

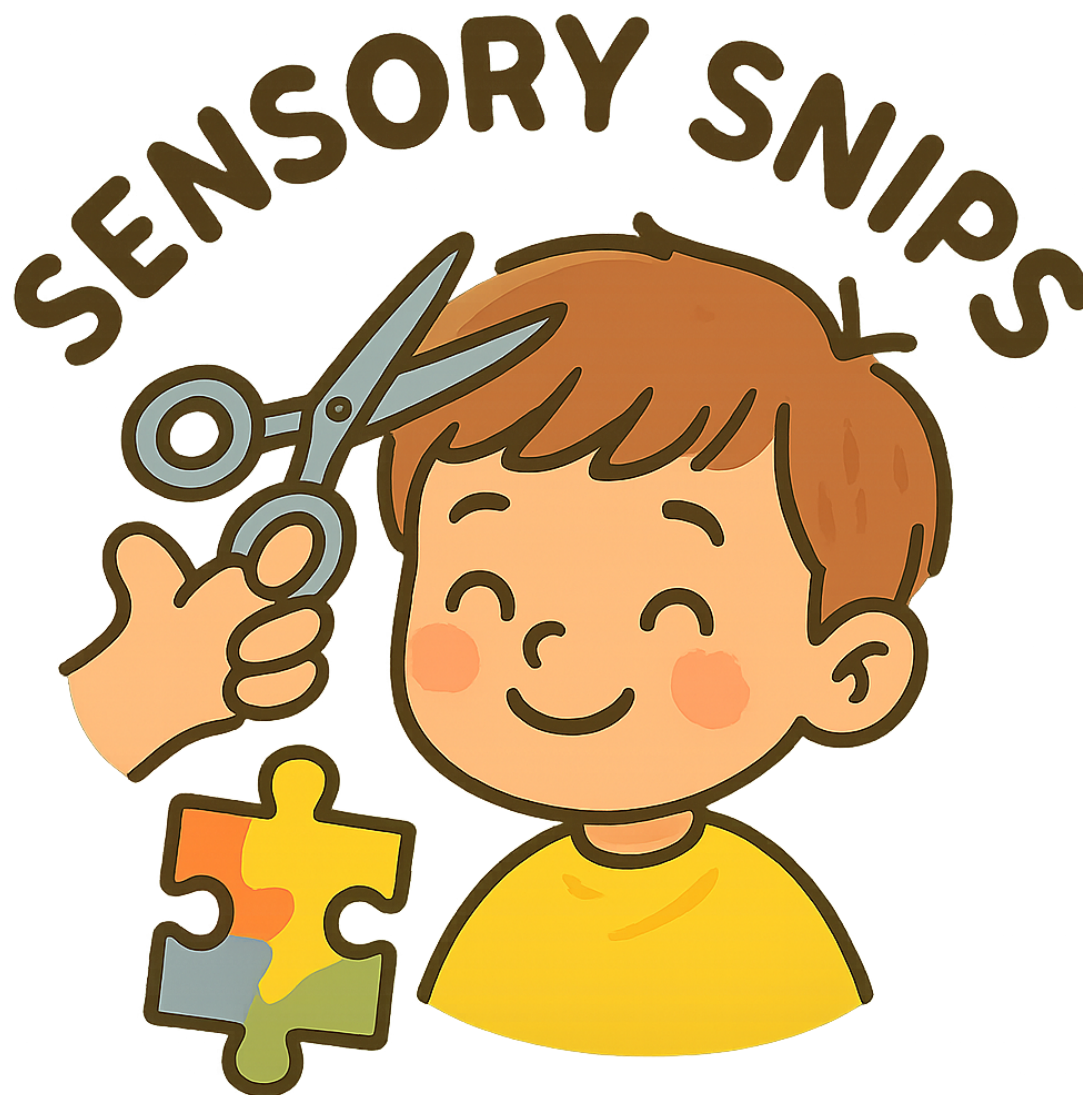
Business Plan: Sensory Snips

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OT-607-A: Becoming an OT Professional IV

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Executive Summary

Project Description

Sensory Snips is an innovative, interdisciplinary program located within *Sharkey's Hair It Is* in Ann Arbor, Michigan. It integrates occupational therapy principles with traditional salon services to provide sensory-friendly haircuts for children with sensory processing challenges. Each appointment includes sensory preparation stations, targeted environmental modifications, and collaborative support from trained stylists. Each client's first appointment includes a sensory evaluation conducted by an occupational therapist. These features reduce anxiety and build long-term comfort with grooming tasks. With high local demand and few comparable services in the region, Sensory Snips addresses a significant community need. Through ongoing quality improvement, client-centered care, and community partnerships, the program aims to make haircuts positive, accessible, and empowering for every child.

Operations and Marketing

Sensory Snips will operate inside *Sharkey's Hair It Is*, using a dedicated sensory-friendly environment and an interdisciplinary team that includes a licensed occupational therapist, an occupational therapy assistant, and two trained stylists. Operations will follow rigorous safety, sanitation, and documentation standards. Marketing strategies will include a website, flyers, business cards, community outreach, and targeted social media content, supported by ongoing monitoring of client growth and feedback. A structured quality improvement process, informed by quarterly survey analysis, will ensure continuous enhancement of services and client experience.

Financial Plan

Sensory Snips' gross revenue projections are based on a private-pay rate of \$120 per session, with anticipated monthly revenue starting at \$28,800 and growing to approximately \$43,200 by the end of year one as appointment capacity increases. To support startup needs such as rent, equipment, and marketing, the program will secure a \$15,000 startup loan repaid over 12 months. Total startup costs are estimated at \$4,428. Fixed monthly expenses include salaries, rent, utilities, telephone service, and payment-processing fees, while variable expenses (such as supplies, professional development, and additional marketing) will scale with client volume. This financial structure supports a sustainable launch and allows the business to grow steadily throughout its first year.

Project Description

Program Identification

Sensory Snips is an innovative, collaborative, and interdisciplinary initiative between occupational therapists (OTs) and salon professionals. It integrates occupational therapy services into a traditional hair salon setting. This program is designed to provide sensory-friendly haircuts to children with sensory processing difficulties, autism spectrum disorder (ASD), and other neurodevelopmental conditions. By blending the expertise of occupational therapists with trained salon professionals, Sensory Snips creates an environment that supports children who may otherwise struggle with the sensory demands of a typical salon appointment. The overarching goal is to enhance clients' engagement and independence in self-care routines, particularly grooming tasks, by reducing anxiety and increasing comfort during haircuts.

Service Description & Rationale

Sensory Snips offers a comprehensive range of services tailored to the sensory and emotional needs of its clientele. Each client's initial appointment begins with a brief, 30-minute sensory assessment using the Sensory Processing Measure conducted by an occupational therapist. This assessment identifies the client's unique sensory preferences, triggers, and coping strategies, which help guide the customization of their haircut experience. Based on the results of their assessment, the child will be matched with the appropriate stylist who supports specific sensory profiles, such as those sensitive to tactile input, auditory stimuli, or movement. All salon professionals receive training from certified OTs to ensure they understand and can respond to various sensory needs.

To further prepare clients before their haircut, the salon features sensory preparation stations. This will help the client gradually build tolerance before their haircut. These stations

offer opportunities to touch salon tools, try on weighted capes, explore different textures, and participate in other activities that enhance predictability and reduce anxiety during the haircutting experience.

Following preparation, clients will participate in individualized sensory-friendly haircut sessions, collaboratively supported by the occupational therapy team and salon staff. During these sessions, the OT provides calming techniques such as deep pressure input, guided breathing, and coaching in coping strategies. They also assist with proper positioning and adaptive seating to ensure the client's comfort and safety. The environment and tools are modified based on the client's specific sensory profile, such as dimmed lighting, quiet clippers, or the use of weighted vests. A variety of sensory supports are available to aid regulation and reduce anxiety, including fidget toys, calming aromatic scents, and visual timers. Each session is paced according to the client's tolerance, allowing for breaks and pauses as needed. During the haircut, the stylist works closely with the OT to adjust techniques in real time based on the client's responses. This collaborative approach not only promotes participation and reduces stress in the moment but also builds long-term tolerance and confidence with grooming routines.

Mission Statement

Sensory Snips' mission is to deliver personalized, compassionate haircutting and styling services for individuals with sensory needs by integrating the principles of occupational therapy into hair appointments provided by skilled stylists. Through close collaboration with families, communities, and trained stylists, we aim to create a safe, respectful, and empowering experience for every client.

Vision Statement

Sensory Snips envisions a world where every haircut is a source of confidence, comfort, and joy. Our goal is to transform grooming into a sensory-friendly and empowering experience for all children, regardless of their individual sensory needs. By providing sensory-friendly haircuts, Sensory Snips seeks to empower individuals to participate fully in grooming activities.

SWOT Analysis

<p><i>Strengths:</i></p> <ul style="list-style-type: none"> ● An adequate number of staff ● Interdisciplinary collaboration between certified OTs and hairstylists ● Environment specifically designed for sensory regulation ● Niche service model, not commonly available in the surrounding community 	<p><i>Weaknesses:</i></p> <ul style="list-style-type: none"> ● High initial costs for space modifications and adaptive equipment ● Longer appointment times reduce the number of clients served per day
<p><i>Opportunities:</i></p> <ul style="list-style-type: none"> ● Potential to train hairstylists in sensory-informed strategies ● Rising autism diagnosis rates increase service demand ● Expansion possibilities, such as school or mobile-based pop-ups ● Partnerships with schools, pediatrician offices, or autism advocacy groups 	<p><i>Threats:</i></p> <ul style="list-style-type: none"> ● Competition from other child-focused hair salons ● Limited insurance coverage or reimbursement for non-traditional OT services ● Inconsistent demands for services ● Misunderstanding and stigma surrounding the idea of therapeutic services during a hair appointment

The SWOT analysis for Sensory Snips highlights its strong interdisciplinary model and commitment to inclusion. By combining the expertise of occupational therapists with salon professionals, Sensory Snips offers a unique sensory-informed service model that is rarely available in traditional salons. The environment is intentionally designed for sensory regulation and supported by adequately trained staff who are skilled in adapting to individual client needs. These strengths not only set the business apart from competitors but also establish a foundation for client trust, comfort, and long-term engagement.

However, initial setup costs for adaptive equipment and environmental modifications present financial challenges, particularly during early implementation. In addition, longer appointment times, which are necessary for individualized care, may limit the number of clients served per day.

The growing awareness of autism spectrum disorder (ASD) and sensory processing disorders, as well as the rising diagnosis rates, create significant opportunities for collaboration, outreach, and community partnerships. These could include partnerships with schools, pediatric clinics, advocacy organizations, and parent support networks to expand awareness.

Potential threats include limited insurance coverage or reimbursement due to the non-traditional OT services provided, competition from other child-focused salons, and general misconceptions about the role of occupational therapy in grooming contexts. Public education and outreach will therefore be key to addressing stigma and building understanding. Despite these challenges, Sensory Snips holds a strong niche advantage and is well-positioned for sustainable growth through continued community engagement, quality care, and a commitment to making grooming more accessible for all children.

Organizational Goals/Measurable Objectives

1. LTG: Within 3 months, administer a minimum of 700 sensory-friendly haircut sessions with co-support from an occupational therapist.

Objective: Establish and maintain a tracking log that documents the sensory modifications used during each session (e.g., weighted cape, quiet clippers, etc.), reviewed weekly for quality assurance.
2. LTG: In 6 months, achieve a client and caregiver satisfaction rate of at least 85% based on post-session surveys.

Objective: Create and distribute a standardized satisfaction survey after every session, with quarterly analysis to identify trends and areas for improvement.

3. LTG: In 12 months, generate a minimum net revenue of \$160,000 through combined services to ensure financial sustainability and program growth.

Objective: Implement a monthly revenue and expense tracking system that monitors income from services and reviews quarterly for progress toward financial goals.

Contextual Analysis

Sensory Snips operates out of *Sharkey's Hair It Is* in Ann Arbor, Michigan, and aims to expand its reach through community partnerships and outreach events. The target population includes children with sensory processing difficulties, autism spectrum disorder, and other neurodevelopmental conditions who may struggle with the sensory demands of traditional haircuts.

Ann Arbor, Michigan, is a vibrant mid-sized city with a population of approximately 122,925 people (U.S. Census Bureau, 2024). Known for its strong educational and healthcare systems, Ann Arbor promotes a culture of inclusion and community engagement. The median household income is \$81,089 (U.S. Census Bureau, 2024), and the city is home to over 3,500 children identified with disabilities in the local school district (Michigan Department of Education, 2024), highlighting the need for accessible, sensory-informed services. Its family-centered values, diverse population, and proximity to major pediatric healthcare networks make Ann Arbor an ideal location for Sensory Snips to provide supportive grooming experiences for children with sensory processing challenges.

Socioeconomic factors, such as cost and limited availability of specialized services, can make it difficult for families to access appropriate sensory-friendly supports. Sensory Snips helps

address these challenges by offering an affordable, inclusive option within a familiar salon setting. By embedding occupational therapy principles into everyday grooming experiences, the program makes sensory-informed care more accessible to families across different income levels.

Policy implications include compliance with the Americans with Disabilities Act to ensure accessibility and with state health and safety regulations for salon sanitation and infection control. The program aligns with the Individuals with Disabilities Education Act by supporting self-care and daily living skills relevant to children's functional development. Occupational therapists involved in the program also adhere to Michigan Department of Licensing and Regulatory Affairs (LARA, 2024) standards. Together, these policies ensure that Sensory Snips operates safely, ethically, and inclusively.

Patient Volume Projections

Ann Arbor, Michigan, has a population of approximately 122,925 residents (U.S. Census Bureau, 2024). Among this population, around 3,500 children in the local school district are identified as having disabilities, including autism spectrum disorder and sensory processing difficulties (Michigan Department of Education, 2024). Based on these statistics, it is estimated that approximately 3,500 children could benefit from the sensory-friendly haircut services provided by Sensory Snips.

Sensory Snips aims to attract roughly 45% of these children, equating to 1,575 children and 3,760 haircut sessions annually when operating at full capacity. These 1,575 children are anticipated to return multiple times each year for ongoing sensory-friendly haircut services. This equals an average of about 2-3 haircuts per client each year, which reflects a realistic haircut frequency for children. During the program's initial launch phase and the time required to build

awareness, the initial projected client volume is set at 25% of full capacity, serving approximately 394 clients and approximately 750 haircut sessions in the first three months.

As community awareness of the program grows through outreach, partnerships with schools and pediatric clinics, and word-of-mouth referrals, Sensory Snips anticipates a gradual increase in client volume. An estimate projects a 25% growth in client numbers per quarter, with the business reaching full capacity, 1,575 clients annually and 3,760 haircut sessions, within 12 months of operation. This projection accounts for the longer, individualized appointment times required for sensory-friendly haircuts and the collaborative OT-stylist model, ensuring quality care and client satisfaction while maintaining sustainable service delivery.

Payer Source Identification

Sensory Snips provides individualized sensory-friendly haircut sessions lasting approximately 60–90 minutes. Each session includes an opportunity to visit the sensory preparation stations, followed by close collaboration between the OT and the stylist to ensure a customized, supportive experience for each child. As well, each child's initial session includes a 30-minute sensory assessment by the OT to determine sensory needs. During the program's initial launch phase, Sensory Snips anticipates approximately 240 haircuts per month. As community awareness increases and partnerships with schools, pediatric clinics, and autism organizations expand, the program expects to reach full capacity, with approximately 360 haircuts per month.

The standard rate for each session is \$120, reflecting the specialized OT-supported services, extended appointment time, and individualized care provided. Families may independently pursue reimbursement through private insurance, flexible spending accounts (FSAs), or health savings accounts (HSAs); however, reimbursement is not guaranteed. The

program is designed to operate entirely on a private pay model, ensuring flexibility in scheduling, consistent OT involvement, and financial sustainability without relying on insurance coverage.

The occupational therapist providing the services will be compensated at \$60 per hour, the OTA at \$40 an hour, and salon stylists will receive \$20 per hour. Each session requires the coordinated work of both the OT and stylist, ensuring that the child's sensory needs are met and that the haircut is conducted safely and effectively.

Based on these projections, the initial phase serving 240 clients per month is expected to generate approximately \$28,800 in monthly revenue. Once full capacity is reached, serving 360 clients per month, revenue is projected at \$43,200 per month. This model allows Sensory Snips to maintain high-quality services, reinvest in staff training and adaptive equipment, and grow the program responsibly while meeting the community's needs.

Continuous Quality Improvement

Continuous quality improvement is essential for Sensory Snips to ensure that every client receives a safe, effective, and positive sensory-friendly haircut experience. The program prioritizes quality of care, client comfort, and caregiver satisfaction. By regularly monitoring outcomes, gathering feedback, and integrating evidence-based occupational therapy practices, Sensory Snips strives to meet the unique sensory needs of each child and stay current with the latest research in sensory processing and child-focused care.

Quality will be measured through caregiver satisfaction surveys after each session and thorough weekly reviews of sensory modification tracking logs maintained by occupational therapists. Survey items may include caregiver ratings of their child's comfort, the usefulness of sensory tools used (such as weighted capes, fidget items, or visual schedules), and the family's

overall experience with the sensory strategies applied. Brief five to ten-minute discussions regarding progress with caregivers after each session will provide immediate feedback, such as whether dimmed lighting reduced overstimulation or whether the child benefited from noise-reducing headphones or a sensory break. An anonymous feedback option will be available at all times.

Key performance indicators include caregiver satisfaction ratings of at least 85%, consistent documentation and implementation of sensory strategies, measurable progress in client tolerance and comfort, and timely responses to caregiver feedback. For example, staff may track increases in the amount of time a child tolerates clippers or improvements in transitions from the waiting room to the chair. By monitoring these metrics, Sensory Snips ensures services meet clients' needs, maintain high standards, and continuously improve the overall experience, delivering meaningful, client-centered care.

Operations and Marketing

Facility Overview

Sensory Snips is located within *Sharkey's Hair It Is*, an established children's hair salon in Ann Arbor, Michigan. To accommodate the unique sensory and therapeutic needs of the target population, a dedicated area within the salon will be allocated to Sensory Snips services. This space measures approximately 500 square feet (24'6" by 20'7 7/8", totaling 496.78 sq ft). At an annual rate of \$15.00 per square foot, the yearly cost for the space will be \$7,451.74, with a monthly rental cost of \$620.98.

Space and Service Description

The Sensory Snips area within *Sharkey's Hair It Is* is designed to meet the sensory, emotional, and functional needs of children who experience sensory sensitivities during haircuts.

The physical layout includes a waiting area, a reception and check-in space, a salon area with two haircut stations, an OT assessment room, and a sensory preparation zone. The waiting area features soft lighting and comfortable seating to help clients feel calm upon arrival. The reception and check-in area contains a front desk for scheduling, payment, and parent communication, supporting efficient service delivery. The OT assessment room provides space for pre-session screenings and assessments, furnished with a child-sized table and chair, fine motor toys, and documentation materials. The sensory preparation zone contains tactile stations where clients can explore and try out different tools, such as brushes and capes, before their haircut, as well as deep pressure and sensory supports like bubbles, theraputty, sensory bins, bubble poppers, fidget spinners, stress balls, weighted toys, and rugs for floor play. The salon area includes two adaptive haircut stations with adjustable seating, quiet clippers, and soft lighting to reduce overstimulation and promote comfort. This layout and the equipment selected are intentionally aligned with the population's sensory and emotional regulation needs, supporting a calm, inclusive, and client-centered program design. The floor plan can be found in Appendix A.

Liability and Safety

Ensuring the safety and well-being of clients will be a top priority at Sensory Snips. The program will maintain comprehensive professional liability insurance for all licensed occupational therapy staff, as well as general liability coverage for all services it provides. All equipment and tools will comply with the cleanliness and safety standards established by the Michigan Board of Cosmetology. Staff will receive thorough training in infection control, child safety protocols, and safe tool handling (Legal Information Institute, 2021). In addition, all staff will be trained in emergency response protocols, CPR/First Aid, and sensory-aware behavioral

de-escalation techniques. Facility safety measures will include non-slip floors, secured electrical cords, protective cover for clipper blades, and continuous adult supervision. Collectively, these practices will ensure a safe, secure, and dependable environment for all children.

Comprehensive Equipment List

The equipment within Sensory Snips is carefully selected to promote sensory regulation, comfort, and safety throughout each client's haircut experience. The salon includes adaptive and sensory-focused tools such as weighted capes, noise-reducing headphones, fidget toys, visual timers, and calming aromatherapy diffusers to support self-regulation. Salon equipment, including quiet clippers, adaptive seating, and adjustable footrests, ensures that clients remain safe and comfortable during each session. Every item has been thoughtfully chosen to align with the sensory-friendly mission of our company and meets the needs of children with sensory processing challenges. A complete list of clinical, business, and administrative equipment can be found in Appendix B.

List of Operational Services

To deliver high-quality, efficient, and safe services, Sensory Snips will implement a range of operational support services. Staff will perform daily cleaning and sanitization, complemented by a monthly professional deep-cleaning service already in place at *Sharkey's Hair It Is*, to ensure full compliance with salon hygiene standards. All linens, towels, and sensory tools will be maintained through a commercial laundry service already in place at the salon to uphold sanitation standards. Internet connectivity and basic IT support will be provided via the existing salon network.

In addition, Sensory Snips will utilize Square Appointments, an integrated electronic billing and scheduling system that allows clients to conveniently book appointments, make

payments, and receive automated reminders. This system securely stores electronic receipts and intake forms, ensuring proper financial and record management while maintaining client confidentiality. Staff will assist with quarterly bookkeeping, expense tracking, and tax preparation to maintain accurate financial records. Together, these operational services ensure Sensory Snips functions efficiently, safely, and professionally.

Staffing Mix and Position Descriptions

Sensory Snips will be open Monday through Friday, from 10:00 AM to 6:00 PM, aligning and accommodating with school schedules and parent and family availability. To ensure both clinical and client-centered service, the salon will operate with an integrated team consisting of one occupational therapist (OT), one occupational therapy assistant (OTA), and two hair stylists. This team model supports a collaborative approach, where the OT and OTA provide clinical care and therapeutic interventions, while the stylists deliver skilled haircare within a sensory-informed environment.

- OT Role Description
 - Required to be licensed in the state of Michigan
 - Minimum two years of clinical experience in sensory integration or pediatric settings, working with individuals with sensory processing differences, autism spectrum disorder, or related conditions
 - Full-time employee with an hourly wage
 - Work schedule will be Monday through Friday, 10:00 AM to 6:00 PM
 - Responsibilities
 - Management and supervision of OTAs and hair stylists

- Conduct 30-minute sensory assessments for all new clients
 - Match clients with stylists based on sensory profiles
 - Collaborate directly with stylists during haircut sessions to adjust sensory supports and techniques in real time
 - Develop and oversee sensory strategies and environmental modifications
 - Maintain documentation, quality assurance, and adherence to protocols
 - Provide staff education and ensure ongoing professional development in sensory-friendly care
- OTA Role Description
 - Required to be licensed in the state of Michigan
 - Minimum of 2 years of clinical experience
 - Full-time employee with an hourly wage
 - Work schedule will be Monday through Friday, 10:00 AM to 6:00 PM
 - Responsibilities:
 - Assist OT with assessment session when needed
 - Support clients through the preparation zones and the client transition to the haircut
 - Implement calming techniques and regulatory strategies before and during haircut sessions

- Assist hair stylists and OT with adaptive positioning, safety, and pacing during services
 - Support data collection and documentation for each client session
- Hair Stylist Role Description
 - Must be at least 17 years old, with an equivalent education of 9th grade
(*License: Cosmetologist, 2020*)
 - Required to be a licensed cosmetologist in the state of Michigan
 - Previous experience working with children or clients with sensory sensitivities required
 - Full-time employee with an hourly wage
 - Work schedule will be Monday through Friday, 10:00 AM to 6:00 PM
 - Responsibilities
 - Provide haircuts using sensory-informed haircut techniques tailored to client's needs
 - Collaborate closely with the OT and OTA during haircut sessions
 - Participate in sensory-friendly training provided by the OT or a reputable organization
 - Maintain a calm and supportive environment for clients by using established coping and communication strategies
 - Support salon setup, cleanliness, and equipment adaptation for sensory needs

Staff Ratios, Salary Ranges, and Full-Time Equivalents (FTEs)

Sensory Snips will maintain a small staff to control costs while ensuring the delivery of high-quality services. The staffing structure is designed to support both the therapeutic and salon components of the business. The OT will serve as the supervisor and manager of the staff, working full-time, paid hourly. The OTA will also be full-time and paid hourly. Both the OT and OTA will be present during all operating hours of the salon to provide consistent therapeutic care and client support. The hair stylists will be employed full-time and compensated on an hourly basis.

- Occupational Therapist (OT) (1)
 - Full-time, hourly
 - \$60 per hour x 40 hours a week x 52 weeks per year = \$124,800
- Occupational Therapy Assistant (OTA) (1)
 - Full-time, hourly
 - \$40 per hour x 40 hours a week x 52 weeks per year = \$83,200
- Hair Stylist (2)
 - Full-time, hourly
 - \$20 per hour x 40 hours a week x 52 weeks per year = \$41,600 (*Hair stylist salary in Michigan, 2025*) per stylist

Compliance

All employees are expected to conduct themselves in accordance with ethical, legal, and professional standards pertinent to their roles. This includes compliance with state licensure requirements for occupational therapy and occupational therapy assistant practice, adherence to OSHA infection control and safety regulations, observance of Michigan Board of Cosmetology sanitation standards, and compliance with HIPAA guidelines to protect client privacy and

documentation integrity. To ensure staff remain current with best practices in client communication, safety, and sensory-friendly service delivery, Sensory Snips will provide ongoing professional development and training opportunities.

Staff Scheduling

Sensory Snips will be open Monday through Friday from 10 AM to 6 PM, with a one-hour lunch between 1:00 and 2:00 PM. See Appendix C for the hours of operation and staff schedule.

Service Delivery and Programmatic Needs

Sensory Snips will provide in-person services designed to promote engagement, comfort, and predictability during grooming routines. During the initial session, the occupational therapist or occupational therapy assistant will complete a brief sensory assessment to identify the client's sensory preferences and effective calming strategies. The information gathered will guide the selection of sensory tools and environmental modifications chosen for future appointments.

Prior to each haircut, clients will have the opportunity to explore various sensory supports such as fidget toys, weighted lap pads, and headphones within a designated sensory preparation zone to support self-regulation. During the haircut, the therapy team and stylist will collaborate to adjust pacing, sensory input, and environmental factors at an adapted station to meet the client's individual needs.

At the conclusion of each session, caregivers will receive a concise summary of practical strategies to reinforce positive grooming experiences at home. This service model ensures that each session is collaborative, consistent, and responsive to the sensory needs of every client.

Organizational Chart

The lead occupational therapist will also be the program director, overseeing and collaborating with both OTAs and hair stylists. The organizational chart can be found in Appendix D.

Supervision Plan

Sensory Snips follows a collaborative and structured supervision model to ensure ethical, safe, and client-centered service delivery. The lead occupational therapist (OT) provides both direct and indirect supervision to the occupational therapy assistant (OTA) in accordance with Michigan LARA regulations (LARA, 2020). This includes weekly meetings, case reviews, documentation oversight, and observation of treatment sessions to support clinical growth and quality care. Hair stylists are not under clinical supervision but will be required to participate in quarterly training led by the OT focused on sensory regulation, communication, and adaptive haircutting strategies. In addition, weekly interdisciplinary team meetings encourage open communication, shared problem-solving, and coordination between the OT, OTA, and stylists to maintain consistent, high-quality, and holistic care for every client.

Market Analysis (Competition)

Located in downtown Ann Arbor, Arcade Barbers is one of the city's oldest and most well-known barbershops. The business has been serving the community for decades and is recognized for its traditional haircutting services, family-friendly atmosphere, and experienced barbers. Services at this facility include haircuts for men and children, trims, and classic grooming services (Arcade Barbers, 2024). While the shop is well-established and highly reputable, it does not provide sensory accommodations, modified environments, or support from professionals trained to assist children with sensory processing challenges.

Another competitor, Arm-N-Anvil Barber Shop, located in downtown Ann Arbor, also provides traditional haircutting services for children and adults. The shop is known for its welcoming environment, affordable pricing, and long-standing presence in the local community (Arm-N-Anvil Barber Shop, 2024). Similar to Arcade Barbers, this business does not incorporate sensory supports, adaptive tools, or trained specialists to accommodate children with neurodevelopmental conditions.

Although both Arcade Barbers and Arm-N-Anvil have been successful in serving the general population, they do not offer the specialized, sensory-informed approach that distinguishes Sensory Snips. Unlike these facilities, Sensory Snips integrates licensed occupational therapists and trained stylists who work together to create individualized, calming haircut experiences for children with sensory sensitivities. The small interdisciplinary team at Sensory Snips allows for consistent staff-client relationships and personalized care, fostering trust and comfort throughout each appointment. This individualized, therapeutic model fills an important gap in the Ann Arbor community by providing inclusive and supportive grooming experiences for all clients.

Marketing Strategy and Rationale

- Sensory Snips will establish a user-friendly website designed to inform and reassure caregivers prior to their visit. The site will include detailed information about our occupational therapy–informed haircut services, staff biographies, pricing, scheduling options, and a virtual tour of the sensory-friendly salon environment. Additionally, the website will feature family testimonials and a dedicated resource section offering practical tips to help children prepare for their haircuts. By making this information easily

accessible, we aim to build trust and confidence among caregivers while streamlining the booking process.

- To raise community awareness, Sensory Snips will distribute visually appealing flyers throughout local family-oriented businesses in the Ann Arbor area, including pediatric clinics, schools, libraries, and community centers. These locations have been strategically chosen because they attract families who may benefit from sensory-friendly services.
- A professionally designed, eye-catching sign will be installed outside Sensory Snips to attract families driving or walking by, clearly communicating that sensory-friendly haircut services are available.
- Sensory Snips will actively collaborate with local pediatric occupational therapists, speech therapists, and child development centers to establish strong referral relationships. These professionals frequently support children who experience challenges during traditional haircuts and can confidently recommend Sensory Snips as a specialized, supportive environment.
- With parental consent, Sensory Snips will maintain an active presence on social media platforms such as Instagram and Facebook. Content will include educational posts about sensory processing, behind-the-scenes views of the salon's setup, and client success stories. This approach will not only engage families and local professionals but also promote inclusivity, community connection, and broader awareness of sensory-friendly services.

Monitoring and Evaluation of Marketing Efforts

To assess the effectiveness of Sensory Snips' marketing strategies, staff will track the number of new clients scheduled each week, along with the source through which clients learned

about the business (e.g., social media, website, community events, flier, or word of mouth). This information will be entered into a shared spreadsheet and reviewed on a monthly basis to identify which outreach methods are most effective in attracting new clients.

At the end of each month, the team will generate visual reports, such as graphs and charts, to illustrate trends in client growth and engagement. Additionally, families will be invited to complete a brief survey following their appointments to provide feedback on their experience. By combining quantitative data with client feedback, Sensory Snips will be able to evaluate the success of current marketing efforts and make data-driven adjustments to enhance community awareness and client retention.

Marketing Deliverables

Sensory Snips has developed flyers and business cards designed to attract and inform potential clients. These materials are designed to be informative and visually appealing to individuals of all ages. These flyers and business cards will be placed at local family-focused businesses, schools, pediatric clinics, and libraries, as well as handed out during community events. In addition, marketing materials will be provided to local healthcare professionals, including pediatric occupational therapists, speech therapists, and physical therapists. The marketing deliverables can be found in Appendix E.

Quality Improvement Component

The Quality Improvement (QI) initiative implemented by Sensory Snips aligns with the Institute of Medicine (IOM) quality domains of patient-centeredness and effectiveness. Sensory Snips is inherently patient-centered, as each haircut experience is designed around the individual sensory profiles, preferences, and needs of every client. By collecting direct feedback from clients and caregivers, Sensory Snips ensures that the care provided is respectful, responsive, and

empowering. The QI process also reflects the domain of effectiveness by evaluating how well sensory-informed strategies and adaptive tools contribute to positive outcomes, including increased comfort, reduced anxiety, and improved participation in self-care and grooming routines.

After each session, staff will provide the client and their caregiver with a brief survey designed to gather constructive feedback about their experience at Sensory Snips. The survey consists of five Likert-scale questions and one short-answer question. Data collected from these surveys will be analyzed quarterly to identify patterns, assess satisfaction trends, and inform evidence-based adjustments to enhance overall service quality and effectiveness. The survey can be found in Appendix F.

Financial Plan: Expense Projections

Startup Costs

Startup costs include all furnishings, supplies, equipment, and other expenses needed before opening. These startup expenses ensure that adequate materials, equipment, and space are in place before Sensory Snips begins.

- Facility Startup Rent: The facility requires two months of rent upfront, totaling \$1,241.96.
- Equipment and Furnishings: All initial supplies and equipment from the comprehensive equipment list (Appendix B) totals \$3,011 in startup capital expenses.
- Marketing Materials: A one-time startup cost of \$175 covers 500 business cards for \$25 and 500 flyers for \$150 (Staples, 2025). This is expected to last Sensory Snips throughout the year.

- Loan Acquisition: A \$15,000 startup loan will be taken out to support initial operational needs.

Fixed Expenses

Fixed expenses represent ongoing costs that remain relatively stable each month, including rent, utilities, staff salaries, and contracted services. These fixed costs reflect predictable monthly expenditures necessary to operate and maintain Sensory Snips.

- Monthly Rent: \$620.98
- Salaries:
 - OTR: \$60/hour
 - OTA: \$40/hour
 - Hairstylists: \$20/hour each
 - At 40 hours per week \times 4 weeks per month, total monthly salary expenses equal \$22,400.
- Utilities: Based on an average rate of \$2.14 per square foot for a 500 sq. ft. facility, utilities total \$1,070 per month (Constellation, 2021).
- Telephone Service: A fixed monthly expense of \$10.
- Contracted Services: The Square payment system requires a monthly fee of \$49.

Variable Expenses

Variable expenses fluctuate month to month based on usage, staffing needs, and business growth. These variable expenses allow Sensory Snips to adjust resources based on operational needs and growth.

- **Business Supplies:** Replenishable supplies listed in Appendix B cost approximately \$259.08 per month, varying with client volume. For example, as the number of haircuts increases, Sensory Snips will use more cleaning wipes, sensory fidgets, and hygiene materials, which raises monthly supply costs. Conversely, months with fewer appointments will require fewer materials and decrease overall supply spending.
- **Professional Development:** A budget of \$2,000 per year, used as needed throughout the year for employees to be well-trained and have continued education. During months when demand increases and additional training on sensory techniques is required, professional development expenses may temporarily rise. In months when no training is scheduled, the cost may drop to zero.
- **Marketing:** No expected monthly expense after startup materials are purchased, though additional marketing may be purchased as needed. However, if client volume grows faster than anticipated and Sensory Snips hands out flyers or business cards at a higher rate, marketing materials may run out earlier than planned. In this case, additional printing costs would be required, causing marketing expenses to increase temporarily.

Grant Funding Plan

A significant potential funding source for Sensory Snips is the Amber Grant, offered by WomensNet to support women-owned businesses across the United States. This grant aligns perfectly with Sensory Snips' mission, as it is designed to empower women entrepreneurs in launching, expanding, and sustaining innovative business ventures, particularly those that address community needs or fill critical service gaps. Financial support from the Amber Grant would strengthen Sensory Snips' long-term sustainability by helping to offset essential startup

and early operational expenses. These include investments in sensory tools, adaptive salon equipment, quiet clippers, weighted capes, and other resources required to establish a sensory-friendly atmosphere. Additionally, the grant would support marketing and outreach to local families, ongoing staff training in sensory-informed practices, and necessary operational costs such as Square software and supplies. Together, these investments would directly support the Amber Grant's mission to foster the growth and success of women-owned businesses.

Financial Plan: Revenue Projections

Gross Revenue Projections

Revenue at Sensory Snips is based solely on private-pay services, as the business will not accept Medicare, Medicaid, or private insurance reimbursement. Payments may be made by cash, card, or check. Revenue is calculated using a service rate of \$120 per appointment, applied across all private-pay clients, as outlined in Appendix G. Based on projected appointment volumes, monthly revenue is expected to range from approximately \$28,800 in the early months to \$43,200 at full capacity, resulting in an estimated first-year total of \$451,200.

Volume-Driven Estimates

Revenue projections are directly tied to anticipated appointment volume and realistic stylist capacity assumptions:

- Months 1–2:
 - 6 appointments per stylist per day \times 2 stylists = 12 per day
 - 12 appointments per day \times 5 days a week \times 4 weeks in a month
 - At \$120 per appointment, projected monthly revenue = \$28,800
- Months 3–4:

- 7 appointments per stylist per day \times 2 stylists = 14 per day
- 14 appointments per day \times 5 days a week \times 4 weeks in a month
 - Monthly revenue increases to approximately \$33,600
- Months 5–8:
 - 8 appointments per stylist per day \times 2 = 16 per day
 - 16 appointments per day \times 5 days a week \times 4 weeks in a month
 - Monthly revenue projected at \$38,400
- Months 9–12 (full productivity):
 - 9 appointments per stylist \times 2 = 18 per day
 - 18 appointments per day \times 5 days a week \times 4 weeks in a month
 - Monthly revenue reaches approximately \$43,200

Since billing is private pay, no CPT medical billing codes or negotiated insurer rates are required. However, consistent with current trends in healthcare payment reform, Sensory Snips operates outside third-party reimbursement to reduce administrative burden, improve parent scheduling choice, and avoid therapy qualification barriers.

Startup Ramp-Up Realism

Sensory Snips does not anticipate full productivity from day one. Instead, appointment capacity increases gradually:

- Months 1–2: Lower initial volume while the business builds brand recognition, establishes referrals, and gains clients.
- Months 3–4: Increase as clientele stabilizes and word-of-mouth expands.

- Months 5–8: Continued growth as relationships with schools, parent groups, and community partners strengthen.
- Months 9–12: Full operational capacity expected at 18 daily appointments.

Loan Injection Revenue

After projecting all expected expenses and revenue, Sensory Snips will take out a \$15,000 startup loan to cover early costs such as:

- Initial rent
- Equipment and furnishings
- Supplies
- Marketing materials

The loan is added to the pre-startup financial column and is repaid over the first 12 months as follows:

- Month 1: \$1,000
- Months 2–11: \$1,250 per month
- Month 12: \$1,500

This financial support provides essential working capital while the business builds revenue during the early ramp-up phase.

Budget Spreadsheet

Sensory Snips operates on a private-pay basis. A full breakdown of monthly revenue and costs is located in the spreadsheet in Appendix G.

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sterilizing requirements; non-electrical and electrical tools; towels, capes, and neck

strips; chairs, headrests, tables, and beds; semi-solid substances; pedicuring basins;

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[xt=\(10\)%20Neck%20and%20nail%20dusters,the%20manufacturer%20of%20the%20dis](https://www.law.cornell.edu/regulations/michigan/Mich-Admin-Code-R-338-2171a#:~:text=(10)%20Neck%20and%20nail%20dusters,the%20manufacturer%20of%20the%20disinfectant)

[nfectant](https://www.law.cornell.edu/regulations/michigan/Mich-Admin-Code-R-338-2171a#:~:text=(10)%20Neck%20and%20nail%20dusters,the%20manufacturer%20of%20the%20disinfectant)

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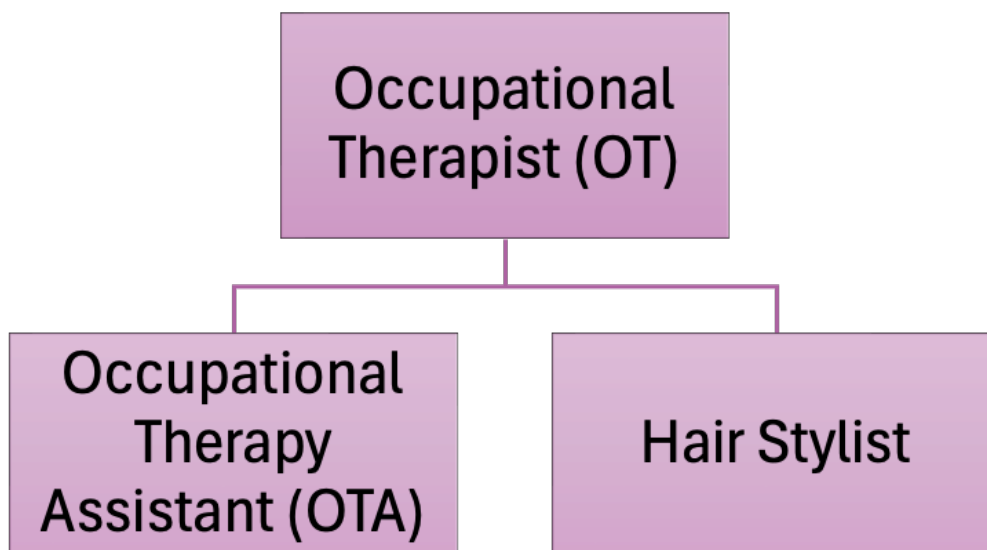
Appendix B: Comprehensive Equipment List

Expenses	One Time	Monthly	Yearly	Total
Salon setup				
Rental space		\$620.98	\$7,451.76	\$7,451.76
Hair Salon Insurance		\$31.08	\$349	\$349
Wifi		\$70	\$840	\$840
Cash register	\$260			\$260
Card reader	\$59			\$59
Scheduling software (Square)		\$49	\$588	\$588
				\$9,547.76
Equipment				
Weighted Capes (3x)	\$150			\$150
Noise-reducing headphones (3x)	\$30			\$30
Timer (2x)	\$40			\$40
Fidget toys (variety pack)	\$20			\$20
Aromatherapy diffuser	\$20			\$20
Essential Oils (set of 6)	\$15			\$15
Adjustable Salon Chairs (2x)	\$400			\$400
Footrests and boosters (2x/item)	\$100			\$100
Silent hair clippers (3x)	\$210			\$210
Cordless trimmers (3x)	\$120			\$120
Scissors and cutting shears kits (3x)	\$60			\$60
Mirror and Vanity Set (2x)	\$300			\$300
Sensory toys: <ul style="list-style-type: none"> - Bubbles - Play-doh/theraputty - Kinetic sand/sensory bin - Bubble poppers 	\$141			\$141

- Fidget spinners				
- Stress balls				
Rug	\$50			\$50
Sensory mat	\$50			\$50
Calming wall art and decorations	\$50			\$50
Weighted lap pad(2x)	\$80			\$80
Hair combs/brushes	\$15			\$15
Hair clips	\$10			\$10
Shampoo/Conditioner		\$60	\$720	\$720
Sensory Processing Measure (SPM-2)	\$384			\$384
				\$2,929
Cleaning Supplies				
Disinfecting wipes		\$13	\$156	\$156
Vacuum	\$90			\$90
Broom and dust pan	\$26			\$26
Trash can (2x)	\$100			\$100
Trash bags		\$11	\$132	\$132
Gloves		\$9	\$108	\$108
Aprons (8x)	\$136			\$136
Towels (5 sets)	\$95			\$95
Laundry detergent		\$16	\$192	\$192
				\$1,035
			Total: \$13,511.76	

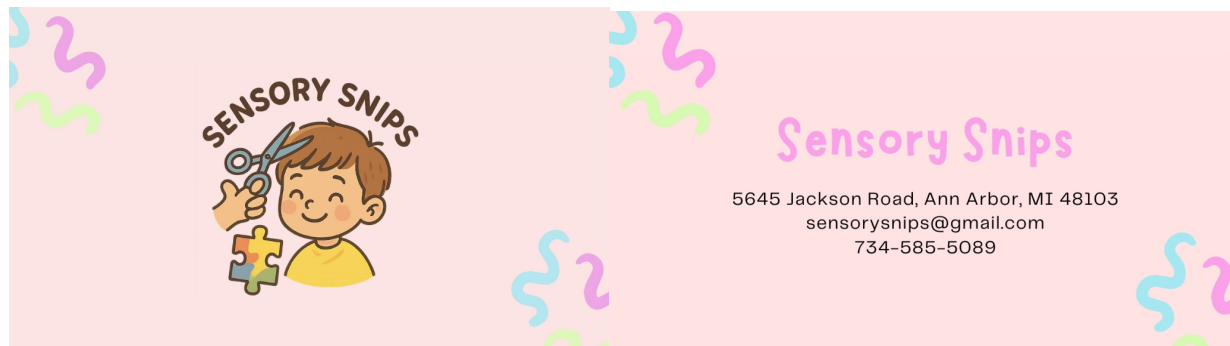
Appendix C: Hours of Operation and Staff Schedule

Hours	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 AM - 1:00 PM	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists
1:00 PM - 2:00 PM	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
2:00 PM - 6:00 PM	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists	1- OT 1 - OTA 2 - Hair Stylists

Appendix D: Organizational Chart

Appendix E: Marketing Deliverables

Business Cards



Deliverable Marketing Flyer



Appendix F: Quality Improvement Questionnaire

Thank you for visiting Sensory Snips! We value your feedback and use it to improve the quality and comfort of our services. Please take a moment to complete this brief survey.

For each question, please select the number that best reflects your experience

1. My child appeared comfortable and calm during their haircut session. (1 being strongly disagree, 5 being strongly agree)

1 2 3 4 5

2. The staff clearly explained all sensory strategies and tools used. (1 being not at all, 5 being very clearly)

1 2 3 4 5

3. The sensory tools (e.g., weighted capes, fidget tools, etc.) were helpful. (1 being not helpful, 5 being very helpful)

1 2 3 4 5

4. The haircut met my expectations, in terms of appearance and quality. (1 being poor quality, 5 being excellent quality)

1 2 3 4 5

5. How likely are you to recommend Sensory Snips to another family? (1 being not likely, 5 being extremely likely)

1 2 3 4 5

6. Any additional comments, questions, or suggestions? (Please write a short answer below)

Appendix G: Monthly Budget Plan

PROJECTED MONTHLY BUDGET

Sensory Snips

November 10, 2025

	PRE-STARTUP	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
1. Cash on Hand														
(Beginning of month)		\$8,572.04	\$12,037.98	\$16,428.92	\$25,619.86	\$34,810.80	\$48,801.74	\$61,792.68	\$75,783.62	\$89,774.56	\$108,565.50	\$127,356.44	\$146,147.38	
2. Revenue														
(a) Cash Sales		28,800.00	28,800.00	33,600.00	33,600.00	38,400.00	38,400.00	38,400.00	38,400.00	43,200.00	43,200.00	43,200.00	43,200.00	\$451,200.00
(b) Insurance Payments		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Loan Injection	15,000.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	\$30,000.00
3. Total Revenue														
(2a + 2b + 3)	\$15,000.00	\$30,050.00	\$30,050.00	\$34,850.00	\$34,850.00	\$39,650.00	\$39,650.00	\$39,650.00	\$39,650.00	\$44,450.00	\$44,450.00	\$44,450.00	\$44,450.00	\$481,200.00
4. Total Cash Available														22,400.00
(Before cash out) (1 + 3)	\$15,000.00	\$38,622.04	\$42,087.98	\$51,278.92	\$60,469.86	\$74,460.80	\$88,451.74	\$101,442.68	\$115,433.62	\$134,224.56	\$153,015.50	\$171,806.44	\$190,597.38	
5. Expenses														
(a) Rent	1,241.96	620.98	620.98	620.98	620.98	620.98	620.98	620.98	620.98	620.98	620.98	620.98	620.98	\$7,451.76
(b) Salaries		22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	22,400.00	\$268,800.00
(c) Payroll Expenses (Taxes and Benefits)		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
(d) Utilities		1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	1,070.00	\$12,840.00
(e) Supplies (Office and clinical)	3,011.00	259.08	259.08	259.08	259.08	259.08	259.08	259.08	259.08	259.08	259.08	259.08	259.08	\$3,108.96
(f) Marketing	175.00	175.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$175.00
(g) Accounting and Legal		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
(h) Telephone		10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	\$120.00
(i) Outside Services (Billing, etc)		49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00	49.00	\$588.00
(j) Professional Development	2,000.00	1,000.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	\$2,000.00
(k) Other Expenses		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
(l) Loan Principal Payment		1,000.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,500.00	\$15,000.00
(m) Capital Purchases >\$1,000		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
(n) Other														
(o) Subtotal	\$6,427.96	\$26,584.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$26,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,909.06	\$310,083.72
6. Total Cash Paid Out														\$0.00
(Total 5a thru 5n)	\$6,427.96	\$26,584.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$26,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,659.06	\$25,909.06	\$316,511.68
7. Cash Position														
(End of month) (4 minus 6)	\$8,572.04	\$12,037.98	\$16,428.92	\$25,619.86	\$34,810.80	\$48,801.74	\$61,792.68	\$75,783.62	\$89,774.56	\$108,565.50	\$127,356.44	\$146,147.38	\$164,688.32	
														\$0.00
														\$0.00
														\$0.00
														\$0.00

EXPLANATION OF DATA

	GUIDELINES	EXPLANATION OF DATA	PROJECTED CASH FLOW	ACTUAL CASH
2. Revenue				
(a) Cash Sales	\$120 per appointment x number of appointments per day x 30 = monthly revenue			
(b) Insurance Payments	As Sensory Snips does not accept insurance, no cash will be obtained in this section			
Loan Injection	A \$15,000 loan will be borrowed to support starting month expenses			
5. Expenses				
(a) Rent	Monthly rent is projected at \$620.98 per month based on sq. ft. x \$15.00, divided by 12			
(b) Salaries	OT salary is \$60 hourly, OTA salary is \$40 hourly, and hairstylist is \$20 hourly. Multiplying these rates by 40 hours per week and 4 weeks per month leads to the total expense amount			
(c) Payroll Expenses (Taxes and Benefits)	No expenses in this section			
(d) Utilities	Utilities were calculated by multiplying the rate of \$2.14 per square foot by 500 square feet to determine the \$1,070 per month expense total			
(e) Supplies (Office and clinical)	Supplies expenses were totaled using the comprehensive equipment list. Pre-start-up costs include materials purchased before launching the company, while the monthly costs represent the supplies that need to be purchased each month.			
(f) Marketing	Staples website determined that 500 business cards are \$25 and 500 flyers are \$150			
(g) Accounting and Legal	No expenses in this section			
(h) Telephone	Fixed \$10 monthly expense			
(i) Outside Services (Billing, cleaning, etc)	The Square Appointment, our scheduling system, is a fixed cost at \$49 per month			
(j) Professional Development	\$2,000 budget for the year for continuing education for sensory treatment			
(k) Other Expenses [Specify each]	No expenses in this section			
(l) Loan Principal Payment	Payment per month was determined to pay off the loan within the first year of business			
(m) Capital Purchases >\$1,000	No expenses in this section			
(n) Other	No expenses in this section			