

# Business Plan: Mardi Construct Group (MCG)

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## Executive Summary

**Business Name:** Elevate Construct Group (MCG)

**Founder:** Landon Mardi & Jack Hicks

**Business Type:** LLC

**Industry:** Construction & Design-Build

**Headquarters:** Atlanta, Georgia

**Launch Date:** Summer 2026 (Following Sophomore Year at Morehouse)

**Mission Statement:**

To revolutionize urban development by delivering innovative, sustainable, and digitally integrated construction services using cutting-edge technology and a deep understanding of business operations.

**Vision Statement:**

To become a leading construction company in the Southeast known for blending traditional craftsmanship with modern design technologies, delivering efficient, eco-friendly, and community-focused building solutions.

**Tagline:** *"Building Tomorrow, Today."*

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## Founder Profile

- **Name:** Landon Mardi
- **Education:** Bachelor's in Business Administration (Class of 2029), Morehouse College
- **Certifications:** Certified in Autodesk Revit – expert in Building Information Modeling (BIM)

- **Skills:** Strategic planning, digital modeling, budgeting, team leadership, construction documentation, green design principles, mathematics, physics.
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## Business Objectives

1. Launch MCG with small-scale residential and commercial renovation projects within the first year.
  2. Build partnerships with Atlanta's local developers, architects, and city planners by year two.
  3. Implement full BIM workflows to reduce project costs and timelines by 25%.
  4. Hire and train a workforce from underrepresented communities.
  5. Expand operations to include sustainable, modular home construction by year five.
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## Market Analysis

### Industry Overview

- The U.S. construction industry is projected to reach \$2.7 trillion by 2028.
- Atlanta's urban development is booming due to increased population and investment.
- Rising demand for digital design solutions (BIM, 3D rendering, sustainable design).

### Target Market

1. **Residential Homeowners:** Seeking home renovations, additions, or smart home integration.
2. **Small Commercial Property Owners:** For tenant improvements and custom fit-outs.

3. **Real Estate Developers:** Partnering on larger developments using cost-effective, Revit-modeled plans.
  4. **Local Government Housing Projects:** Affordable housing and green public structures.
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## Competitive Advantage

- **Education at Morehouse College:** Foundation in finance, leadership, and entrepreneurship gives MCG strong business acumen and network.
  - **Revit Certification:** Allows for high-efficiency project design using BIM, resulting in fewer design errors and lower costs.
  - **Tech-Forward Approach:** Use of drones, 3D scanning, and Revit collaboration tools.
  - **Community Focus:** MCG will recruit from local vocational schools and offer apprenticeships.
  - **Sustainability:** Focused on LEED-compliant construction and eco-friendly materials.
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## Services Offered

1. **Preconstruction Services**
  - BIM Planning & Revit Modeling
  - Budgeting & Estimating
  - Permitting Support
2. **Construction Management**
  - Residential & Light Commercial Projects
  - Design-Build Delivery Method

- Subcontractor Coordination

### 3. **Smart Renovations**

- Smart Home Tech Installation
- Energy Efficiency Upgrades
- ADA Compliance Upgrades

### 4. **Sustainable Housing Solutions**

- Green Building Construction
  - Tiny Home & Modular Housing Units
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## **Technology Stack**

- **Revit + BIM 360:** Full BIM management and cloud collaboration.
  - **Procore/Buildertrend:** Construction project management.
  - **Drones for Site Surveying**
  - **AutoCAD, SketchUp, and Lumion:** For client visualizations.
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## **Marketing Strategy**

### **Branding**

- Bold, clean logo representing digital and physical structures.
- Website showcasing Revit renderings, project timelines, and a blog on construction trends.

### **Digital Marketing**

- Instagram and TikTok reels of time-lapses and construction tips.
- LinkedIn networking with local professionals and alumni connections.
- Local SEO: “Construction company near Morehouse” targeting.

## **Partnerships**

- Collaborate with Morehouse Innovation Center for early-stage support.
  - Work with Atlanta-based architecture firms for referrals.
  - Partner with local high schools for career path education.
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## **Operations Plan**

### **Year 1-2: Foundation Phase**

- Operate from a shared office or home-based setup.
- Take on small residential and remodeling projects.
- Hire 2–3 trusted subcontractors.
- Intern with a local firm during the summer to build field experience.

### **Year 3-4: Growth Phase**

- Establish a formal office.
- Full-time operations manager and BIM technician hired.
- Secure fleet vehicle for site visits.
- Begin applying for government contracts.

### **Year 5: Expansion Phase**

- Break ground on MCG's first modular, sustainable housing development.
  - Expand service area to surrounding Georgia suburbs.
  - Apply for Minority-Owned Business certification for additional contracts.
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## Management Structure

- **Founder/CEO:** Strategic vision, client relations, and finance.
  - **Project Manager:** On-site execution and subcontractor management.
  - **Design Lead (Revit Specialist):** 3D modeling and BIM coordination.
  - **Bookkeeper/Admin Assistant:** Managing invoices and compliance.
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## Financial Plan

### Startup Costs Estimate

Item	Cost
Revit Suite License	\$3,000/year
Insurance & Licensing	\$2,500
Legal & LLC Filing	\$1,000
Website + Branding	\$2,000
Marketing Materials	\$1,500
Tools + Equipment	\$8,000
Laptop + Software	\$2,000
Working Capital	\$10,000

**Total** **\$30,000**

**Initial Funding Strategy:**

- Personal savings and side income.
- Business grants for Black-owned startups (i.e., NAACP Powershift Grant, Morehouse Entrepreneurship Center).
- Angel investment from Morehouse alumni network.

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**Revenue Forecast (5-Year Projection)**

Year	Revenue	Net Profit
1	\$60,000	-\$5,000 (startup costs)
2	\$150,000	\$30,000
3	\$350,000	\$85,000
4	\$750,000	\$200,000
5	\$1.5M	\$500,000

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**Exit Strategy / Long-Term Goals**

- Develop MCG Modular Homes division, using prefabricated Revit-modeled housing solutions.
- Scale across the Southeastern U.S. via franchises or regional offices.
- Retain long-term equity stake and appoint professional management by Year 10.
- Open a nonprofit construction training program for minority youth.

