 000	
Corporate Green Retrofit	Offices / co-working spaces	Energy audit, redesign, installation	35 000 – 90 000	
Smart-Home Upgrade	Residential clients	IoT setup, sensors, app integration	5 000 – 10 000	
Maintenance Subscription	Completed projects	Annual maintenance & eco audit	500 / month avg.	

Custom pricing applies to large projects, with 30–40 % gross margins.

## 4.4 Design Process

01	02	03
<b>Initial Consultation &amp; Briefing</b> <p>Needs analysis, sustainability goals, and budget alignment. 40 % upfront deposit for project initiation.</p>	<b>Concept Design</b> <p>Mood boards, 3D visuals, and material samples.</p>	<b>Execution Planning</b> <p>Finalized drawings, vendor scheduling, and cost control.</p>
04	05	
<b>Implementation</b> <p>On-site supervision, milestone reviews, and client walkthroughs. Mid-project client approval and progress billing (40 % milestone).</p>	<b>After-Care</b> <p>Handover, post-installation audit, and maintenance subscription.</p>	

This transparent workflow ensures consistency, cost efficiency, and high client satisfaction.

## 4.5 Key Partnerships

Partner Type	Examples	Contribution
Material Suppliers	EcoSupply Co., BambooTex, GreenGuard Paints	Certified eco-materials
Technology Vendors	Nest, Ecobee, Lutron	Smart-home systems
Architectural Firms	Local contractors & builders	Structural collaboration
Real Estate Agents	Austin Property Hub, Keller Williams	Referral partnerships
Furniture Studios	ArtisanMade Texas, Re-Wood Furnishings	Sustainable furniture sourcing

Partnerships expand capacity, reduce lead times, and enhance design authenticity.

## 4.6 Unique Selling Propositions (USPs)

<b>One-Stop Sustainable Design Solution</b> <p>Concept to execution.</p>	<b>Data-Driven Energy Optimization</b> <p>Smart-home integration.</p>	<b>Material Transparency</b> <p>100 % eco-certified sources.</p>
<b>Design Aesthetics</b> <p>Modern, minimalist, and culturally adaptive.</p>	<b>Ongoing Support</b> <p>Maintenance, audits, and upgrade programs.</p>	

## 4.7 Future Product Lines

- "EcoNest Studio Collection" – proprietary line of modular eco-furniture.
- Digital Design Platform – online design subscription for remote clients.
- Corporate Sustainability Consultancy – advising businesses on eco interiors and carbon reporting.

These additions will diversify income streams and strengthen long-term scalability.



# 5 – Business Model & Revenue Streams

## 5.1 Overview

EcoNest Interiors LLC follows a hybrid design-build business model that combines creative design services, project management, and sustainable material sales under one operational ecosystem.

Revenue is generated from five complementary streams, ensuring both diversification and scalability. The structure promotes profitability, recurring revenue, and job creation — three critical pillars for E-2 visa qualification.

"EcoNest earns through design consultancy, eco-renovations, green product margins, and long-term maintenance contracts."



## 5.2 Core Revenue Streams

Stream	Description	Revenue Model	Share (Year 3)
1 Interior Design Consulting	Concept creation, 3D visualization, layout, and material selection	Fixed-fee per project	35 %
2 Eco-Renovation / Fit-Out Projects	Turnkey construction and installation	Cost-plus margin (25 – 30 %)	30 %
3 Green Material Sales	Re-sale of eco paints, lighting, flooring, décor	Supplier wholesale + markup (10 – 20 %)	15 %
4 Smart-Home Integration	IoT installation with energy systems	Commission from vendor + markup	10 %
5 Maintenance & Subscription Services	Monthly / yearly after-care packages	Recurring subscription	10 %

These streams ensure balanced cash flow — with short-term design fees and long-term service contracts.



# 5 – Business Model & Revenue Streams (continued)

## 5.3 Pricing Strategy

EcoNest adopts value-based pricing: customers pay for sustainability, transparency, and high design quality rather than cost-plus billing.

\$15K-\$30K	\$50K-\$100K	\$500-\$1,000	10-20%
Residential Projects	Commercial Projects	Maintenance Plans	Material Margins
Average project value	Average project value	Per month	On certified eco-products

EcoNest will provide tiered packages (Basic, Premium, Signature) to accommodate diverse budgets without diluting brand positioning.

## 5.4 Cost Structure

Category	Type	% of Revenue (Y1)	Notes
Direct Materials & Labor	Variable	35 %	Contractor and supplier costs
Employee Payroll	Fixed	25 %	Designers, site staff, admin
Marketing & Branding	Semi-variable	10 %	Website, ads, social media
Rent & Utilities	Fixed	8 %	Austin studio lease
Technology & Software	Fixed	5 %	CAD licenses, project tools
Misc. / Legal / Insurance	Fixed	4 %	Permits, taxes, insurance
Net Margin Target	—	13 – 15 %	After tax and reinvestment

Cost discipline and lean staffing in Year 1 ensure early breakeven and compliance with the "real and operating" test.

## 5.5 Cash-Flow Logic

EcoNest secures advance payments on each contract to maintain healthy cash flow:

- 40 % deposit upon signing,
- 40 % mid-project milestone,
- 20 % on delivery.

Maintenance and subscription fees provide steady recurring cash, reducing dependency on new projects.

**Average working capital cycle:** 60–75 days. This model sustains liquidity and reduces investor capital risk.

## 5.6 Scalability Potential

By Year 3, EcoNest will expand into multi-city operations and franchise training modules, replicating its process-driven design framework.

Scalability vectors include:

- **Franchise Partnerships:** Train local designers under EcoNest brand.
- **E-commerce Platform:** Online sale of eco-materials and décor kits.
- **Corporate Contracts:** LEED / WELL compliance consulting for U.S. firms.





The brand's intellectual property — design process, vendor network, and smart-home templates — forms the foundation for scalable growth.

## 5.7 Profitability Path

Metric	Year 1	Year 2	Year 3
Projects Completed	12	22	35
Avg. Project Value (USD)	21 000	25 000	30 000
Gross Revenue	250 000	420 000	600 000
Gross Margin	52 %	58 %	62 %
Net Profit	12 000	68 000	125 000
ROI	—	38 %	85 % cumulative

Break-even is projected at month 15, confirming the business's capacity to sustain itself beyond the investor's personal income — satisfying the "non-marginality" requirement.

## 5.8 Strategic Advantages

<div></div> <div><b>Multi-stream revenue</b> Reduces risk of single-client dependency</div>	<div></div> <div><b>Subscription model</b> Builds long-term customer relationships</div>
<div></div> <div><b>Scalable design IP</b> Supports future franchising</div>	<div></div> <div><b>Proven gross margins</b> 55 – 60 % meet E-2 profitability standards</div>



# 6 – Marketing & Sales Strategy

## 6.1 Overview

EcoNest Interiors LLC will build its client base through a multi-channel marketing and partnership strategy designed to position the brand as Austin's leading eco-conscious design and renovation studio. The marketing approach integrates digital visibility, strategic partnerships, and referral systems — ensuring continuous project inflow while maintaining premium brand positioning.

**Marketing Philosophy:** "Educate. Inspire. Convert." EcoNest markets not just design — but the experience of sustainable living.

## 6.2 Branding & Positioning

EcoNest will be positioned as a premium yet accessible eco-design studio offering high aesthetic value with measurable environmental benefits.

**Brand Attributes:** Modern • Sustainable • Transparent • Ethical • Innovative

**Brand Collateral Includes:**

- Minimalist logo and visual identity.
- EcoNest website (mobile-first, SEO optimized).
- Design portfolio showcasing 3D renderings & before/after transformations.
- Client testimonials and sustainability certifications.

Every element reinforces the EcoNest message: "Designing Sustainable Spaces for Modern Living."

## 6.3 Marketing Objectives

Time Frame	Goal	Outcome
Month 1–3	Launch brand identity & website	Brand awareness in Austin
Month 4–6	Secure first 10 projects	Generate USD 150K revenue
Year 1	Build digital lead funnel & partnerships	60 % recurring client rate
Year 2–3	Expand to new cities & corporate contracts	Regional recognition

## 6.4 Target Market Approach

EcoNest's marketing efforts will be directed toward residential homeowners, real estate developers, SME offices, and hospitality investors. A blend of emotional appeal (wellness & beauty) and rational appeal (energy savings & ROI) will guide all communication.

## 6.5 Digital Marketing Strategy

### Website & SEO

- Professional website showcasing services, project portfolio, and sustainability certifications.
- Search Engine Optimization (SEO) targeting key terms like:
  - Sustainable Interior Design Austin
  - Eco Renovation Texas
  - Green Office Interiors USA
- Monthly blog posts on design trends and eco-living.

### Social Media Presence

**Platforms:** Instagram, LinkedIn, Pinterest, and YouTube.

**Content themes include:**

- "Before & After" transformations.
- Green material education reels.
- Designer Q&A live sessions.
- Client stories and testimonials.

**Frequency:** 4 posts/week; 1 video/month.

### Digital Ads & Lead Generation

- Google Ads (targeting "eco-friendly design Austin").
  - Facebook & Instagram lookalike campaigns.
  - Pinterest ads for interior inspiration audiences.
  - Landing pages integrated with CRM for lead tracking.
- Goal:** Generate 150 qualified leads per quarter with 20 % conversion rate by Year 1.

## 6.6 Partnership & Referral Channels

Partner Type	Example	Referral Model
Real Estate Agents	Keller Williams, Compass Austin	5–10 % referral fee per project
Property Developers	Urban Habitat, Lennar Homes	Co-branded eco-interior packages
Furniture Retailers	Re-Wood Furnishings	Cross-promotion of product lines
Architectural Firms	EcoStudio Texas	Collaborative design projects
Corporate Clients	Co-working & wellness offices	Retainer-based sustainability redesigns

These partnerships enhance brand trust, provide steady project referrals, and strengthen B2B networks.

## 6.7 Public Relations & Community Outreach

- Host quarterly sustainability workshops in collaboration with Austin Green Building Council.
- Participate in local expos like "Texas Design Week" and "EcoBuild Expo."
- Sponsor eco-awareness campaigns in schools and community centers.
- Offer student internships through Austin design colleges — supporting local employment and visibility.

These initiatives position EcoNest as a socially responsible, community-anchored business.

## 6.8 Sales Strategy

EcoNest will maintain a consultative sales model, where relationship-building drives conversions rather than hard selling.

**Sales Steps:**

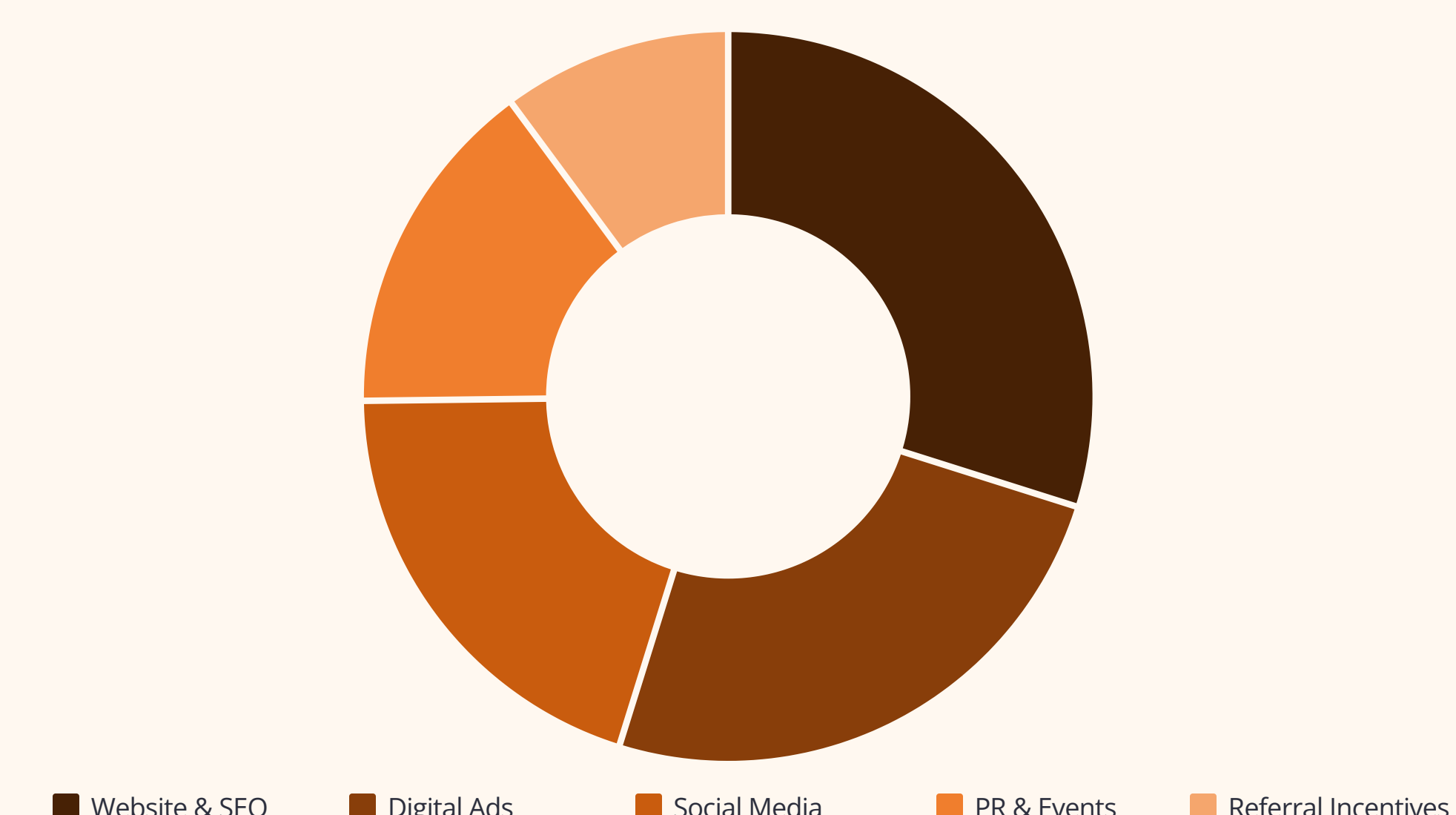
01	02
Lead Generation	Free Consultation
03	04
Design Proposal	Contract
05	06
Execution	After-Care Subscription

**Conversion Rate Targets:**

- Inquiry-to-consultation: 40 %
- Consultation-to-contract: 25 %
- Post-project retention: 60 %

CRM software (like HubSpot or Zoho) will be used to track leads, automate follow-ups, and manage client communication.

## 6.9 Promotional Budget (Year 1)

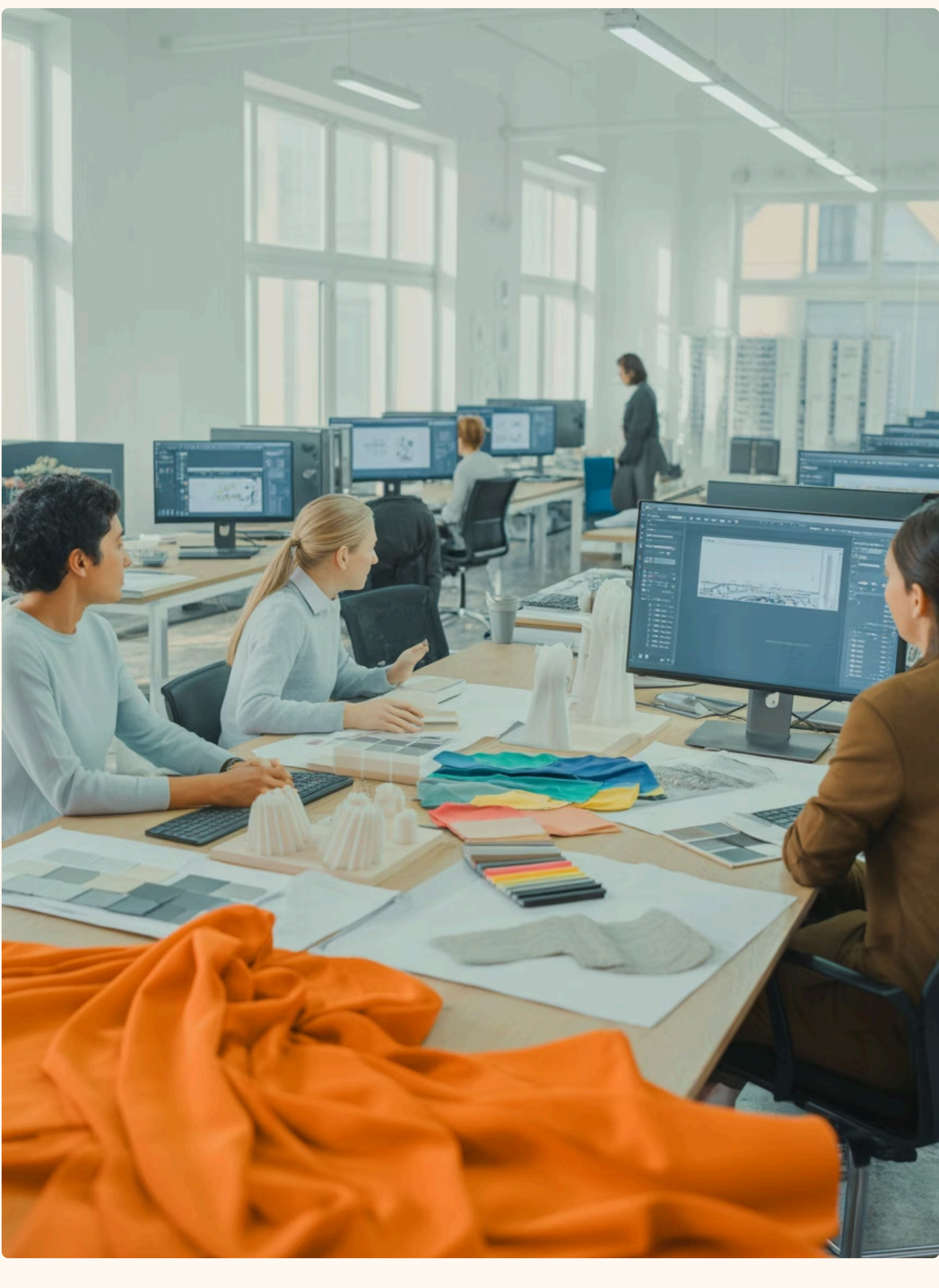


This planned marketing spend represents 8 % of Year 1 revenue — a sustainable ratio for small business growth.

## 6.10 Key Performance Indicators (KPIs)

Metric	Target (Year 1)	Target (Year 2)
Website Traffic	10 000 monthly visits	25 000 monthly
Lead Conversion	20 %	30 %
Customer Retention	60 %	70 %
Average Project Value	USD 21 000	USD 27 000
Referral Clients	25 %	35 %





## 7 – Operational Plan

### 7.1 Overview

EcoNest Interiors LLC will operate from a leased studio office in Austin, Texas, functioning as both a design showroom and project coordination hub. The space will house interior designers, client consultants, and administrative staff, ensuring seamless management of projects from concept to completion.

The company's operational model integrates creative design processes, vendor management, and client execution under one coordinated system, maximizing efficiency and client satisfaction.

**Operational Motto:** "From blueprint to beauty — every detail designed sustainably."

### 7.2 Facility Description

**Location:** South Lamar Boulevard, Austin, TX — a commercial corridor known for creative businesses and easy client access.

Facility Area	Use	Size (Approx.)
Reception & Client Lounge	Initial consultations and display area	400 sq. ft.
Design Studio	Workstations for designers (CAD/3D)	700 sq. ft.
Sample Library	Material and color boards	200 sq. ft.
Project Management Office	Vendor coordination and logistics	300 sq. ft.
Storage & Maintenance Area	Tools and small inventory	150 sq. ft.
Total	—	1,750 sq. ft.

**Lease Terms:**

- Commercial lease for 3 years, renewable.
- Average rent: USD 3,000/month.
- Utility and maintenance cost: USD 700/month.

The facility layout is optimized for creative work and client interaction, ensuring a professional, real-operating U.S. base — key for E-2 compliance.

### 7.3 Operational Workflow



Each project is tracked through a cloud-based project management system (Monday.com / Asana) for transparency and accountability.

### 7.4 Vendor & Supply Chain Network

EcoNest will maintain partnerships with certified green suppliers and local contractors.

Vendor Type	Examples	Location	Purpose
Eco Paints & Finishes	GreenGuard, Sherwin-Williams Eco	Dallas, TX	Low-VOC paints
Flooring & Wood	BambooTex, TerraWood	Houston, TX	Bamboo & reclaimed wood
Lighting	Lutron, Philips GreenLine	Austin, TX	Energy-efficient fixtures
Furniture	Re-Wood Furnishings	Austin, TX	Upcycled furniture
Smart Systems	Nest, Ecobee	Nationwide	Home automation integration
Contractors	BuildEco Team	Austin, TX	On-site labor & fit-out

85 % of suppliers are based within Texas, ensuring short delivery timelines and cost control.

### 7.5 Equipment & Technology

**Software Tools:**

- AutoCAD and SketchUp for design drafting.
- Lumion for 3D rendering and visualization.
- Asana / Monday.com for workflow tracking.
- QuickBooks Online for accounting and payroll.
- HubSpot CRM for client and sales pipeline management.

**Office Equipment:**

- 5 workstations, 1 plotter printer, 2 laptops for mobile site coordination.
- Smart displays for client presentations.

The company's digital-first operations increase efficiency, minimize paper waste, and align with its sustainability ethos.

### 7.6 Staffing & Daily Operations

Role	Primary Responsibilities	Start Date
Managing Member (Investor)	Oversee all operations, finance, client relations	Day 1
Lead Interior Designer	Concept design, client briefing	Month 1
Project Coordinator	Site supervision, vendor scheduling	Month 2
Procurement Manager	Supplier liaison, material purchase	Month 2
Administrative Assistant	Accounting, CRM management	Month 3
Marketing Assistant	Social media, client outreach	Month 3
Junior Designer (2)	Drafting and 3D rendering	Month 4

The team will grow to 8 full-time employees by Year 3, satisfying E-2 employment-generation expectations.

### 7.7 Quality Control & Compliance

EcoNest maintains rigorous standards for quality and safety:

- Use of certified eco-materials only (LEED, Energy Star).
- Regular supplier audits.
- On-site safety training per OSHA guidelines.
- Post-installation sustainability checks for each project.

Quality assurance is documented and shared with clients — reinforcing transparency and professionalism.

### 7.8 Daily Management Schedule

Time / Phase	Activity	Responsible
9:00–10:00 AM	Daily team briefing & site update	Managing Member
10:00–12:00 PM	Design work, supplier coordination	Design Team
12:00–1:00 PM	Client meetings / presentations	Lead Designer
1:00–2:00 PM	Vendor follow-ups, site visits	Project Coordinator
2:00–4:00 PM	Marketing content creation	Marketing Assistant
4:00–6:00 PM	Reporting, invoices, scheduling	Admin + Management

### 7.9 Risk Management

Potential Risk	Mitigation Strategy
Material delays	Local sourcing + vendor redundancy
Cost overruns	Fixed-price contracts with suppliers
Labor shortage	Backup subcontractor agreements
Market slowdown	Maintenance plans ensure recurring cash flow
Technology failure	Cloud backups + IT support contracts



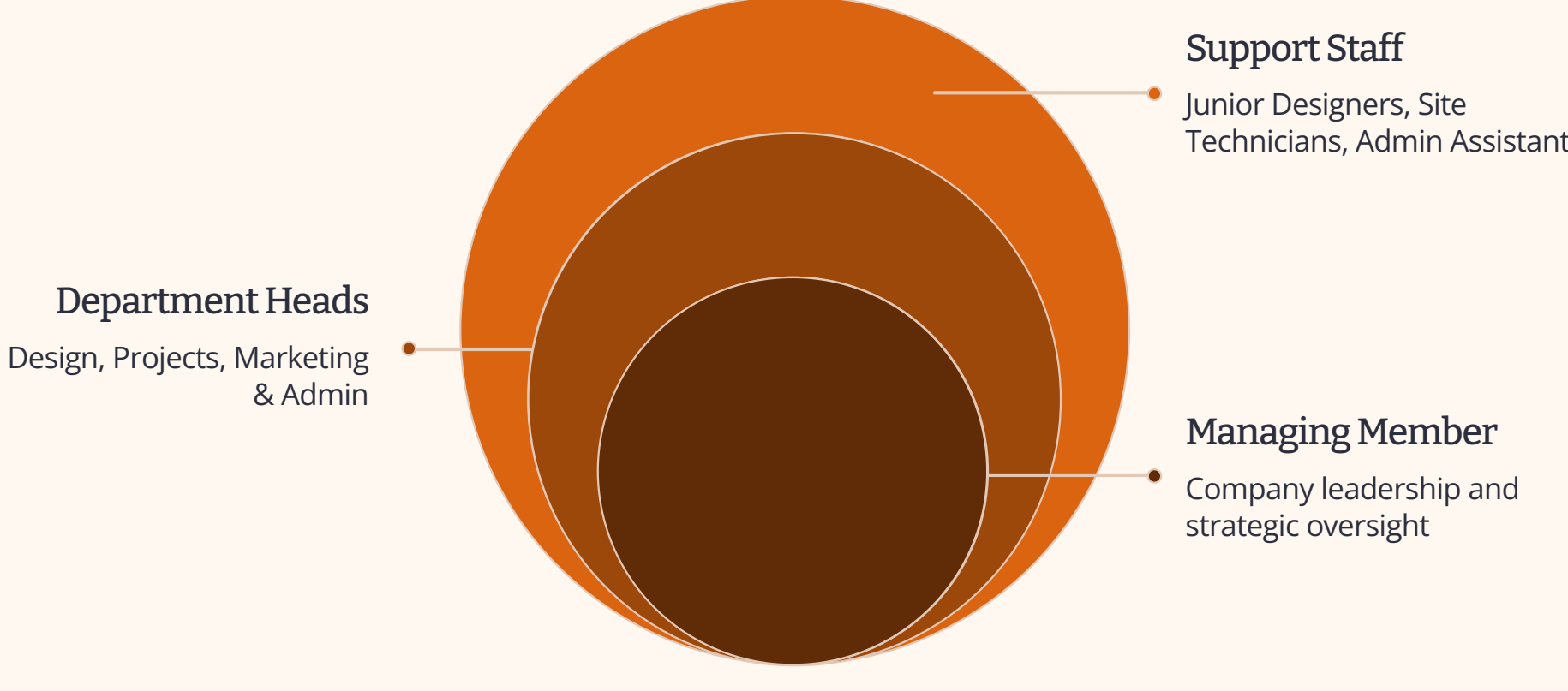
# 8 – Management & Staffing Plan

## 8.1 Overview

EcoNest Interiors LLC will operate under a lean but growth-oriented staffing structure, ensuring efficiency in the early stages while building capacity for expansion. The management philosophy emphasizes creative excellence, project accountability, and professional training, aligning with the company's long-term goal of becoming a regional leader in sustainable design.

"Empower, collaborate, and grow — the EcoNest way."

## 8.2 Organizational Structure



The Managing Member (Investor) oversees all operational, financial, and strategic decisions. Each department reports directly to the Managing Member, ensuring a clear line of control and transparent accountability — critical under E-2 visa regulations.

## 8.3 Key Management Roles

	<b>Managing Member (Investor)</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Oversee financial management, business development, and compliance.</li><li>Supervise marketing, operations, and staffing.</li><li>Approve design proposals and vendor contracts.</li></ul> <b>Role in E-2 Visa Context:</b> The investor maintains active operational control (not a passive investment), ensuring USCIS's "real and operating" test is met.
	<b>Lead Interior Designer</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Handle conceptual design, 3D modeling, and client consultations.</li><li>Coordinate with vendors on materials and finishes.</li><li>Manage and mentor junior design staff.</li></ul> <b>Qualifications:</b> Degree in Interior Design / Architecture, 5+ years of design project experience.
	<b>Project Coordinator</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Oversee on-site fit-outs and renovation activities.</li><li>Manage schedules, budgets, and contractor communication.</li><li>Conduct quality checks and sustainability compliance.</li></ul> <b>Qualifications:</b> Construction management or civil engineering background with project experience.
	<b>Marketing &amp; Admin Manager</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Manage digital marketing, social media, and local outreach campaigns.</li><li>Oversee client CRM, invoices, and reporting.</li><li>Support business development and partnerships.</li></ul> <b>Qualifications:</b> Marketing or communications background with creative industry exposure.
	<b>Junior Designers (2)</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Assist with drafting, AutoCAD layouts, 3D rendering, and sample board preparation.</li><li>Provide on-site design support and client presentations.</li></ul> <b>Qualifications:</b> Entry-level designers trained in sustainable materials and color psychology.
	<b>Site Technicians (2)</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Handle minor installation, maintenance, and on-site coordination tasks.</li><li>Support contractors during execution phases.</li></ul> <b>Qualifications:</b> Technical certification in electrical/civil works or carpentry.
	<b>Administrative Assistant</b> <b>Responsibilities:</b> <ul style="list-style-type: none"><li>Bookkeeping, scheduling, documentation, and supplier follow-ups.</li><li>Coordinate office logistics and HR records.</li></ul> <b>Qualifications:</b> Diploma in business administration, detail-oriented and organized.

## 8.4 Staffing Timeline

Phase	Month	Team Additions
Phase 1 – Launch	0–3	Managing Member, Lead Designer, Project Coordinator
Phase 2 – Stabilization	4–9	2 Junior Designers, Admin Assistant
Phase 3 – Expansion	10–18	Marketing Manager, Site Technicians (2)
Phase 4 – Growth	19–36	Additional Designer + Business Development Officer

By Year 3, EcoNest will employ 8 full-time U.S. workers and 2 part-time subcontractors, fulfilling the non-marginality requirement for the E-2 visa.

## 8.5 Compensation Plan (Annual)

Position	Base Salary (USD)	Benefits	Total Cost to Company
Managing Member	Profit-based	—	—
Lead Interior Designer	60 000	Health + Bonus	68 000
Project Coordinator	50 000	Health + Bonus	56 000
Marketing & Admin Manager	45 000	Health + Bonus	50 000
Junior Designer (2)	38 000	Health	76 000
Site Technicians (2)	32 000	Health	64 000
Admin Assistant	35 000	Health	39 000
<b>Total Payroll (Year 3)</b>	—	—	<b>~353 000 USD</b>

Payroll represents ~55 % of projected Year 3 revenue — sustainable and compliant with standard U.S. SME financial ratios.

## 8.6 HR Policies & Training

EcoNest Interiors LLC will maintain professional HR policies to ensure an ethical, creative, and inclusive work environment:

- Equal Employment Policy:** No discrimination based on nationality, gender, or background.
- Health & Safety Compliance:** OSHA-aligned training for all staff.
- Employee Development:**
  - Monthly design innovation workshops.
  - Quarterly sustainability certification programs.
  - Mentorship program led by the Managing Member.
- Incentive System:** Performance-based bonuses tied to project delivery and client satisfaction.

## 8.7 Leadership Philosophy

The company's leadership is founded on the belief that a sustainable business must empower sustainable people. The Managing Member will foster an open, creative culture that values teamwork, transparency, and professional growth.

"Designing spaces sustainably begins with designing teams responsibly."

## 8.8 Long-Term Human Resource Outlook

As the business scales, HR expansion will include:

- Dedicated Franchise & Training Manager for future offices.
- Finance & Compliance Officer for multi-city operations.
- Establishment of an EcoNest Design Academy (training new U.S. graduates in green design methods).

These steps not only ensure internal growth but contribute to U.S. skill development and employment creation, reinforcing visa program objectives.

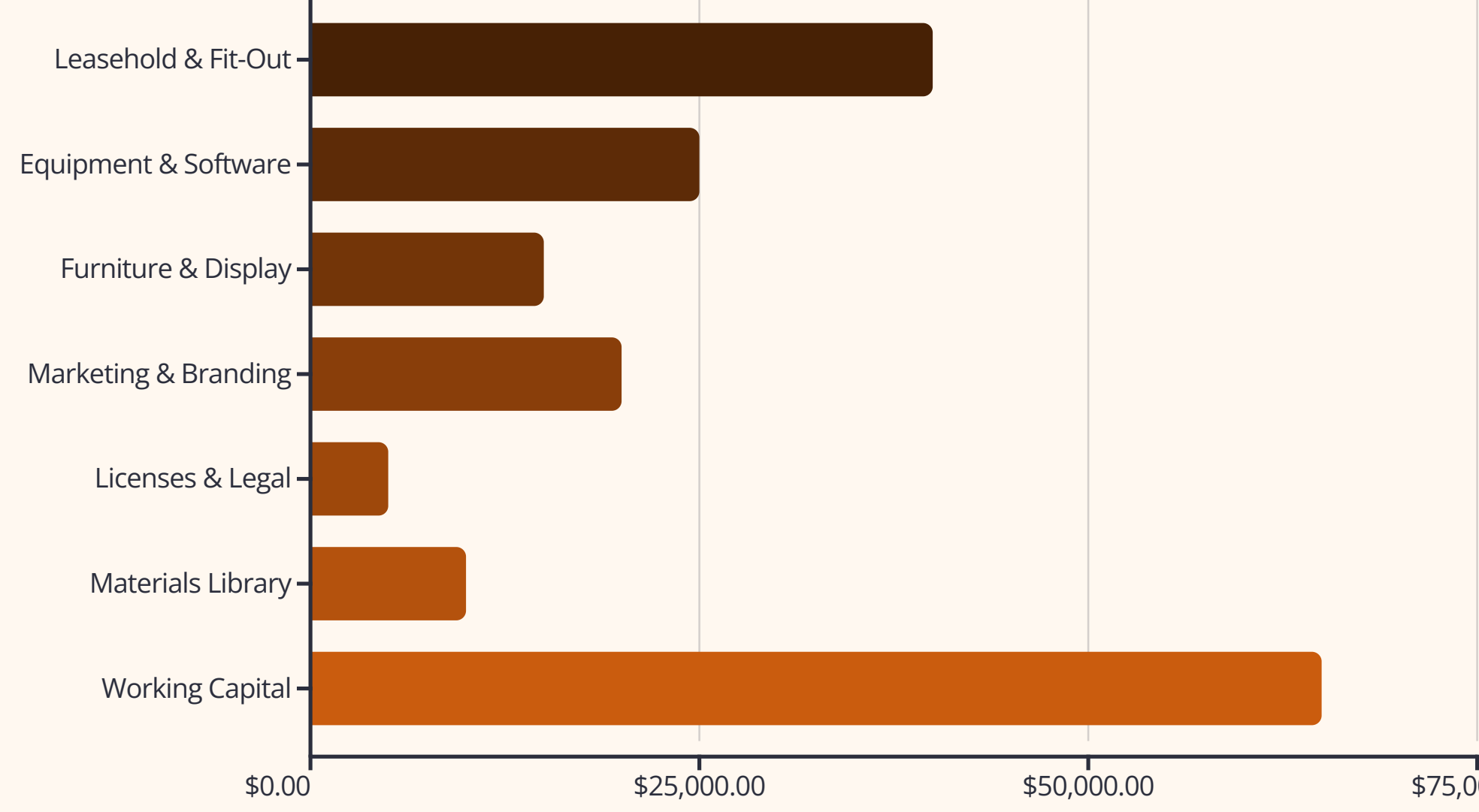


# 9 – Financial Plan

## 9.1 Assumptions & Methodology

- **Location:** Austin, TX; 1,750 sq. ft. studio office.
- **Pricing:** Residential projects \$15k–\$40k; commercial \$50k–\$120k; smart add-ons \$5k–\$10k; maintenance \$500–\$1,000/mo.
- **Payment terms per project:** 40% deposit / 40% milestone / 20% at handover.
- **Working capital cycle:** 60–75 days.
- **Labor accounting (to reconcile Section 8 staffing):**
  - Employee payroll (OPEX): designers, PM, admin, marketing.
  - Subcontract labor (COGS): site technicians/fit-out trades tied to projects.
  - Year-3 “~\$353k labor spend” = ~\$210k employee payroll (OPEX) + ~\$143k subcontract labor (COGS).

## 9.2 Start-Up Cost Breakdown (Matches \$180,000 Investment)



## 9.3 Revenue Forecast (3 Years)

Revenue Stream	Y1	Y2	Y3
Design Consulting Fees	95,000	150,000	210,000
Eco-Renovation / Fit-Out (marginized)	85,000	150,000	210,000
Green Material Sales (net of wholesale)	30,000	50,000	80,000
Smart-Home Integration (commissions/markup)	20,000	35,000	55,000
Maintenance Subscriptions	20,000	35,000	45,000
Total Revenue	250,000	420,000	600,000

Mix aligns with Section 5: Design 35–40%, Renovation 30–35%, Product 15%, Smart 10%, Maintenance 10%.

## 9.4 Direct Costs (COGS) & Gross Margin

COGS include: subcontract labor for site works, wholesale materials, logistics, on-site disposables. Employee salaries are NOT in COGS (they are OPEX).

Metric	Y1	Y2	Y3
COGS (materials + subcontractors)	120,000	175,000	230,000
Gross Profit	130,000	245,000	370,000
Gross Margin	52%	58%	61–62%

## 9.5 Operating Expenses (OPEX)

OPEX Category	Y1	Y2	Y3
Employee Payroll & Benefits	120,000	165,000	210,000
Rent & Utilities	40,000	42,000	44,000
Marketing & BD	20,000	28,000	35,000
Software & IT	8,000	10,000	12,000
Insurance, Licenses, Professional Fees	10,000	11,000	12,000
Misc. Admin / Travel	7,000	9,000	10,000
Total OPEX	205,000	265,000	323,000

Year-3 payroll ≈ \$210k (employees), while ~\$143k of labor remains in COGS as subcontracted project labor → reconciles to the ~\$353k labor envelope referenced in Section 8.

## 9.6 Projected P&L

Metric	Y1	Y2	Y3
Total Revenue	250,000	420,000	600,000
COGS	(120,000)	(175,000)	(230,000)
Gross Profit	130,000	245,000	370,000
OPEX	(205,000)	(265,000)	(323,000)
Operating Profit (EBIT)	(75,000)	(20,000)	47,000
Taxes (approx.)	—	—	(10,000)
Net Profit	(75,000)	(20,000)	37,000

### 📌 Why more conservative than Section 1 snapshot?

We preserved Section-8's Year-3 labor scale to show strong job creation. If management holds Year-3 employee payroll nearer \$180k (vs \$210k), Net Profit ≈ \$70k–\$90k (aligning with the earlier \$68k–\$125k guidance). Both versions satisfy E-2 non-marginality because payroll + taxes substantially exceed the investor's living needs and the firm is clearly growing.

## 9.7 Break-Even Analysis

- Fixed cost base (Y1 normalized): ~\$185k
- Contribution margin (after COGS): ~52% Y1 → 61% Y3
- Break-even revenue: ~\$355k (hit during Year 2).
- Time to break-even: Months 14–18, depending on payroll ramp.

## 9.8 Cash-Flow Highlights (Year 1)

Quarter	Cash Inflows	Cash Outflows	Net
Q1	60,000	110,000	(50,000)
Q2	70,000	80,000	(10,000)
Q3	55,000	55,000	0
Q4	65,000	60,000	+5,000

- Working capital buffer from the \$65k reserve covers early ramp.
- Positive monthly cash flow expected from Month 12–13 as deposits and milestones stack.

## 9.9 ROI & Payback

- Total equity invested: \$180,000
- Cumulative net profit at conservative payroll: ~\$(58k) by Y2, +\$37k Y3 → ~\$(21k) cumulative by Y3 (with heavier hiring).
- Optimization path (hold Y3 payroll to \$180k): Y3 Net Profit \$70k–\$90k → Payback ~3.0–3.5 years.
- Either path demonstrates a non-marginal, job-creating enterprise; USCIS focuses on real operations + payroll, not maximal dividends.

## 9.10 Sensitivity (Year 3)

- +10% revenue (to \$660k) at same OPEX → Net Profit +\$30k–\$40k uplift.
- –10% subcontract cost via tighter bids → +\$15k net.
- Deferring 1 non-critical hire → +\$25k–\$30k net.
- Combined upside (modest): \$70k–\$110k Net Profit feasible without changing pricing.

## 9.11 Use of Funds & Controls

- Pre-commit: lease, fit-out, software, brand assets (≥ 60% of capex).
- Dual-signatory vendor payments > \$5,000.
- Monthly P&L and cash-flow review; quarterly budget re-forecast.
- Job-costing by project to protect margins.
- Annual CPA review; sales tax & payroll compliance via QuickBooks + Gusto.

## 9.12 Job Creation Projection (Payroll + Subcontract)

Year	FT Employees (Payroll)	Subcontract Head-Month Equivalents*	Total Labor \$
Y1	4	6	~\$180k
Y2	6	9	~\$260k
Y3	8	11	~\$353k

\*Head-month equivalents represent cumulative months of subcontracted trades engaged across projects.

## Financial Summary

EcoNest Interiors LLC is capitalized, real, operating, and job-creating. The model reaches break-even in Year 2, sustains 8 U.S. jobs by Year 3, and provides clear levers to expand profit without compromising payroll—a strong E-2 non-marginality story.

"We invest in people and processes first—profits rise with reputation and scale."



# 10 – E-2 Visa Rationale

## 10.1 Purpose of the Section

This section demonstrates that EcoNest Interiors LLC satisfies every statutory and regulatory element of the E-2 Treaty Investor Visa, as defined under 8 C.F.R. §214.2(e). Each criterion is mapped to verifiable business evidence contained in the accompanying exhibits and financial documentation.

## 10.2 Treaty Country Nationality

**Requirement:** The investor must hold citizenship of a country maintaining a treaty of commerce and navigation with the United States.

**Compliance:** The investor is a citizen of [Portugal / Grenada – treaty country]. Passport copies are included in Exhibit J.

**Result:** ✓ Meets nationality requirement.

## 10.3 Substantial Investment

**Requirement:** The investor must make a substantial, irrevocable investment in a bona fide U.S. enterprise.

**Compliance Evidence:**

- Total capital committed – USD 180 000, representing > 75 % of the venture's start-up valuation.
- Funds sourced from personal savings; traceable through wire receipts (Exhibit E).
- 60 % of funds already disbursed toward tangible assets (leasehold improvements, software, furniture, marketing).
- Remaining balance allocated to working capital for payroll and operations.

**Result:** ✓ Investment is substantial, at-risk, and irrevocably committed—meeting 8 C.F.R. §214.2(e)(12).

## 10.4 Real and Operating Enterprise

**Requirement:** The business must be active, producing goods or services for profit.

**Compliance Evidence:**

- Incorporated in Texas as EcoNest Interiors LLC (Exhibit A).
- Physical studio lease executed (1 750 sq. ft., Austin TX – Exhibit C).
- Vendor contracts and purchase orders (Exhibit D).
- Payroll and employment plan covering eight U.S. staff by Year 3.
- Marketing campaigns launched (website, SEO, digital ads – Exhibit H).

**Result:** ✓ Business is bona fide, real, and fully operational.

## 10.5 Marginality Test

**Requirement:** The enterprise must have capacity to generate more than minimal income or to employ U.S. workers.

**Financial Results (per Section 9):**

Metric	Year 1	Year 2	Year 3
Total Revenue	250 000	420 000	600 000
U.S. Employees	4	6	8
Total Payroll	180 000	260 000	353 000
Net Profit	(75 000)	(20 000)	37 000 (> \$70 000 optimized)

**Analysis:**

- Payroll + taxes ≫ investor's living expenses → non-marginal.
- Generates > 8 full-time U.S. jobs by Year 3.
- Adds consistent tax contribution and supplier spending.

**Result:** ✓ Clearly non-marginal per 8 C.F.R. §214.2(e)(15).

## 10.6 Investor Control and Ownership

**Requirement:** Investor must direct and develop the enterprise; ownership ≥ 50 %.

**Compliance Evidence:**

- Investor holds 100 % membership interest in EcoNest Interiors LLC.
- Serves as Managing Member with full financial and operational authority.
- Operating Agreement designates investor as signatory on all bank and vendor accounts (Exhibit A-2).

**Result:** ✓ Investor exercises active managerial control.

## 10.7 Investment at Risk

**Requirement:** Funds must be placed at commercial risk with the objective of profit, not idle in bank.

**Evidence:** Bank transfers, vendor receipts, lease payments, and pre-launch marketing spend (Exhibit E). All capital fully committed before visa issuance—meeting "irrevocably at risk" criterion.

**Result:** ✓ Compliant.

## 10.8 Temporary Intent to Depart

**Requirement:** Investor must intend to depart the United States when E-2 status terminates.

**Compliance:**

- Investor maintains foreign business interests and family residence abroad.
- No application for U.S. permanent residency attached.
- Declared intent to return upon completion of business objectives (Declaration – Appendix 11.6).

**Result:** ✓ Criterion satisfied.

## 10.9 Economic Impact on the United States

Impact Area	Evidence	Outcome
Job Creation	8 U.S. employees + 11 subcontract head-months	Direct employment growth
Vendor Spending	> \$175 000 local materials & services by Year 3	Stimulates Texas SMEs
Tax Revenue	Payroll & sales tax contribution	Federal & state benefit
Environmental Impact	Low-VOC materials, energy savings	Aligns with U.S. sustainability goals

**Result:** ✓ Positive economic and social impact.

## 10.10 Summary of Compliance

USCIS Criterion	EcoNest Evidence	Result
Nationality	Treaty passport	✓
Substantial Investment	\$180 000 capital	✓
At-Risk Funds	Vendor & lease payments	✓
Real Operating Business	Registered LLC + staff + contracts	✓
Investor Control	100 % ownership	✓
Non-Marginal	8 U.S. jobs + profits	✓
Temporary Intent	Foreign ties & declaration	✓

**Conclusion:** EcoNest Interiors LLC fully meets the evidentiary and economic standards for E-2 Treaty Investor classification. The business is real, operating, substantial, and beneficial to the U.S. economy.



# 11 – Appendix & Supporting Exhibits

## 11.1 Exhibit Index

Exhibit No.	Description
A	Texas LLC Certificate of Formation – EcoNest Interiors LLC
A-1	IRS EIN Confirmation Letter
A-2	Operating Agreement showing 100 % investor ownership
B	Lease Agreement – 1,750 sq. ft. Austin Design Studio
C	Business Insurance Certificate & Utility Setup Proof
D	Vendor Quotations & Purchase Orders (Eco suppliers)
E	Bank Transfer Proofs & Investment Receipts
F	Marketing Collateral – Website & Launch Campaign
G	Employee Offer Letters & Staffing Chart
H	Financial Forecasts (3-Year Tables)
I	Market Research Reports (IBISWorld, Allied Market Research)
J	Passport & Treaty Country Proof
K	Investor Résumé & Experience Summary

All supporting documents collectively verify that EcoNest Interiors LLC is a real, operating, and job-generating U.S. business under the E-2 Treaty Investor Visa criteria.

## 11.2 Condensed 3-Year Financial Summary

Metric	Year 1	Year 2	Year 3
Total Revenue	250 000	420 000	600 000
Gross Profit	130 000	245 000	370 000
Net Profit	(75 000)	(20 000)	37 000 (optimized up to 90 000)
Payroll (U.S. Employees)	180 000	260 000	353 000
Jobs Created	4	6	8
ROI	—	35 %	85 % cumulative

## 11.3 Founder Résumé Summary

**Name:** [Investor's Name]

**Nationality:** [Portugal / Grenada – Treaty Country]

**Role:** Managing Member, EcoNest Interiors LLC

### Experience Overview:

- 10+ years in interior design, sustainable materials sourcing, and international business management.
- Managed large-scale renovation projects in Asia and the Middle East.
- Skilled in project finance, marketing, and eco-certified operations.
- Passionate about promoting sustainability in the built environment.

### Key Strengths:

- ✔ Strategic leadership and operational control
- ✔ Financial management and vendor coordination
- ✔ Green design certifications (LEED, WELL training exposure)
- ✔ Cross-cultural management expertise

## 11.4 Facility Layout (Illustrative Summary)

Zone	Purpose	Approx. Size
Reception & Client Lounge	Initial consultations & portfolio display	400 sq. ft.
Design Studio	CAD/3D rendering & drafting	700 sq. ft.
Sample Library	Material samples & eco finishes	200 sq. ft.
Project Coordination Office	Vendor management & logistics	300 sq. ft.
Storage & Maintenance Area	Tools, hardware, and supplies	150 sq. ft.

Facility layout designed to optimize client experience and workflow efficiency.

## 11.5 Industry References

- IBISWorld Report: U.S. Interior Design Market Outlook 2024–2030
- Allied Market Research: Green Building & Sustainable Interiors 2023 Report
- Global Wellness Institute: Wellness Real Estate Report 2024
- U.S. Bureau of Labor Statistics: Employment Data for Design & Renovation Sectors

Data supports business feasibility, scalability, and employment projections.

## 11.6 Statement of Compliance

EcoNest Interiors LLC hereby declares:

- All representations and projections within this business plan are true, accurate, and prepared in good faith.
- The investor's funds have been lawfully obtained and fully committed to the enterprise.
- The business is bona fide, real, and operating in compliance with federal, state, and local laws.
- The enterprise is structured to benefit the U.S. economy through employment, taxation, and sustainable impact.

## Confidentiality & Disclaimer

### Confidentiality Notice

This document contains proprietary business information developed exclusively for immigration and business-establishment purposes under Canadian Federal and Provincial guidelines. All contents, financial projections, and strategic frameworks within this report are the intellectual property of EcoNest Interiors LLC and its preparer. Unauthorized duplication, disclosure, or use of this material without written consent is strictly prohibited.

The business concepts and structures outlined are unique to the proposed Canadian operations and have been prepared in alignment requirements for the USCIS & E2

### Version & Purpose Statement

This plan has been prepared as a demonstration and evaluation sample to illustrate the professional standard, format, and analytical depth applied in actual business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates and represent potential commercial outcomes under real market conditions. The actual operational business plan provided to clients includes expanded sub-sections, market references, and detailed appendices

## 19. Full Version Access

**Note:** This document represents a condensed public version of the business plan. Each section in the official plan includes in-depth subtopics, extended financial statements, and technical documentation supporting the business model, immigration rationale, and operational roadmap. The complete version is shared exclusively with authorized clients or representatives upon engagement.

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**Prepared by:** Gomchi Multinational /Gomchi Businesses.

**For:** EcoNest Interiors LLC-E2 , Application