

NEW AUTHORITY — THE 90-DAY PRICING & CASH PLAN

The permits get you started. This keeps you alive.

Startup guides put safe launch capital at \$50,000–\$100,000 — much of it working capital for the 90 days before broker payments flow. Most failures aren't dramatic; they're a slow cash leak that started with mispriced loads in week one. This page is the anti-leak.

DAYS 1–30 · ESTABLISH THE FLOOR (before the phone rings)	Done
■ All-in cost per mile computed — worksheet done, dated	
■ Driver minimum set (your time is a cost, not a rounding error)	
■ Deadhead tolerance decided in MILES, written down	
■ Every broker vetted against federal records BEFORE signing (new authorities are fraud's favorite target)	
■ Rate con read order set: math → paperwork → sign	
Metric to hit: Zero loads accepted below the written floor. Zero.	
DAYS 31–60 · BUILD THE PAYMENT LEDGER	Done
■ Invoice date + paid date logged for EVERY load, no exceptions	
■ Days-to-pay computed per broker after two loads each	
■ Slow payers re-priced or de-prioritized — consciously, in writing	
■ Quick-pay/factoring decisions made per broker with the APR math, not by mood	
Metric to hit: You can answer “how fast does each broker actually pay ME?” from records, not memory.	
DAYS 61–90 · REVIEW LIKE A SURVIVOR	Done
■ Actual cost/mi vs day-one estimate compared; floor corrected	
■ Average days-to-pay per broker reviewed; book pruned	
■ Regret loads listed — and the PATTERN behind them named in one sentence	
■ Quarter-two floor recomputed with real numbers; calendar reminder set to repeat forever	
Metric to hit: The floor changed because reality voted — and you counted the votes.	

Every box above is a screen in the app — the floor, the broker check, the ledger, the review — for the price of one coffee a month. But the discipline is yours either way.

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