HomeShield Sensors

Business Plan

To provide simple, reliable sensors that detect hidden home risks before they become emergencies.

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Course Intro to Business

Date: May 6, 2026

Executive Summary

HomeShield Sensors helps people feel safe in their own home. We create sensors that detect problems before they get big. These sensors find moisture, electrical issues, bad air, radon, and temperature changes in homes. We want people to understand how to keep their homes safe and feel secure. HomeShield Sensors customers are usually homeowners aged 35 to 65 in Parker, Colorado and surrounding areas. HomeShield Sensors is special because we offer sensors that detect problems long before they become major issues that damage health and property. We sell sensors to homeowners to install themself and we install them too. Other companies may offer some safety solutions but not as predictive and protective as ours. We offer a single system that monitors many hazards and gives detailed information on what is wrong and how to fix it. HomeShield Sensors' main product is sensors, the main service is installation packages and a secondary service is device repair services. We make money from selling products, installing sensors and providing repair services. HomeShield Sensors aims to become the best home safety company in the area. We want to be the company homeowners go to to protect their homes.

Mission and Vision

HomeShield Sensors is dedicated to helping people protect their families and themself by finding hidden dangers in their homes before they become serious issues. Our mission is to make simple and reliable sensors that alert homeowners to problems that can cause serious health and structural damage early on. Our vision is to become a

trusted home safety brand that helps families feel safe and aware of what is happening in their home where they can’t see. We focus on being clear, precise, and easy to understand. Our sensors are designed to pinpoint the exact location and type of danger. Our identity centers on safety, honesty, and providing peace of mind. We want homeowners to feel confident in catching problems before they escalate. Moving forward, we plan to keep improving our technology and expanding our products to help even more families.

The Problem

Homeowners often face hidden dangers like slow leaks, mold growth, radon, and electrical hotspots that develop quietly over time. These issues can stay invisible for months, creating damage long before anyone notices. What makes them especially frustrating is that they don’t come from carelessness or neglect. Instead, they form in places people rarely check or can’t easily see. Without the right tools or early-warning systems, these hazards continue to grow unnoticed. By the time a homeowner realizes something is wrong, the problem has usually become expensive or dangerous. That’s why early detection matters so much in protecting both property and health.

Our Solution

HomeShield Sensors solves the problem of sensors acting too late by giving homeowners a clear, early view of dangers that normally stay hidden until they become expensive or harmful. Our system uses smart devices that detect moisture, temperature

shifts, air quality changes, radon levels, and electrical irregularities before they escalate into emergencies. Instead of a simple alarm that goes off once the situation is already dangerous, our sensors pinpoint the location, severity, and type of issue so homeowners know exactly what's happening and where to act. This early insight allows people to address small problems—like slow leaks, overheating outlets, or rising radon—long before they turn into major repairs or health risks. By delivering more detailed information than traditional detectors, our solution gives customers control, clarity, and time to respond. It not only prevents damage but also reduces stress by removing the guesswork around what's happening behind their walls. Ultimately, HomeShield Sensors works because it transforms invisible threats into actionable information, keeping families safer and homes healthier.

Market Analysis

HomeShield Sensors targets homeowners aged 35-65, (U.S. News 2026), who want to protect their home, family, and their own well being. Most are working in high-medium income level jobs, and don't have time to install themselves. A large majority live in Parker Colorado and surrounding areas. Our installation services target customers who have a tight schedule or don't want, or aren't able to do it themselves. We can target those who have interests in activities that produce dangerous byproducts like Ceramic, hobbies that use engines, etc. Finally those who value health and safety of themselves and those around them. Our competition includes any company a homeowner could turn to instead of us to feel safer and more informed about risks in their home. Direct competitors like Airthings, Kidde, and Sense each cover part of the safety picture, but not the whole story. Airthings offers a strong radon and air-quality ecosystem with a polished app and hardware, but it focuses mostly on DIY devices and does not address water or

electrical risks in depth. Kidde is a trusted, widely available brand known for affordable smoke and CO alarms, yet its products are basic, code-driven protections with little insight, data, or integration. Sense provides powerful electrical monitoring and a robust app experience, but it does not monitor other hazards like radon, gas, or water leaks, and its system can feel complex or technical for everyday homeowners. Beyond these larger brands, local electricians and plumbers such as Parker Electrical Services or Ace Parker Emergency Plumber also compete indirectly by solving specific safety issues through one-off repairs or installations. Together, these options give customers pieces of safety and monitoring, but not a simple, unified way to see and manage multiple home hazards in one place. Our business will stand out for ease of use and we will give more information to the customer.

Products and Services

My company sells a range of sensors for home hazards including a radon monitoring sensor, a carbon monoxide sensor, a water leak/moisture sensor, an electrical hazard / wire sensor, an air quality / HVAC sensor, and a temperature / freeze sensor. Our services include installation individually, and installation package, and device repairs.

Organization and Management

I am currently the only person running the business, handling everything from marketing to installation on my own. Because I can’t manage production myself, I will need to outsource that part of the process. My first employees will likely be friends since I have connections and won’t be able to hire random applicants as a small business. As

the company grows, I plan to expand my team gradually. My starting wage estimate for employees is $12.14 per hour, which will increase as the business becomes more profitable. I expect my own annual income to be around $55,000 once operations stabilize. This structure allows me to stay lean in the beginning while building toward long-term growth.

Marketing and Sales

HomeShield Sensors will advertise through social media ads. It will share quick tips and short videos about radon, leaks, and electrical risks to build trust in the Parker community. The company will also post flyers and business cards around the area to stay visible offline. Partnerships with HVAC technicians, plumbers, and real estate agents will create steady referrals and boost credibility. Another way to promote the business is by setting up a stall or booth at community events and farmers markets. This gives homeowners a chance to see the sensors in person and ask questions directly. Together, these strategies help build awareness and position HomeShield Sensors as a reliable local safety resource.

Financials

HomeShield Sensors has several core expenses that keep the business running and ensure reliable home-safety protection. The company requires basic tools like hammers and wrenches, as well as diagnostic equipment used to install and maintain sensors. It also depends on a professional website and marketing materials such as flyers, social media ads, and business cards to reach homeowners effectively. One major startup cost is securing a production space where sensors can be assembled and tested. Ongoing fixed expenses include Wi-Fi, electricity, and the devices needed to communicate with customers. These operational

costs work together to support product creation and customer outreach. They also help maintain long-term stability as the business grows.

Appendices

INCOME / REVENUE			
Selling Price per Unit		Radon	200
		Carbon Monoxide	200
		Water leak	150
		Electrical	300
		Air Quiality	150
		Tempurature	100
Units Sold	(Year One)		
		Radon	200
		Carbon Monoxide	150
		Water leak	90
		Electrical	100
		Air Quiality	40
		Tempurature	30
Units Sold	(Year Two)		
		Radon	300
		Carbon Monoxide	200
		Water leak	150
		Electrical	300
		Air Quiality	80
		Tempurature	45
Units Sold	(Year Three)		
		Radon	420
		Carbon Monoxide	300
		Water leak	190
		Electrical	350
		Air Quiality	110

		Tempurature	100
Projected Revenue (Y1)			122,500
Projected Revenue (Y2)			169,000
Projected Revenue (Y3)			304,000

STARTUP COSTS (one-time)			
Equipment		$5,000.00	
Initial inventory		$4,000.00	
Logo, signs, launch marketing		$3,000.00	
Licenses/permits		$1,500.00	
Transport		$25,000.00	
Total		$38,500.00	
FIXED COSTS (Monthly)			
Rent		$800.00	
Internet/Phone		$150.00	
Insurance		$400.00	
Total		$1,350.00	
VARIABLE EXPENSES (Monthly)			
Materials / Inventory Restock		$1,000.00	
Packaging / shipping		$600.00	
Paid ads / marketing		$600.00	
Total		$2,200.00	
YEARLY OPERATING EXPENSES			
Year 1 (Startup + 12 months)		$61,900.00	
Year 2 (12 months only)		$23,400.00	
Year 3 (12 months only)		$23,400.00	

Selling Price per Unit		Radon	$300.00
		Carbon Monoxide	$250.00
		Water leak	$200.00
		Electrical	$350.00
		Air Quiality	$250.00
		Tempurature	$150.00
Cost Per Unit (materials only)			$1,000.00
Profit Per Unit			$500.00

PROFIT & LOSS SUMMARY	
Year	
Year 1	60,600
Year 2	145,600
Year 3	280,600

Links for competition and market research

https://www.iii.org/fact-statistic/facts-statistics-homeowners-and-renters-insurance

https://realestate.usnews.com/places/colorado/parker#:~:text=Who%20lives%20in%20Parker%2C%20CO,%2C%20and%2042.7%25%20is%20single.

https://datausa.io/profile/geo/parker-co/#:~:text=In%202024%2C%20insured%20persons%20according,men%20and%2050.8%25%20were%20women.