



# Alacrity Aviation

*'Speedy and enthusiastic service to get back in the skies'*



# START-UP BUSINESS PLAN

Annika Pexton

Central Kitsap High School

10140 Frontier Place NW

Silverdale, WA 98383

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# I. OVERVIEW

**THE PROBLEM:** Because aircraft maintenance facilities often are not run by leadership with a background in business, certain inefficiencies in aircraft maintenance significantly limit service capacity

**THE SOLUTION:** Prioritizing centralization and organization for tools/materials, efficiently and productively using available hangar space, and managing resources and employee time, will drastically cut down project time, and allow more customers to be served.

**CUSTOMER:** General Aviation aircraft owners

**UNIQUE VALUE PROPOSITION:** Provide unbeatable, quick turnaround times

**CHANNELS:** Reaching local customers through the tightly knit community

**REVENUE STREAMS:** Revenue is derived from maintenance, repair, and parts sales services

**COST STRUCTURE:** Start-up/first year expenses of \$513,784

**KEY METRICS:** Measuring success through completion time, revenue by hangar space, and preventable inefficiencies

**COMPETITIVE ADVANTAGE:** Streamline efficiency like no other shop does through business tactics

**CONCLUSION:** Asking \$500,000 for 10% equity in exchange for 10% net profit for ten years\*

# BUSINESS ORIGINS



Entered Aviation,  
Building Airplanes

2022

First Job  
In Industry

2023

Earned Pilot's  
License

2025

Began  
Full-Time  
Work

# TERMS + DEFINITIONS

- 🔧 **FAA** - An abbreviation for 'Federal Aviation Administration'
- 🔧 **A&P** - An abbreviation for 'Airframe and Powerplant License'
- 🔧 **IA** - An abbreviation for 'Inspection Authorization'
- 🔧 **General Aviation** - Civil, small aircraft operations

## II. PROBLEM

### Decentralization, Disorganization

**Unorganized shops**, or shops spread across multiple hangars created **wasted time** spent searching for tools or moving between hangars.

### Inefficient Use of Space

During wait times, when **work cannot be done** on the aircraft, it continues to occupy space and prevent active projects from being worked on.

### Mismanaged Resources

**Running out** of hardware, materials etc. and time spent on business functions **delay** actual projects.

**UNDERLYING ISSUE:** Shops are often run by mechanics, not business owners

### III. CUSTOMER



**50+**

**Male**

**White**

**High Income**

**Puget Sound**

- Current national **shortage** of 18,000 aircraft mechanics (projected to be 43,000 by 2027)
- Wait period for service as high as **five** years
- With so little providers available, customers have **no choice** but wait

## IV. UNIQUE VALUE PROPOSITION

*Why choose Alacrity Aviation?*

“Speed. Clients want quick service, often not available because shops are flooded.”

- Local Mechanic at Tacoma Narrows Airport

# V. SOLUTION

## Decentralization, Disorganization

**Rent one large hangar** to operate solely out of, and maintain organization to save time spent moving between spaces.

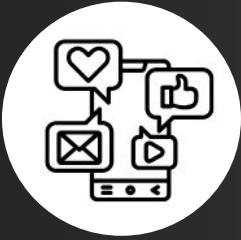
## Inefficient Use of Space

Installing lifts to **double** number of airplanes that can be worked on at a time

## Mismanaged Resources

**Hire a business manager** to oversee resources, orders, payroll, insurance taxes, invoices, bookings

## VI. CHANNELS



**Referral**



**Local Airport Advertisements**



**Word of Mouth**

# VII. REVENUE STREAMS

## Maintenance

Regular, scheduled inspections, often with small repairs/parts replacements

Est. 6/mo averaging \$6000

## Repair

Major overhaul for engines with many hours, occasional accident rebuilding

Est. 3/yr @ \$50,000

## Parts Sales

Selling material, hardware, and chemicals to non-clients

Est. \$5,000/yr

\*all are forms of transactional revenue models

**Total Anticipated Revenue: \$587,000 before taxes**

**Total First Year Profit: \$73,216**

**First Year Profit Margin: 12.4%**

**Second Year Profit: \$139,216**

**Second Year Profit Margin: 23.7%**

**Estimated Customer  
Lifetime Value:  
\$75,000**

# VIII. COST STRUCTURE



|                                      |            |
|--------------------------------------|------------|
| Liability Insurance.....             | ~\$15,000  |
| Chemicals, Hardware, Material.....   | ~\$2,000   |
| Corporate 65 x 55 Hangar Rental..... | ~\$23,484  |
| Lifts (x3).....                      | ~\$55,000  |
| Tools.....                           | ~\$20,000  |
| Tool Calibration.....                | ~\$1,200   |
| Labor.....                           | ~\$338,400 |
| IA.....                              | ~\$144,000 |
| A&P.....                             | ~\$57,600  |
| Apprentice (x2).....                 | ~\$76,800  |
| Business Consultant.....             | ~\$60,000  |
| Taxes.....                           | ~\$58,700  |

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**Total Expenses for Start-Up and First Year: \$513,784**

## IX. KEY METRICS

All focused on the qualities that set us apart.  
Data Collected and Assessed on Month-to-Month Basis.

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- ★ Project Completion Time (adjusted for project scope)
- ★ Revenue Generated per Square Foot
- ★ Frequency of Preventable Inefficiencies

# X. COMPETITIVE ADVANTAGE

*How will Alacrity Aviation set ourselves apart?*

1. Invest resources in management
2. Cut down wasted time
3. Efficiently utilize hangar space

# XI. CONCLUSION

Asking: \$500,000 to cover initial start-up cost and first-year expenses

## Returns:

- 10% equity
- Payback period of 15 years at 4.00%
- 10% of net profit for last 10 years of payback term

## XII. BIBLIOGRAPHY

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