



*Quality Underground Utility Services
From Sea To Shining Sea*

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by SDPP Inc dba Patriot Pipeline, Inc.® in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of SDPP Inc dba Patriot Pipeline, Inc.®.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of the same by the reader, may cause serious harm or damage to SDPP Inc dba Patriot Pipeline, Inc.®

Upon request, this document is to be immediately returned to SDPP Inc dba Patriot Pipeline, Inc.®.

Signature_____Date_____

Signature_____Date_____

This is a business plan. It does not imply an offering of securities.

Executive Summary

SDPP Inc dba Patriot Pipeline, Inc.® is a underground utility service company. SDPP Inc. is owned by Tobiah Finegan and Leo Hefner and stands as a prominent force in the construction industry, specializing in underground utility installations within San Diego County, California. The business operates under the umbrella of SDPP Inc, which purchased a Patriot Pipeline franchise, providing access to the renowned name and intellectual property of Patriot Pipeline. With a commitment to excellence, the experienced team ensures projects are completed on time, under budget, and with a steadfast dedication to safety and quality. Seeking a \$350,000 SBA loan for operational needs, Patriot Pipeline is strategically positioned to meet the escalating demand for underground utility installations in a community undergoing substantial population growth, making it a pivotal player in the region's infrastructure development.

In the midst of San Diego County's burgeoning population and rapid urban development, the services offered by Patriot Pipeline through SDPP Inc have become indispensable. As the demand for residential and commercial infrastructure escalates, the need for efficient and high-quality underground utility installations has never been more critical. Patriot Pipeline stands at the forefront of addressing this pressing need, ensuring not only the timely completion of projects but also the adherence to rigorous safety standards and unparalleled quality. With an ever-expanding population and an infrastructure deficit, Patriot Pipeline's services become not just a necessity but a catalyst for sustainable growth and development in a community hungry for reliable and top-tier construction solutions.

SDPP Inc, trading as Patriot Pipeline, is seeking a \$350,000 SBA loan to fortify and propel its operations in response to the escalating demand for underground utility installations in San Diego County. This capital injection will be judiciously allocated to critical areas, primarily earmarked for bolstering the working capital necessary for efficient day-to-day operations. A significant portion will be dedicated to meeting payroll obligations, ensuring the retention of a skilled and proficient workforce. Additionally, funds will be allocated for crucial capital expenditures, including the acquisition and maintenance of specialized equipment vital to the seamless execution of projects. With a robust pipeline of secured contracts and work orders, this strategic infusion of capital positions Patriot Pipeline for sustained growth and success in meeting the region's burgeoning infrastructure needs.

Company Description

Patriot Pipeline specializes in underground utility installations in San Diego County, California. At Patriot Pipeline, the company strives to provide clients with a one-stop-shop for all of their underground utility needs. The skilled field staff can handle the installation and repairs of underground systems on projects large and small.

The Patriot Pipeline team can be contracted to install sewer, water, storm drain, storm water retention, and dry utilities. The company offers comprehensive underground packages for both wet and dry utilities and are certified in gas trenching.

Our team has extensive knowledge of all district and state codes, ensuring that your projects are done correctly and safely pass all inspections. Patriot Pipeline also has trained team members on-call to offer emergency services.

Services

Sewer System Installation

We are an industry leader in sewer system installation, providing a one-stop solution for all of your residential tract or mid-to-large scale commercial needs.

Sewer System Repair

With state of the art camera inspection equipment, we offer professional recommendations for sewer system repair or replacement.

Water Pipeline Installation

Our highly-trained, safety conscious staff, install pipelines for domestic water, fire water, and reclaimed water.

Water Pipeline Repair

Experienced contractors assisting in emergency and non-emergency water line repairs or replacement.



Storm Drain Installations

We install storm drain piping, detention basins, and bioretention basins to help keep properties and roadways safe.

Storm Drain Repair

Our staff can provide on-site evaluations to determine the cause of storm drain problems and are fully-equipped to repair or replace damaged lines.

Stormwater Management

At Patriot Pipeline, our industry experts have helped to implement some of the first state-of-the-art storm water retention systems and subsurface retention systems in the area.

Dry Utilities Packages

We provide all-inclusive dry utility packages, including Edison backbone lines, high voltage vaults and transformers, simple “house connections,” and gas line installation.

Emergency Response

We have trained staff on-call 24/7 to respond and assist with emergencies, such as sinkholes, burst water lines, and broken pipes.

Competitive Advantage

Patriot Pipeline, operating under the seasoned leadership of SDPP Inc and proprietors Tobiah Finegan and Leo Hefner, boasts a multifaceted competitive advantage that positions it as a leader in the underground utility installation sector. The distinct franchise model sets Patriot Pipeline apart, allowing it to leverage the established brand, intellectual property, and nationwide network of the Patriot Pipeline franchise. This expansive reach not only differentiates the business from local competitors but also provides a scalable platform for rapid growth. Patriot Pipeline's unwavering commitment to safety, demonstrated by its surpassing of industry standards, further solidifies its competitive edge. The company's emphasis on streamlined processes, efficient project management, and a proven track record of excellence ensures clients receive



unparalleled value. As a franchisee, Patriot Pipeline gains access to a wealth of industry expertise, fostering innovation and ensuring a continual commitment to the highest quality standards. This strategic advantage positions Patriot Pipeline to meet and exceed the demands of the thriving San Diego County market while providing a platform for nationwide expansion.

Mission Statement

SDPP Inc, operating as Patriot Pipeline, is dedicated to delivering exceptional underground utility installations, ensuring safety, efficiency, and quality to meet and exceed the evolving infrastructure needs of San Diego County and beyond.

Vision Statement

Our vision at SDPP Inc is to establish Patriot Pipeline as the nation's foremost leader in innovative and reliable underground utility solutions, pioneering industry standards and fostering sustainable growth on a national scale.

Company Formation & Ownership

The company was officially formed as a Corporation in California in 2023 and is owned wholly by Mr. Tobiah Finegan and Mr. Leo Hefner, the company's founders and sole shareholders. The company's headquarters is located at 5500 Grossmont Center Drive Suite 440-2472, Mesa California 91942.

Financial Summary

In the initial stages, SDPP Inc. has already invested approximately \$200,000 in its business to launch operations in San Diego. However, the company's growth has been quick and resources have already been implemented in current projects. The company's projects garner 25-30% profit margin on our gross revenues. Our main expenses are our employees whom work in crews of 5-6 people per job.

SDPP Inc is currently seeking to \$350,000 from the SBA and expects these funds to sustain the company and allow for growth with revenue projections estimated at \$5,000,000 in year 1 (the company already has \$2.5 million in the pipeline) and \$7 million in year 2 of operations. It expects to generate over \$100 million in 5 years and a \$900 million valuation in year 5 when it plans to IPO on a major stock exchange to explode growth of the company. See full financial projections on page 30 and attached excel file.

SWOT Analysis

In navigating the dynamic landscape of the construction industry, SDPP Inc, trading under the brand Patriot Pipeline, embraces a comprehensive SWOT analysis to illuminate the strategic landscape. This analysis delves into the intrinsic strengths, weaknesses, external opportunities, and potential threats that shape our business environment. By thoroughly evaluating these factors, we seek not only to fortify our position as an industry leader but also to identify avenues for growth and innovation. The insights garnered from this analysis form a cornerstone in our strategic decision-making process, empowering us to capitalize on opportunities, address challenges proactively, and chart a course toward sustained success.



Strengths

- **Franchise Advantage:** As a Patriot Pipeline franchisee, SDPP Inc benefits from an established brand, a nationwide network, and access to proven industry expertise, providing a solid foundation for growth.
- **Proven Safety Record:** The company's commitment to safety surpasses industry standards, instilling confidence in clients and setting Patriot Pipeline apart from competitors.
- **Experienced Leadership:** Owners Tobiah Finegan and Leo Hefner bring a wealth of experience in finance, sales, utility work, and M&A, contributing to the company's strategic vision and operational excellence.
- **Efficient Processes:** Streamlined project management ensures timely and cost-effective project completion, enhancing client satisfaction and operational efficiency.

Weaknesses

- **Geographic Concentration:** Currently focused on San Diego County, the business may face challenges if there is an economic downturn or regulatory changes specific to the region.
- **Dependency on Franchise Model:** While the franchise model provides advantages, it also limits certain operational decisions, potentially impacting flexibility in response to market fluctuations.
- **Initial Single-Crew Operation:** Starting with one crew may limit the scale of operations, necessitating careful planning for scalability and meeting increasing demand.

Opportunities

- High Demand in Growing Community: The booming population in San Diego County presents a significant opportunity for increased demand in infrastructure development, offering a substantial market for Patriot Pipeline's services.
- National Expansion: Leveraging the franchise model, there is potential for Patriot Pipeline to expand its operations nationwide, tapping into emerging markets and diversifying revenue streams.
- Infrastructure Spending: The increased focus on infrastructure spending at local and national levels provides an advantageous landscape for Patriot Pipeline's specialized services.

Threats

- Market Competition: The presence of other underground utility installation providers poses a threat, requiring continuous differentiation and strategic positioning.
- Economic Uncertainty: Economic downturns or fluctuations could impact construction projects, potentially affecting demand for Patriot Pipeline's services.
- Regulatory Changes: Changes in regulations related to construction or environmental standards could pose challenges and require adaptation to new compliance requirements.

In conclusion, the SWOT analysis serves as a robust compass guiding SDPP Inc in our pursuit of excellence within the construction sector. Recognizing our strengths allows us to build upon solid foundations, address weaknesses to enhance operational efficiency, seize opportunities for expansion, and fortify our defenses against potential threats. By embracing a proactive and informed approach, we position ourselves not just to meet but to exceed the evolving needs of our clients and the construction industry at large. With this strategic roadmap in hand, Patriot Pipeline remains steadfast in our commitment to delivering unparalleled underground utility solutions, ensuring a resilient and thriving future for our business.



Market Research – San Diego

Population Estimates, July 1, 2022, (V2022)	3,276,208
Population estimates base, April 1, 2020, (V2022)	3,298,635
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	-0.7%
Population, Census, April 1, 2020	3,298,634
Population, Census, April 1, 2010	3,095,313
Age and Sex	
Persons under 5 years, percent	5.5%
Persons under 18 years, percent	20.7%
Persons 65 years and over, percent	15.5%
Female persons, percent	49.3%
Race and Hispanic Origin	
White alone, percent	74.4%
Black or African American alone, percent(a)	5.6%
American Indian and Alaska Native alone, percent(a)	1.4%
Asian alone, percent(a)	13.1%
Native Hawaiian and Other Pacific Islander alone, percent(a)	0.6%
Two or More Races, percent	5.0%
Hispanic or Latino, percent(b)	35.0%
White alone, not Hispanic or Latino, percent	43.4%
Population Characteristics	
Veterans, 2018-2022	194,517
Foreign born persons, percent, 2018-2022	22.6%
Housing	
Housing units, July 1, 2022, (V2022)	1,247,318
Owner-occupied housing unit rate, 2018-2022	54.2%
Median value of owner-occupied housing units, 2018-2022	\$725,200
Median selected monthly owner costs -with a mortgage, 2018-2022	\$2,993

Median selected monthly owner costs -without a mortgage, 2018-2022	\$767
Median gross rent, 2018-2022	\$2,011
Building permits, 2022	9,346
Families & Living Arrangements	
Households, 2018-2022	1,149,157
Persons per household, 2018-2022	2.78
Living in same house 1 year ago, percent of persons age 1 year+, 2018-2022	86.3%
Language other than English spoken at home, percent of persons age 5 years+, 2018-2022	36.6%
Computer and Internet Use	
Households with a computer, percent, 2018-2022	96.8%
Households with a broadband Internet subscription, percent, 2018-2022	93.7%
Education	
High school graduate or higher, percent of persons age 25 years+, 2018-2022	88.7%
Bachelor's degree or higher, percent of persons age 25 years+, 2018-2022	41.0%
Health	
With a disability, under age 65 years, percent, 2018-2022	6.6%
Persons without health insurance, under age 65 years, percent	7.4%
Economy	
In civilian labor force, total, percent of population age 16 years+, 2018-2022	63.0%
In civilian labor force, female, percent of population age 16 years+, 2018-2022	59.0%
Total accommodation and food services sales, 2017 (\$1,000)(c)	14,854,705
Total health care and social assistance receipts/revenue, 2017 (\$1,000)(c)	26,431,322
Total transportation and warehousing receipts/revenue, 2017 (\$1,000)(c)	4,096,762

Total retail sales, 2017 (\$1,000)(c)	46,665,943
Total retail sales per capita, 2017(c)	\$14,060
Transportation	
Mean travel time to work (minutes), workers age 16 years+, 2018-2022	26.1
Income & Poverty	
Median household income (in 2022 dollars), 2018-2022	\$96,974
Per capita income in past 12 months (in 2022 dollars), 2018-2022	\$46,957
Persons in poverty, percent	10.7%
Businesses	
Total employer establishments, 2021	90,254
Total employment, 2021	1,249,426
Total annual payroll, 2021 (\$1,000)	94,759,926
Total employment, percent change, 2020-2021	-6.3%
Total nonemployer establishments, 2020	281,836
All employer firms, Reference year 2017	69,875
Men-owned employer firms, Reference year 2017	40,383
Women-owned employer firms, Reference year 2017	14,015
Minority-owned employer firms, Reference year 2017	16,665
Nonminority-owned employer firms, Reference year 2017	46,760
Veteran-owned employer firms, Reference year 2017	4,323
Nonveteran-owned employer firms, Reference year 2017	59,110
Geography	
Population per square mile, 2020	783.5
Population per square mile, 2010	735.8
Land area in square miles, 2020	4,210.23
Land area in square miles, 2010	4,206.63
FIPS Code	06073

San Diego Market – Construction Projects

San Diego is *literally* growing. By 2030, it will look different (but just as sunny) — and we don't need a crystal ball to see the city's future. We've rounded up public info on 10 projects that will change San Diego's appearance by the end of the decade.



A glimpse at the future 1HWY1 project by San Diego Bay | Image via: CallisonRTKL Inc.

Skyline

- Seaport Village and Central Embarcadero will be redesigned as part of the \$3.5 billion 1HWY1 project, hoping to break ground in 2025. The space will include a new urban beach, a living shoreline, hotels and convention space, and a new observation tower that will change our city's skyline.
- The East Village Quarter project will aim to overhaul the area surrounding Petco Park into a residential and hospitality hub with food, shopping, and parks. The

\$1.5 billion project will redesign Tailgate Park which is currently owned by the Padres, but the sale of the property was delayed in late 2022.



A rendering of a proposed front terrace before the redesigned Ocean Beach Pier.

Entertainment

- The Ocean Beach Pier is expected to get a new look in the future, as the current structure has reached “the end of its service life.” City officials recently introduced three potential redesigns to rehabilitate or replace the existing pier. The OB Pier Renewal project’s completion date has not been announced, but the city hopes to unveil a preferred concept by early 2024, and a design update by fall 2024.
- The iconic Botanical Building in Balboa Park will be fully restored, including a new welcome center and landscape to *keep plants growing*. Phase 1 is expected to be completed in spring 2024.
- After decades of planning, the Gaylord Pacific Hotel and Convention Center in Chula Vista has broken ground and is expected to be completed in 2025. The

bayfront development will have 1,600+ rooms for guests and will redevelop existing community spaces like Sweetwater and Bayside parks.



A rendering of the New T1 entrance. *Rendering via San Diego International Airport*

Travel

- Construction on the San Diego International Airport's New T1 project has already *taken off*, with an anticipated end date of 2028. This summer, SAN announced the restaurants and vendors that will be added during the development process.
- The city has made *strides* toward improving bikeability, and there are many projects planned through 2050 — two of the biggest being the North Park-Mid-City Bikeways and Uptown Bikeways. These projects alone will add 25 miles of bike paths, with construction through 2026.
- We'll drive faster and in less traffic. The Build NCC project from SANDAG and Caltrans continues to open HOV lanes. In February 2022, nine new miles of HOV lanes opened between Solana Beach and Carlsbad and 4 more miles opened

between Carlsbad and Oceanside in June 2023. Phase 2 of the project ends in 2030, and Phase 3 begins in 2031.



A glimpse at the Midway Rising plan. *Rendering via Safdie Rabines Architects + Midway Rising*

Housing

- Housing will continue to look different as “Homes for All of Us” incentivizes the construction of affordable, multi-family complexes and accessory dwelling units. Last year, Measure C was approved, removing the 30-foot height limit for building in the Sports Arena area allowing the Midway Rising project to proceed, which will create 4,000+ housing units. It hopes to break ground in 2025.
- The Convoy District is in a redevelopment phase that will improve transportation and revitalize the area. This will start with a new community sign and 531-unit complex, slated to be completed in 2025. Larger housing complexes are still in the approval process.

Construction in the USA

Going up: The sector is set to expand as the economy recovers from the COVID-19 pandemic, supply chain issues and high inflation.

The Construction sector has ultimately grown leading up to 2023, having been buoyed by residential construction amid the height of the COVID-19 pandemic. Sector operators construct buildings and engineer projects, which often leads construction revenue to correlate with fluctuations in macroeconomic conditions. Prior to 2022, the Construction sector benefited from relatively low interest rates, providing an accommodative borrowing environment for both residential consumers and nonresidential clients. Rising interest rates put the brakes on sector growth beginning in 2021.

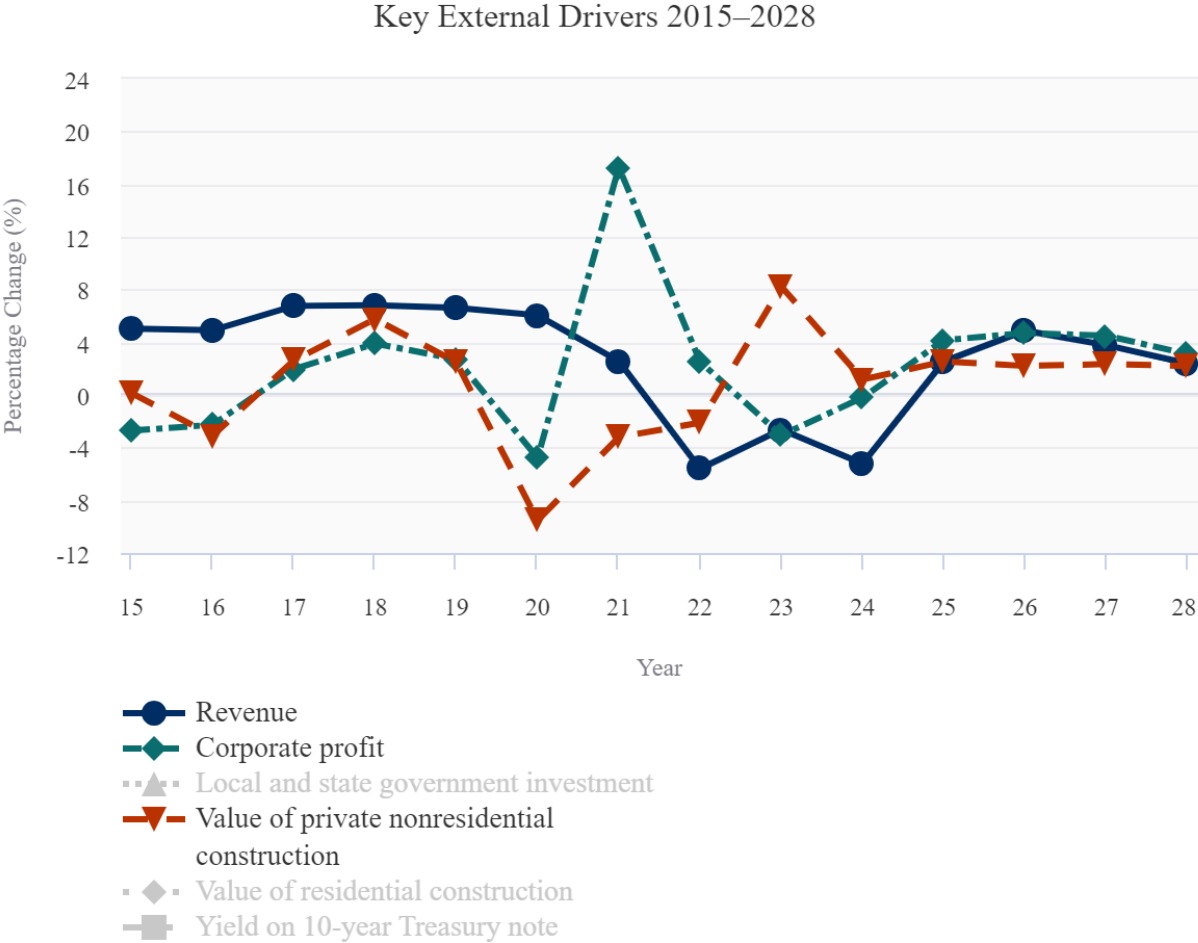
Overall, sector revenue has rose at a CAGR of 1.3% to reach an expected \$3.0 trillion in 2023, including an estimated decrease of 2.6% in 2023 alone. The sector was able to see continued growth in 2020 and 2021 as construction clients who were spending more time at home made use of low interest rates to invest in residential construction. Still, the pandemic brought with it a significant decrease in business activity and consumer confidence, in addition to a steep rise in the unemployment rate, leading to the delay of projects and demand for some sector services, particularly nonresidential construction services. With rising interest rates beginning in 2022, sector revenue is set to have declined. Sector profit has fallen as persistent supply chain issues have created an uncertain operating environment. The average sector profit margin, measured as earnings before interest and taxes, accounts for an expected 6.1% of revenue in 2023.

The Construction sector is set to expand as supply chain and inflation issues are alleviated in the coming years. Many of the largest industries in this sector are



anticipated to experience faster growth following low building volumes over the past five years, with sector growth expected to be primarily driven by improvements in commercial and infrastructure construction, aided by the 2021 Infrastructure Investment and Jobs Act, the 2022 CHIPS and Science Act and the 2022 Inflation Reduction Act. Overall, sector revenue is set to rise at a CAGR of 1.6% to reach \$3.3 trillion in 2028, as demand for construction services strengthens.

Industry Performance



Construction
Source: IBISWorld

Corporate profit

The Construction sector derives a substantial share of revenue from services provided to commercial businesses. Corporate profit influences a business's ability to expand operations; as corporate profit rises, companies become more able and willing to open

new locations and hire more workers, driving demand for new commercial construction. Corporate profit is expected to rise in 2023.

Local and state government investment

The Construction sector derives a substantial portion of revenue from services provided to the public sector. As local and state government investment increases, so does demand for construction services. Ongoing, and often noncyclical, investment in museums, courthouses, police stations and recreation facilities all drive demand. Local and state government investment is expected to increase in 2023, representing a potential opportunity for the sector.

Value of private nonresidential construction

The value of private nonresidential construction includes new construction and renovations associated with all nonresidential buildings, such as commercial, industrial, educational and religious structures. The Construction sector derives more than 70.0% of its revenue from new construction, renovation and repairs on nonresidential buildings. As a result, construction contractors benefit from increased private nonresidential construction activity. The value of private nonresidential construction is expected to increase in 2023.

Value of residential construction

The value of residential construction includes new single-family and multifamily building projects. This segment also includes renovations to existing structures by homeowners, developers and landlords. The Construction sector benefits from increased investment in residential properties, as new homes require sector operators to complete construction while owners of existing structures contract sector operators for various renovations and upgrades. The value of residential construction is expected to fall in 2023, posing a threat to sector revenue.

Yield on 10-year Treasury note

The yield on the 10-year Treasury note serves as a proxy for interest rates paid on loans. Thus, the need for new developments is largely dependent on the cost of financing; as the yield rises, so do the interest payments due on these loans, increasing the total cost of financing. In 2023, the yield on the 10-year Treasury note is expected to increase.

Growth was strong prior to the COVID-19 pandemic

- Prior to the COVID-19 pandemic, the construction sector saw revenue growth as rising corporate profit, rising consumer spending and relatively low interest rates drove investment in construction.

- The value of private nonresidential construction grew in the years prior to the COVID-19 pandemic as businesses invested in property.
- The value of utilities construction was growing prior to 2020 as expenditure toward constructing power, sewage or water supply infrastructure supported the sector.
- Rising interest rates, while later dwarfed by 2022 and 2023 rate hikes, were contributing to the value of residential construction to declining in 2018 and 2019, dampening revenue growth for the construction sector.

The COVID-19 pandemic negatively impacted nonresidential construction

- The COVID-19 pandemic complicated operations for the construction sector, driving down the value of nonresidential construction and impeding sector profit margins.
- The COVID-19 pandemic precipitated work stoppages, declining corporate profit, rising unemployment and falling consumer spending.
- Lowered interest rates and a general trend of people spending more time in (and therefore spending more money on) their homes drove an increase in the value of residential construction during the height of the COVID-19 pandemic, driving construction sector revenue growth.
- The value of private nonresidential construction was particularly negatively impacted by the COVID-19 pandemic as corporate profit suffered and demand for office space dropped as working from home became more common, reducing investment in nonresidential construction.

High interest rates are constraining growth

- Currently high interest rates, meant to curb inflation, are stifling investment in construction as an increased cost of capital has lowered demand for construction services.
- Residential construction has been particularly negatively impacted by rising interest rates, as the rising cost of mortgage loans has decreased spending on residential construction.
- Consumer spending and employment have both rebounded since the height of the pandemic, driving growth for the sector, particularly in 2021.
- Infrastructure spending included in the 2021 Infrastructure and Jobs Act and the 2022 Inflation Reduction Act has returned the value of utilities construction to growth in 2023. The 2022 CHIPS and Science Act has spurred construction spending from particular industries.

Supply chain issues have hindered construction

- The supply chain issues that have come in the wake of the pandemic have increased the cost of construction materials, including lumber, steel and other materials.
- Supply chain issues increase uncertainty and lead times on projects, negatively impacting operators in the construction sector's ability to operate efficiently.
- Ultimately, average sector profit is expected to have been hindered by the current state of the supply chain.
- High fuel costs and driver shortages have thrown a wrench into the efficient transportation of construction materials. Widespread worker shortages have had a negative impact across the supply chain for construction materials.

Historical Performance Data

2013	2,085,243	532,858	3,026,925	3,014,875	7,838,623	418,170
2014	2,255,655	580,285	3,109,618	3,097,096	8,147,665	444,946
2015	2,369,131	643,020	3,112,404	3,099,241	8,438,300	479,550
2016	2,485,393	680,945	3,167,759	3,154,378	8,782,290	504,482
2017	2,653,377	727,525	3,209,730	3,195,566	9,027,150	531,175
2018	2,833,723	765,565	3,369,121	3,354,873	9,450,411	555,870
2019	3,021,023	806,423	3,498,927	3,484,309	9,797,621	581,170
2020	3,203,679	828,157	3,632,497	3,617,437	10,061,227	574,608
2021	3,286,080	851,902	3,762,181	3,745,250	10,385,114	592,362
2022	3,102,173	835,039	3,937,324	3,919,352	10,825,651	605,822
2023	3,020,620	820,016	3,976,800	3,962,222	10,755,099	599,478

Industry Outlook

High inflation, high interest rates

- As long as inflation remains high, interest rates will remain elevated, depressing construction sector growth.
High interest rates will raise the capital needed for construction, while inflation will stifle consumer spending.
- Interest rates are expected to ultimately fall from their current heights over the coming years.
- It remains questionable whether mortgage rates will immediately lower in response to falling interest rates, especially as demand for housing outpaces supply.
- With many homeowners having secured loans at historically low interest rates in recent years, demand for residential construction will be lower in coming years as individuals are reluctant to move and give up their current rates.

Strengthening supply chains expected over coming years

- Easing supply chain issues are expected to allow average contractor profit to rebound as materials costs fall and operators face a more consistent operating environment.
- The uncertain state of the war in Ukraine will continue to threaten the global supply of major commodities, including copper, aluminum, oil and gas.
- As the supply of alternative materials rises to meet current demand, the supply chain will become more reliable.
- As extreme weather and environmental disasters, including wild fires, droughts and hurricanes become more common in coming years, global supply chains will face continued threats.

Federal funding will support construction sector revenue

- The 2021 Infrastructure Investment and Jobs Act will provide sustained infrastructure funding over the coming years, supporting the construction sector. In particular, the bill will provide funding for roads and bridges, green power infrastructure, passenger and freight rail, water infrastructure and other projects.
- The Inflation Reduction Act of 2022 will provide funding for construction projects meant to reduce the nation's greenhouse gas emissions.
- The 2022 CHIPS and Science Act provides for funding for domestically produced semiconductors, which will benefit the construction sector in coming years. Already, the CHIPS act and the IRA have contributed to a surge in US

construction spending for manufacturing facilities that is set to continue in the near future.

- Long-standing federal, state and local housing assistance programs will continue to be a steady source of revenue for the construction sector.

Long-term demographic trends

- Demographically, millennials make up the largest (and growing) share of homeowners in 2023, according to a report conducted by the National Association of Realtors.
- As millennials account for the largest generation in the United States and are increasingly making up most of the workforce (which supplements them with more income) their demand for housing will drive growth in residential construction in coming years.
- As baby boomers, the second-largest generation in the United States, begin to retire and either move away or into retirement homes, more residential housing will become available, which will spur residential investments, ultimately resulting in higher construction activity.

Performance Data Outlook

Year	Revenue (\$m)	IVA (\$m)	Establishments (Units)	Enterprises (Units)	Employment (Units)	Exports (\$m)
2023	3,020,620	820,016	3,976,800	3,962,222	10,755,099	599,478
2024	2,863,090	786,202	3,972,886	3,972,455	10,479,903	580,954
2025	2,935,726	805,645	4,087,322	4,070,871	10,745,625	595,686
2026	3,079,135	842,047	4,236,136	4,193,483	11,179,198	620,734
2027	3,195,544	872,344	4,370,885	4,304,816	11,547,059	641,768
2028	3,271,789	893,170	4,483,154	4,398,616	11,818,239	656,888
2029	3,335,953	910,971	4,586,839	4,485,171	12,056,678	670,067

Industry Life Cycle

The life cycle stage of this industry is Mature

Contribution to GDP

- While the sector's IVA, which measures its contribution to the overall economy, has grown at a slower rate than US GDP, other measures indicate the sector is in the mature stage of its life cycle.

Market Saturation

- Market saturation has remained steady, with more operators in large population centers. The broad range of activities in the commercial building construction industry keeps market saturation consistent.

Innovation

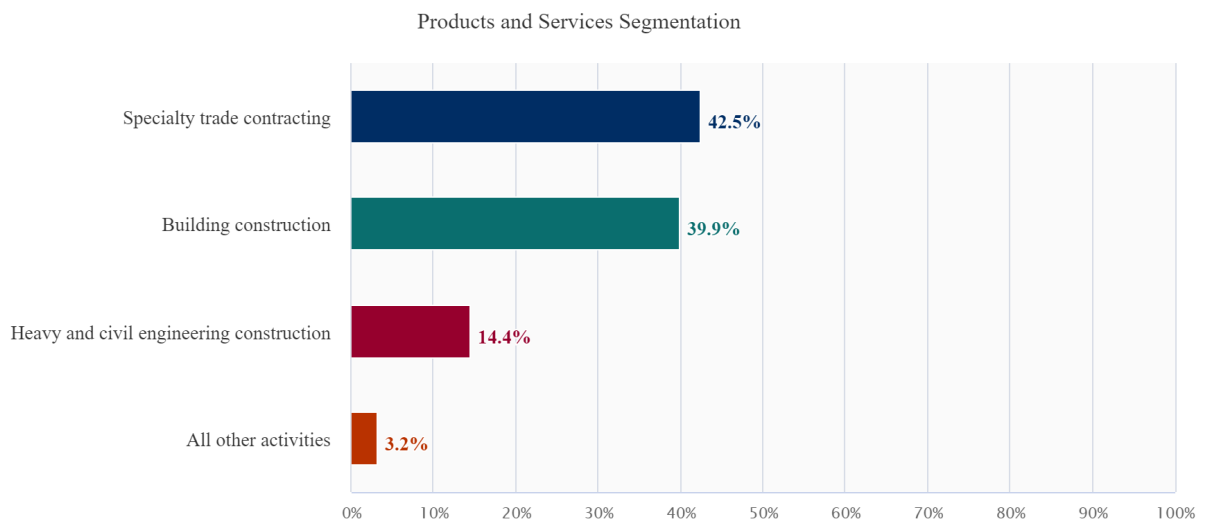
- The construction sector's activities have essentially remained the same for a long period of time, with more room for innovation downstream in the construction process.

Consolidation

- The scale of this industry and its maturity both virtually guarantee that there is consolidation activity occurring and that it is not fundamentally shifting the structure of the industry.

Technology and Systems

- While the industry of course makes use of technology to efficiently operate its services, change is slow and most systems are long established.



Building construction has declined

- This sector includes new work, additions, alterations and maintenance and repairs on all new and existing structures, as well as the on-site assembly of prefabricated buildings and the construction of temporary buildings.
- As the value of construction has fallen due to the COVID-19 pandemic's impact on the broader economy and current high interest rates, this sector has declined.

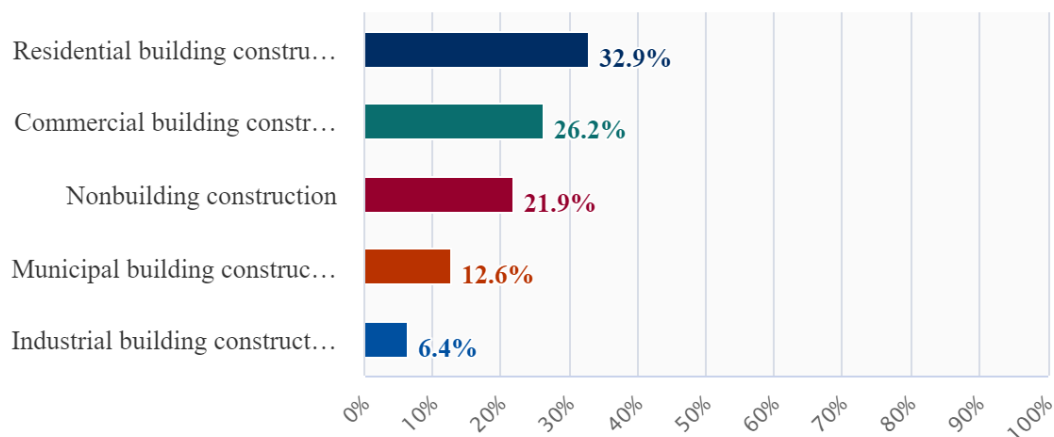
Heavy and civil engineering construction has received federal funding

- This subsector includes businesses engaged in the construction of entire engineering projects, such as bridges, highways, tunnels, pipelines, sewer lines, utilities and dams.
- Additionally, this subsector includes specialty trade contractors whose primary activities are the production of specific components for such projects; the contractors that are included in this subsector generally perform activities that are specific to heavy and civil engineering construction that are not normally performed on buildings.
- This sector should see growth from funding from the 2021 Infrastructure Investment and Jobs Act which was passed following a dearth of federal infrastructure funding in prior years.

Specialty trade contracting and other products are varied

- This subsector comprises businesses engaged in performing specific activities, such as pouring concrete, structural steel erectors, site preparation, plumbing, painting and electrical work, involved in building construction, but that are not responsible for the entire project.
- The varied nature of this subsectors services have led it to remain level as a share of overall sector revenue in recent year.

Major Market Segmentation



Residential building construction is impacted by mortgage rates

- This segment includes the construction, remodeling and renovation of single-family and multifamily residential structures, which may include single units, manufactured homes, townhouses, apartments and condominiums.
- Demand for residential building construction is influenced by current macroeconomic conditions, such as the level of unemployment, consumer

sentiment, household income and mortgage interest rates, which collectively determine housing affordability and the availability of lendable mortgage funds.

- Current elevated interest rates have caused demand for this segment to decline after a brief rebound following the COVID-19 pandemic.

Industrial building construction has received federal support

- This segment includes the construction, renovation and repair of industrial buildings, excluding warehouses, in addition to the construction of structures whose production processes are similar to those of industrial buildings, such as incinerators, cement plants and other nonbuilding structures.
- During the period, key downstream manufacturing markets, including domestic semiconductor, automobile and transportation manufacturers, experienced contracted operations. While many manufacturing industries built new facilities or retrofitted existing structures with advanced technologies in an effort to increase efficiency in producing and shipping their products, demand for industry services has been limited.
- The Infrastructure Investment and Jobs Act, Inflation Reduction Act and CHIPS Act all include funding that supports this market segment.

Commercial building construction has been impacted by work from home

- This segment includes the construction, renovation and repair of commercial buildings and related structures, such as office, retail, hotel, agricultural and entertainment buildings.
- An increase in unemployment in 2020 alone as well as the longer lasting rise of working from home has drove down demand for this segment.

Municipal building construction has been mixed

- This segment includes the construction, renovation and repair of institutional buildings such as schools, hospitals, churches, civic centers and prisons.
- This subsector has experienced mixed as government stimulus programs wound down, leading to an increased reliance on private investment. However, this segment benefited from the passing of the Coronavirus Aid, Relief and Economic Security (CARES) Act.

Nonbuilding construction has received federal support

- This segment includes the construction, renovation and repair of nonbuilding projects, such as highways, streets, bridges, tunnels, water lines, sewer lines, pipelines, power and communication transmission lines, dams, hydroelectric plants, subways and other mass transit projects and other nonbuilding structures.

- The Infrastructure Investment and Jobs Act of 2021 will provide funding for this segment moving forward.

Geographic Breakdown

The Southeast holds the most industry establishments

The size of and variety of serviced provided by the construction services sector leads demand to be spread fairly evenly across the population. The material nature construction activity limits the geography any single player in the sector is able to effectively operate in.

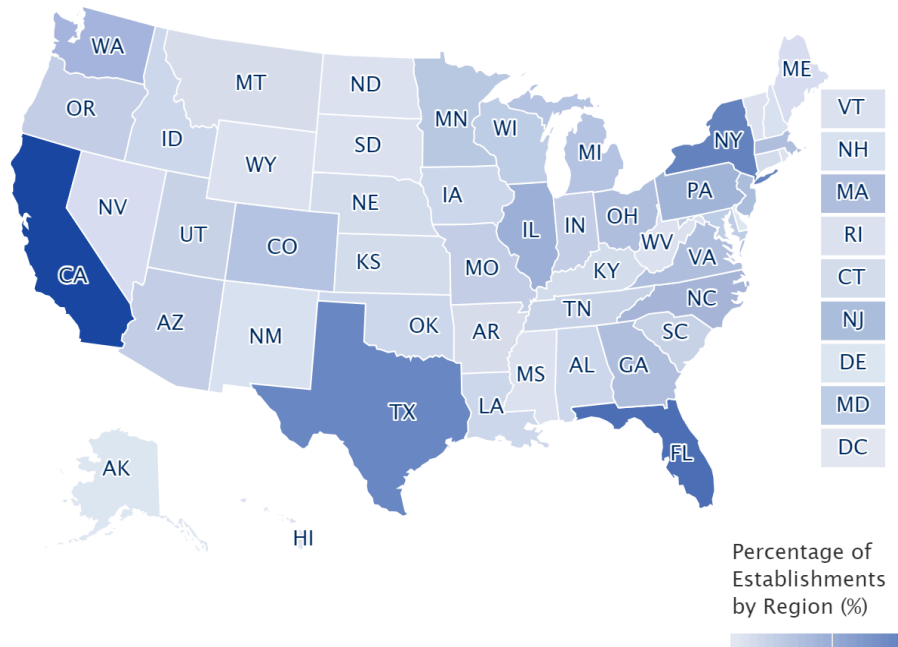
As the most-populous region, it follows that the Southeast has the most industry locations.

The West follows Southeast in number of industry locations

- The West is both the second-most populous region in the US and is home to the second-most construction sector business locations.
- Most construction contractors only operate on a regional basis, keeping down concentration and leading to a more even spread of businesses across the country, largely according to population patterns.

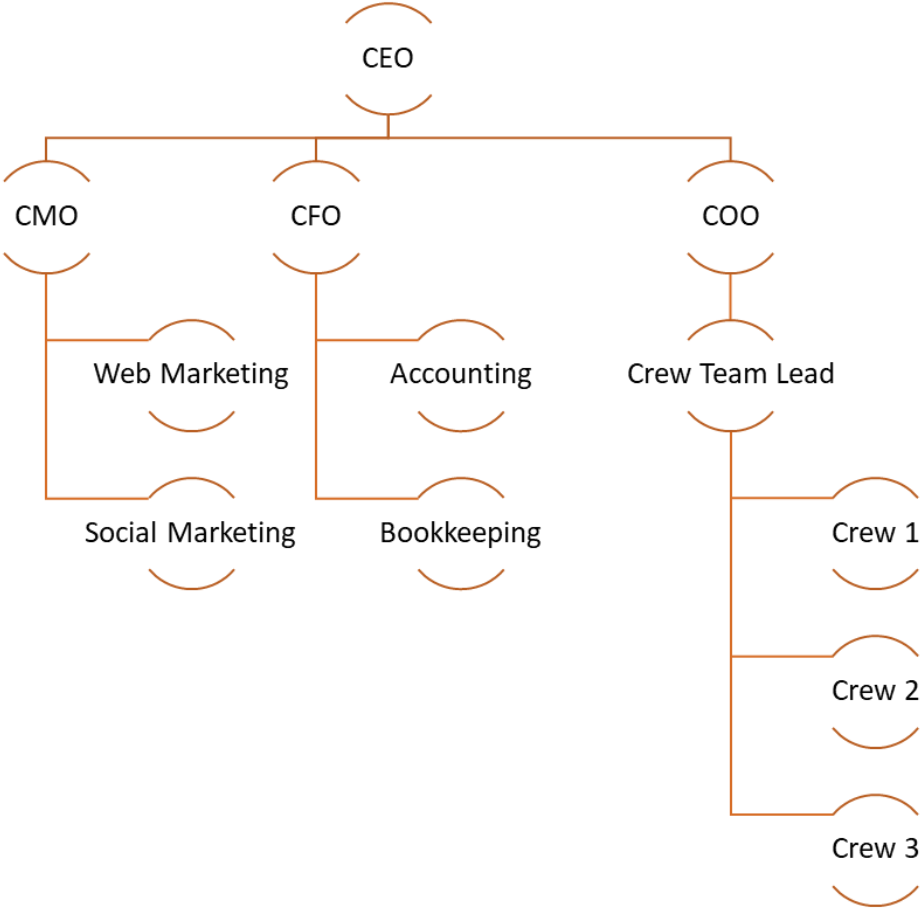
California holds largest share of industry locations

- California, the most populous US state, has the largest share of construction sector establishments.
- California alone has the fourth-largest economy in the world (compared to nations including the United States), providing plenty of demand for sector. Beyond population alone, the state's large economy and physical size provides for robust construction activity.



Management Plan

The business will be fully managed and maintained by the founding members. SDPP Inc dba Patriot Pipeline is majority-owned by Tobiah Finegan and Leo Hefner, who act as the CEO and COO of SDPP Inc dba Patriot Pipeline. The company will at times call upon various contractors or consultants for marketing, accounting, legal matters, and any other professional tasks. Under his direction, the company has planned the following organizational plan:



Management Hierarchy

A good team that truly adds value is not just a group of high-performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for our organization. While leadership from the top is crucial, the participation of every team member is also essential for effectiveness. We are confident that the team we will attract will continue to execute in a timely manner the business plan presented.

Number of Employees Per Year

Number of Employees per Position	Year 1	Year 2	Year 3	Year 4	Year 5
CEO	1	1	1	1	1
COO	1	1	1	1	1
CFO	1	1	1	1	1
CMO	1	1	1	1	1
Crew	5	15	15	15	15
Marketing	0	2	2	2	2
Accounting	0	1	1	1	1
Bookkeeper	1	1	1	1	1
Total Employees	10	23	23	23	23

Salaries Per Employee

Employees	Yearly	Monthly	Bi Weekly	Weekly
CEO	\$100,000.00	\$8,333.33	\$3,846.15	\$1,923.08
COO	\$100,000.00	\$8,333.33	\$3,846.15	\$1,923.08
CFO	\$100,000.00	\$8,333.33	\$3,846.15	\$1,923.08
CMO	\$70,000.00	\$5,833.33	\$2,692.31	\$1,346.15
Crew	\$75,000.00	\$6,250.00	\$2,884.62	\$1,442.31
Marketing	\$50,000.00	\$4,166.67	\$1,923.08	\$961.54
Accounting	\$50,000.00	\$4,166.67	\$1,923.08	\$961.54
Bookkeeper	\$50,000.00	\$4,166.67	\$1,923.08	\$961.54

Total Salaries Paid Per Year

Employees	Year 1	Year 2	Year 3	Year 4	Year 5
CEO	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
COO	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
CFO	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
CMO	\$70,000.00	\$70,000.00	\$70,000.00	\$70,000.00	\$70,000.00
Crew	\$375,000.00	\$1,125,000.00	\$1,125,000.00	\$1,125,000.00	\$1,125,000.00
Marketing	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
Accounting	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00
Bookkeeper	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00
TOTALS	\$795,000.00	\$1,695,000.00	\$1,695,000.00	\$1,695,000.00	\$1,695,000.00

Marketing Plan

SDPP Inc, operating as Patriot Pipeline, is committed to implementing a dynamic and strategic marketing plan to enhance brand visibility, attract potential clients, and capitalize on the growing demand for underground utility installations in San Diego County. This comprehensive marketing strategy is designed to leverage both traditional and digital channels, emphasizing the unique strengths of Patriot Pipeline.

Target Market

Identifying our target market is pivotal to our success. Patriot Pipeline's primary focus is on property developers, contractors, and municipalities in San Diego County. We aim to establish and strengthen relationships within the local construction and development community.

Brand Positioning

- Franchise Advantage: Emphasize the strength and reliability associated with the Patriot Pipeline franchise, highlighting the access to a nationwide network, established brand, and industry expertise.
- Commitment to Excellence: Position Patriot Pipeline as a symbol of quality, safety, and efficiency in underground utility installations, showcasing our proven track record and commitment to surpassing industry standards.

Online Presence

- Website Optimization: Ensure the Patriot Pipeline website is user-friendly, mobile-responsive, and optimized for search engines to enhance online visibility.
- Content Marketing: Regularly publish informative content related to underground utility installations, industry trends, and project highlights to establish expertise and engage the target audience.
- Social Media Engagement: Utilize platforms such as LinkedIn, Instagram, and Facebook to share project updates, safety initiatives, and client testimonials, fostering a sense of community and credibility.



Traditional Marketing

- Networking: Actively participate in local construction and business networking events, strengthening relationships with potential clients, contractors, and industry professionals.
- Print Media: Strategically place advertisements in local construction and business publications to reach a wider audience.

Referral Programs and Joint Ventures

- Referral Incentives: Implement a referral program offering incentives for clients and partners who refer new business, fostering a collaborative and mutually beneficial network.
- Joint Ventures: Explore joint ventures with affiliate partners in related industries to expand our reach and offer bundled services to clients.

Marketing Budget Allocation

Allocate the marketing budget judiciously, with a focus on digital marketing campaigns, website maintenance, networking events, and targeted advertising in relevant publications.

Performance Metrics

Regularly monitor and analyze key performance indicators (KPIs) such as website traffic, conversion rates, social media engagement, and lead generation to assess the effectiveness of the marketing strategy.



Crisis Management Plan

Develop a crisis management plan to address any unforeseen challenges, negative publicity, or emergencies promptly, maintaining a positive brand image.

Conclusion

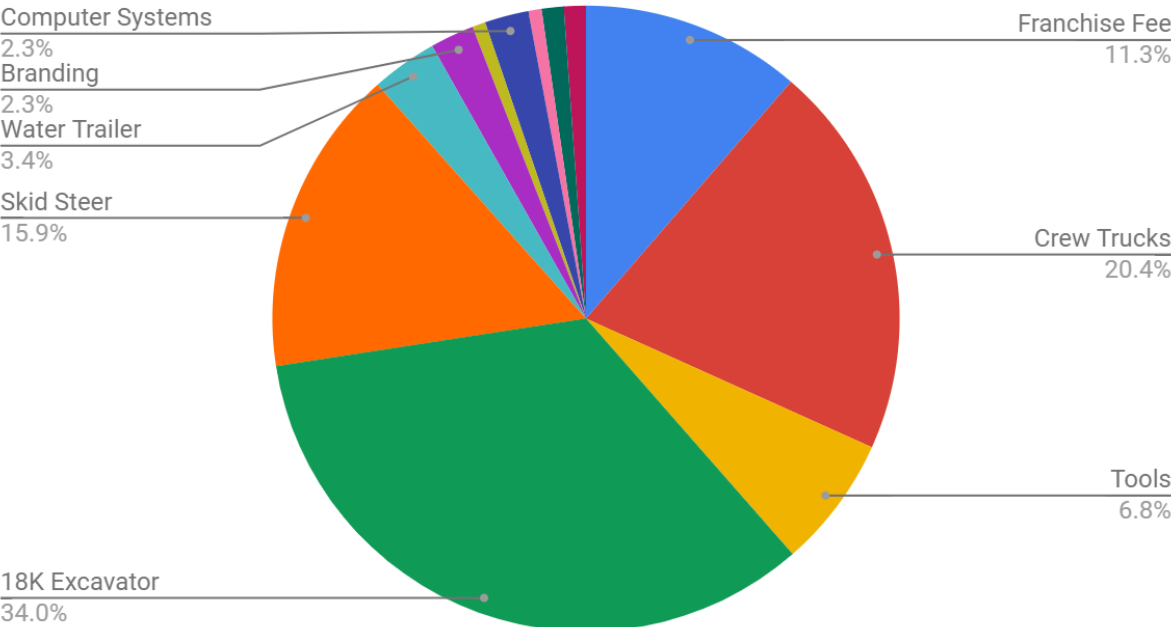
This comprehensive marketing strategy positions SDPP Inc (Patriot Pipeline) as a dynamic and influential player in the underground utility installation sector. By strategically leveraging both traditional and digital channels, Patriot Pipeline aims to establish a robust online presence, build lasting industry relationships, and meet the growing demand for construction services in San Diego County. Through continuous evaluation and adaptation, we are confident in our ability to not only meet but exceed the expectations of our target market while solidifying our position as a leader in the industry.

Financial Projections

The Company will have expenses as it moves to expand operations. It's important that the company estimate these expenses accurately and then plan on obtaining sufficient capital. Even with the best of research, however, expanding the business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses, called contingencies to account for the unforeseeable. After careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, and careful market research, the Company projects distribution of capitalization in the amount recorded below to operate and sustain the business for the first years of operations and beyond. It should be noted that all money raised will be used for marketing purposes, as the development and maintenance of the site have been paid for by the founder.

Use of Proceeds

Expansion Expenses



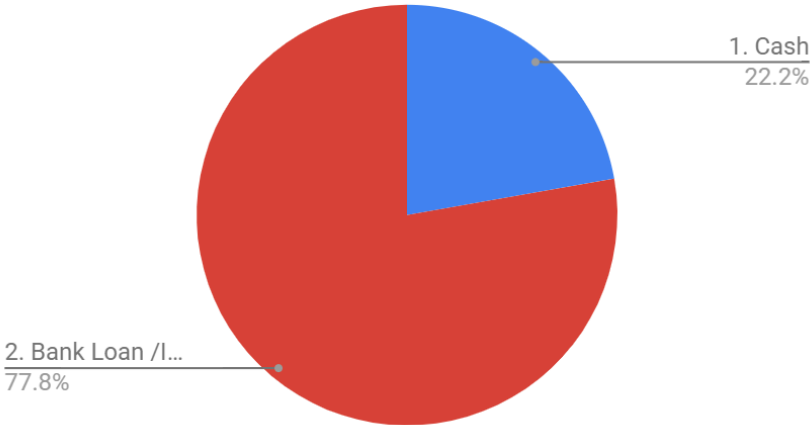
Initial Investment Breakdown Table

Marketing & Advertising Startup Expenses	Amount
Franchise Fee	\$50,000.00
Crew Trucks	\$90,000.00
Tools	\$30,000.00
18K Excavator	\$150,000.00
Skid Steer	\$70,000.00
Water Trailer	\$15,000.00
Branding	\$10,000.00
Uniforms	\$3,000.00
Computer Systems	\$10,000.00
Inventory	\$3,000.00
Travel	\$5,000.00
Business Licensing	\$5,000.00
Total	\$441,000.00

Source of Capital

SDPP Inc dba Patriot Pipeline has self funded and plans to secure an additional capital infusion of \$450,000 from a combination of sources to fuel its growth and strategic initiatives. A substantial portion, \$100,000, will be sourced internally in the form of cash, demonstrating the company's commitment to investing its own resources into the venture. Additionally, SDPP Inc dba Patriot Pipeline will leverage external support through a combination of bank loans and credit lines. This diversified approach to capital acquisition provides the company with financial flexibility and a robust foundation for executing its comprehensive marketing plan, further developing its position as a leader in providing underground utility installation services.

Source of Capital



Assumptions

The following is the company's assumptions on which the financial revenue and expense projections rely on. Assuming our investment ask is met and we distribute funds according to our financial projections, they constitute a reasonable estimate of our company's future prospects.

Total	Commercial Projects	Average Price	Yearly Revenue
Year 1	2	\$100,000.00	\$2,400,000.00
Year 2	4	\$100,000.00	\$4,800,000.00
Year 3	6	\$100,000.00	\$7,200,000.00
Year 4	8	\$100,000.00	\$9,600,000.00
Year 5	12	\$100,000.00	\$14,400,000.00
Total	Government Projects	Average Price	Yearly Revenue
Year 1	2	\$100,000.00	\$2,400,000.00
Year 2	2	\$100,000.00	\$2,400,000.00
Year 3	3	\$100,000.00	\$3,600,000.00
Year 4	4	\$100,000.00	\$4,800,000.00
Year 5	5	\$100,000.00	\$6,000,000.00
Total	Residential Projects	Average Price	Yearly Revenue
Year 1	0	\$100,000.00	\$0.00
Year 2	0	\$100,000.00	\$0.00
Year 3	0	\$100,000.00	\$0.00
Year 4	2	\$100,000.00	\$2,400,000.00
Year 5	4	\$100,000.00	\$4,800,000.00
Total	Other Projects	Average Price	Yearly Revenue
Year 1	0	\$100,000.00	\$0.00
Year 2	0	\$100,000.00	\$0.00
Year 3	0	\$100,000.00	\$0.00
Year 4	2	\$100,000.00	\$2,400,000.00
Year 5	4	\$100,000.00	\$4,800,000.00

Revenue Projections

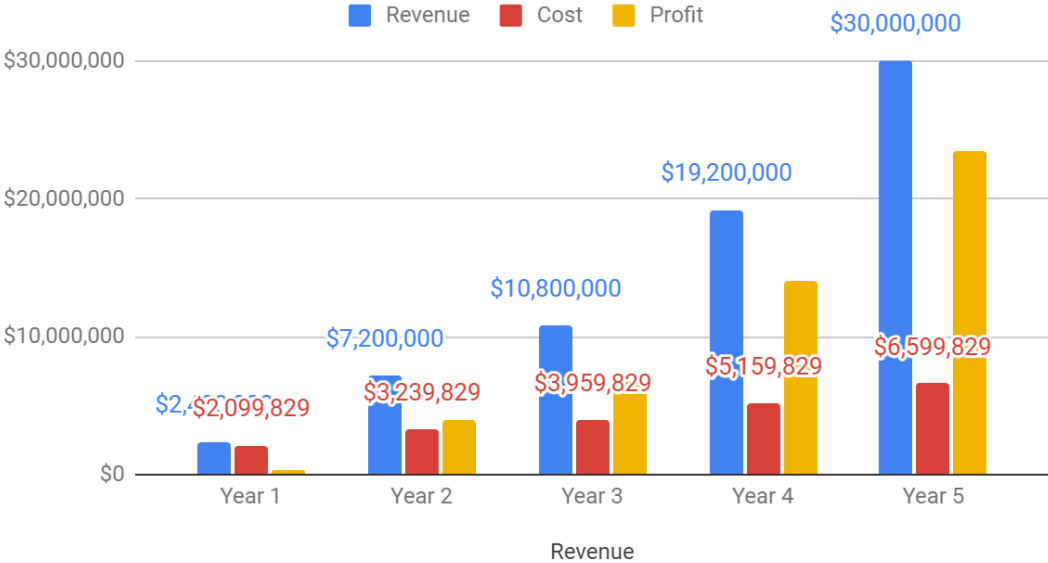
The following is the company’s financial revenue projections. The categories are as follows: (1) Commercial Projects Revenue which represents contracts derived from commercial building projects (2) Government Projects Revenue which represents contracts derived from government building projects (3) Residential Projects Revenue which represents contracts derived from residential building projects (4) Other Projects which represent all other projects taken on by the company that does not fit into the first three categories.

Total	Commercial Projects	Government Projects	Residential Projects	Other Projects	Total Revenue
Year 1	\$2,400,000	\$2,400,000	\$0	\$0	\$4,800,000
Year 2	\$4,800,000	\$2,400,000	\$0	\$0	\$7,200,000
Year 3	\$7,200,000	\$3,600,000	\$0	\$0	\$10,800,000
Year 4	\$9,600,000	\$4,800,000	\$2,400,000	\$2,400,000	\$19,200,000
Year 5	\$14,400,000	\$6,000,000	\$4,800,000	\$4,800,000	\$30,000,000

Revenue & Expense Projections

The following is the company’s financial revenue and expense projections. Together they constitute a reasonable estimate of our company’s financial future. More importantly, the projections through the financial plan will improve our insight into the inner financial workings of our company.

Five Year Revenue Projections



Pro Forma Income Statement

Revenue

TOTAL OPERATING EXPENSES	\$2,300,829	\$2,879,829	\$3,419,829	\$4,199,829	\$5,099,829
Commercial Projects	\$2,400,000	\$4,800,000	\$7,200,000	\$9,600,000	\$14,400,000
Government Projects	\$2,400,000	\$2,400,000	\$3,600,000	\$4,800,000	\$6,000,000
Residential Projects	\$0	\$0	\$0	\$2,400,000	\$4,800,000
Other Projects	\$0	\$0	\$0	\$2,400,000	\$4,800,000
TOTAL INCOME	\$4,800,000	\$7,200,000	\$10,800,000	\$19,200,000	\$30,000,000

Expenses

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Labor Expenses	\$795,000	\$1,695,000	\$1,695,000	\$1,695,000	\$1,695,000
Cost of Jobs Performed	\$720,000	\$720,000	\$1,080,000	\$1,440,000	\$1,800,000
Marketing Expenses	\$240,000	\$360,000	\$540,000	\$960,000	\$1,500,000
Utilities, Internet & Electric Expenses	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Maintenance & Misc. Supplies Expenses	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Professional Services Expenses	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Rent Expenses	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Startup Costs	\$441,000	\$0	\$0	\$0	\$0
Loan & Interest Expenses	\$46,629	\$46,629	\$46,629	\$46,629	\$46,629
TOTAL OPERATING EXPENSES	\$2,300,829	\$2,879,829	\$3,419,829	\$4,199,829	\$5,099,829

Net Income

Category	Year 1	Year 2	Year 3	Year 4	Year 5
NET PROFIT	\$2,499,171	\$4,320,171	\$7,380,171	\$15,000,171	\$24,900,171

Conclusion

SDPP Inc dba Patriot Pipeline's management is confident that the company can achieve its conservative financial projections, generating a gross revenue in excess of \$4,000,000 in year one following the startup of the business. In addition, management has carefully considered its market, potential customer base, and ability to grow its sales average to capture market share of the total population in our area of business. With our projected numbers, and the total market share and revenue in the industry, we confidently project an over \$1.5 Billion entity value in year five.

As owners, the Managers' commitment is to take personal accountability for all financial debt. The Company has taken the necessary precautions to ensure the business is fully capitalized and has addressed all financial shortfalls to ensure a successful business expansion.

In all the above we intend to communicate our ability to scale SDPP Inc dba Patriot Pipeline.

All the promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem so as to maximize their effect.

Entrepreneurs have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Company Managers, as business owners, have a vested stake and financial commitment to this business's success. The Company has taken all precautions to validate the Company business and financial models, focusing on realistic projections. If you have any questions, please contact us directly.

