
LOGISTICS BUSINESS STARTUP GUIDE

TEST | RENT | ROUTE | SCALE

Veteran's Strategic Solutions LLC



Logistics Business Startup Guide

LOGISTICS

Business model assessment + operating kit

Test demand with a rented van before buying the vehicle.

TEST

Twenty calls

RENT

One booked job

ROUTE

Contracted days

SCALE

Second customer call

Veteran's Strategic Solutions LLC

1. The Bet



Read section 4 before spending anything.

1. The bet

The core assumption that must be true: that businesses near you regularly need something moved that is too big for a car and too small for a moving company, and they currently solve it badly.

This is the gap the whole line lives in. Household moving is closed - national van lines own it and they are wired into military PCS. What is open is everything that falls between a parcel and a full truckload: final-mile delivery, appliance and furniture drops, office moves, medical specimens and records, event gear, and cleanouts.

01

Find the gap

02

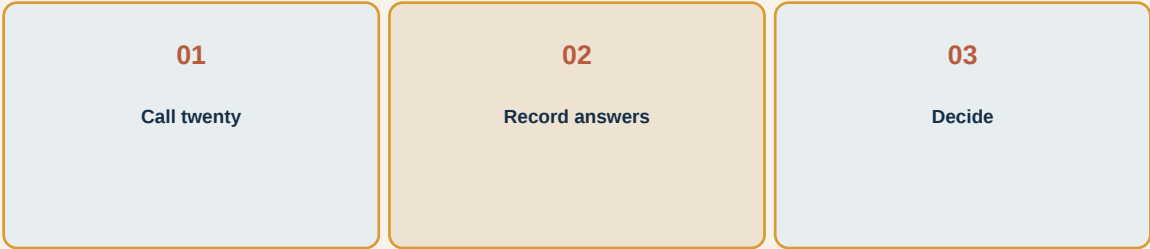
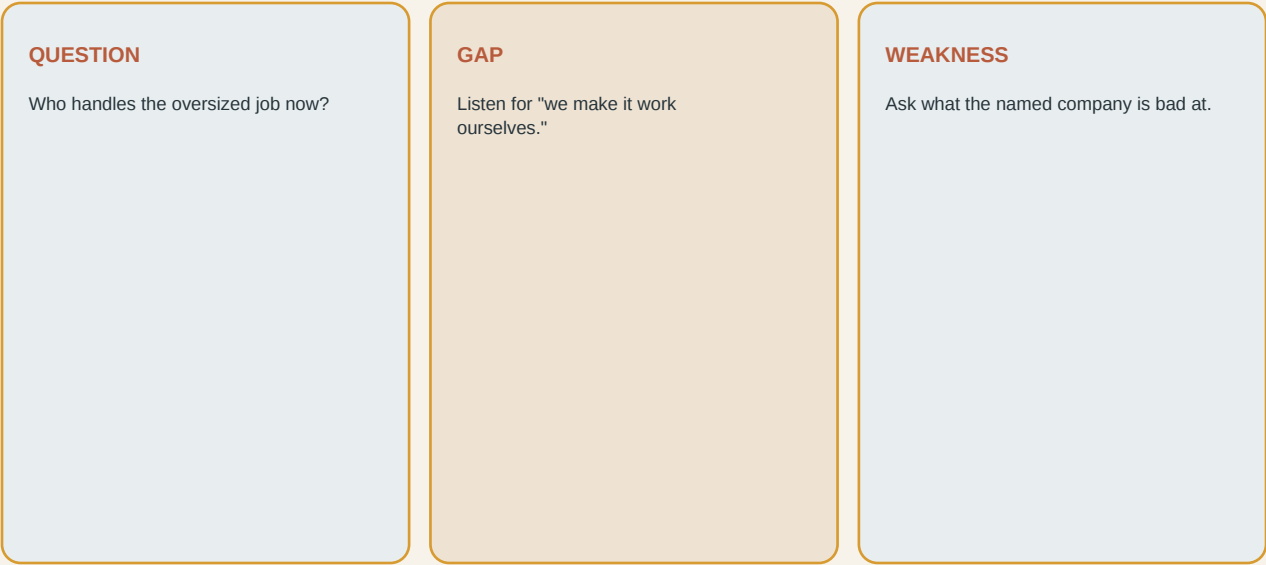
Test demand

03

Book one job

The Fastest Zero-Budget Test

The fastest zero-budget test: call twenty local businesses and ask one question - "when you need something moved and it's too big for a pickup, who do you call?" If the answer is repeatedly "we make it work ourselves," that is the business. If they name a company, ask what that company is bad at.



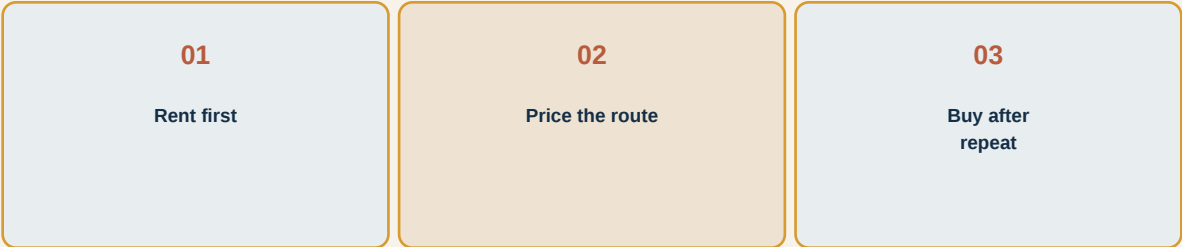
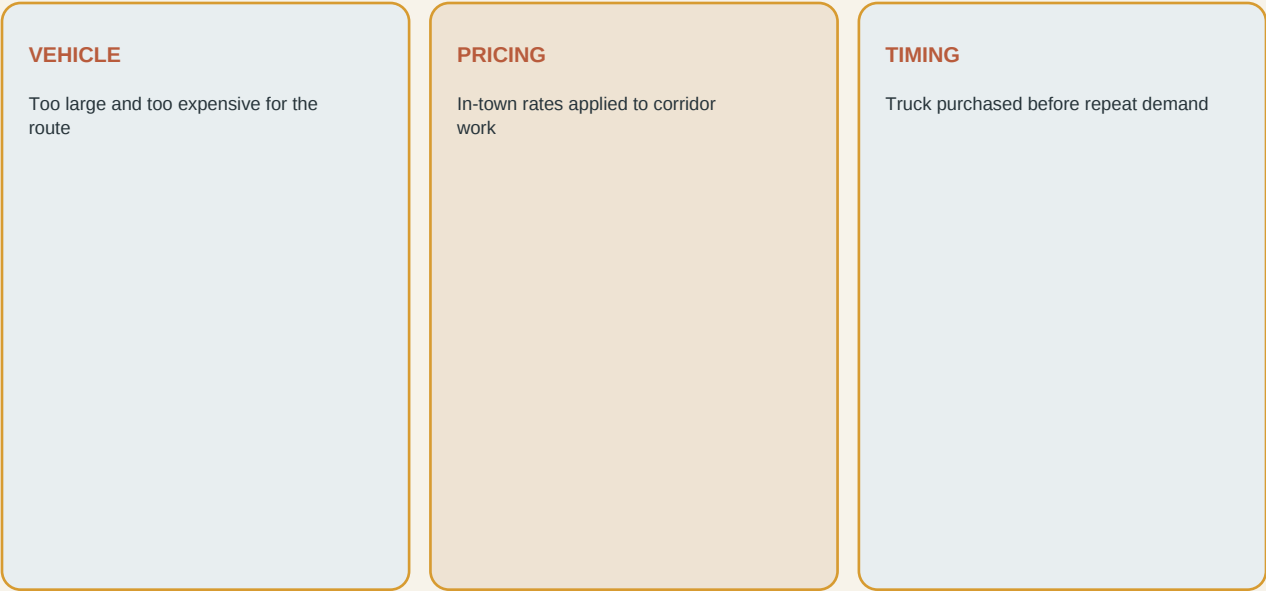
Three Reasons This Fails

Three reasons this fails:

The wrong vehicle. A newer full-size truck run on high mileage for low-margin work loses money to fuel and depreciation before you notice.

Per-run pricing that works in town and loses money out of town. Any in-town rate applied to a corridor run can be a loss.

Buying the truck first. The truck payment does not care whether the phone rang.



2. Who Pays



2. Who pays, in their own words

"Our own guy's out and we've got a delivery promised for tomorrow." - the overflow call, and the easiest first customer

"We need specimens in the lab by two, every weekday." - a clinic or health system, contracted route, the best revenue in the line

"It's one pallet. Nobody wants one pallet." - the classic underserved job

"The tenant's out and we need the place emptied before Friday." - property managers, recurring, unglamorous, reliable

01

Overflow

02

Medical route

03

One pallet

04

Cleanout

3. The Smallest Version

3. The smallest version you can charge for

One booked job in a rented van. Rent from a truck rental counter for the day, do the job, get paid, give the van back.

You will find out whether the customer exists before you own a vehicle. Do not buy a truck until the same customers have called back a second time.



Purchase gate

Do not buy a truck until the same customers have called back a second time.

4. What It Actually Takes



4. What it actually takes

The number that governs everything: 10,001 lbs GVWR. That is the federal line where a vehicle becomes a commercial motor vehicle under 49 CFR 390.5. It is not 26,001 - that is only the CDL threshold. Below 10,001 lbs, hauling non-hazardous property inside one state, the federal burden is close to zero.

Check licensing, zoning, and tax rules for your own city and state before starting.

01

Confirm GVWR

02Classify the
work**03**Verify local
rules

Interstate For-Hire Requirements

One paid run across a state line makes you an interstate for-hire carrier, which means:

- USDOT number
- MC operating authority, \$300
- BOC-3 process agent filing
- FMCSA liability and cargo insurance filings
- A 20-day protest period before authority becomes active



If the Work Is Medical

If the work is medical:

Most routine diagnostic specimens are UN3373 Category B, which makes anyone transporting them a hazmat employee under 49 CFR 172.704 - general awareness, function-specific, safety and security awareness training, renewed every three years. OSHA bloodborne pathogens training is separate and renews annually. Buy the combined medical courier course that covers both in one certificate. Dry ice is Class 9 and triggers more. A health system will also require a business associate agreement, vendor credentialing, background check, drug screen, MVR and a certificate of insurance naming them as additional insured.

TRAINING
DOT hazmat + OSHA bloodborne pathogens

CREDENTIALS
Vendor packet, background, drug screen and MVR

INSURANCE
Certificate naming the buyer as additional insured

01
Request packet

02
Complete requirements

03
Start route

Staffing a Contracted Route

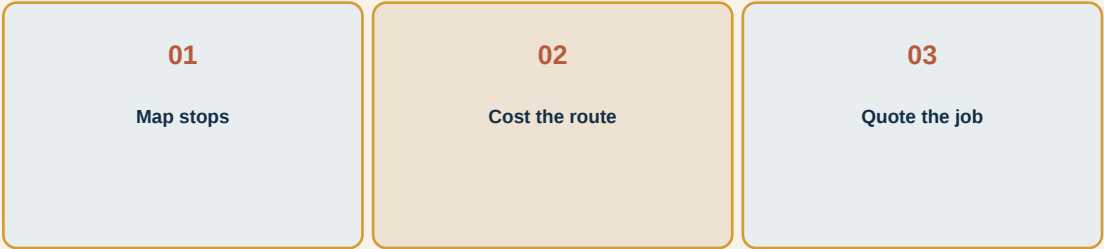
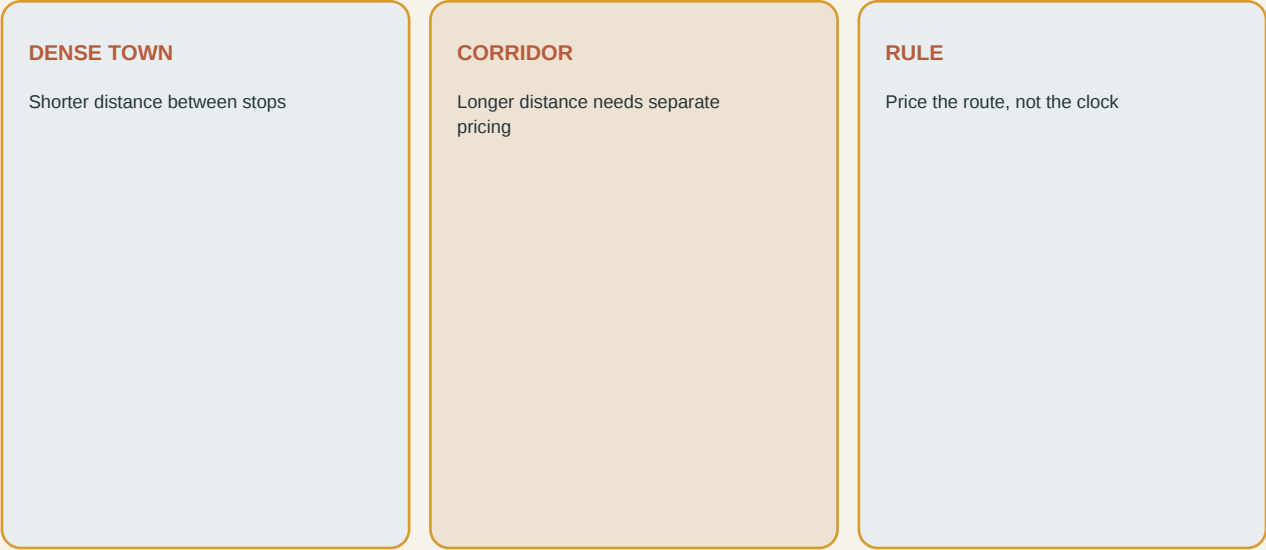
Staffing: a contracted route cannot be covered by one person through illness and holidays. The second driver is not optional once you sign a recurring route, and the wage has to be real for a licensed, insured driver in that state.



5. Pricing

5. Pricing

Density is where the money is. Build the town before the corridor.
Never price by the hour, and never quote a corridor run at an in-town rate.



6. First 90 Days



6. First 90 days, and the one metric

Days 1-30. Twenty phone calls. Insurance quote. If medical, request the vendor requirements packet from the health system before buying any training - it specifies what they accept.

Days 31-60. One trial route for a small clinic or business, not the biggest customer available. Insurance bound before the first pickup.

Days 61-90. Convert the trial to a contract. Start credentialing with the larger buyer; it will still be running at quarter end.

The metric: contracted route-days per week. Not enquiries, not one-off jobs. Ten route-days a week is a business. One is a hobby with a certificate.

01

Days 1-30

02

Days 31-60

03

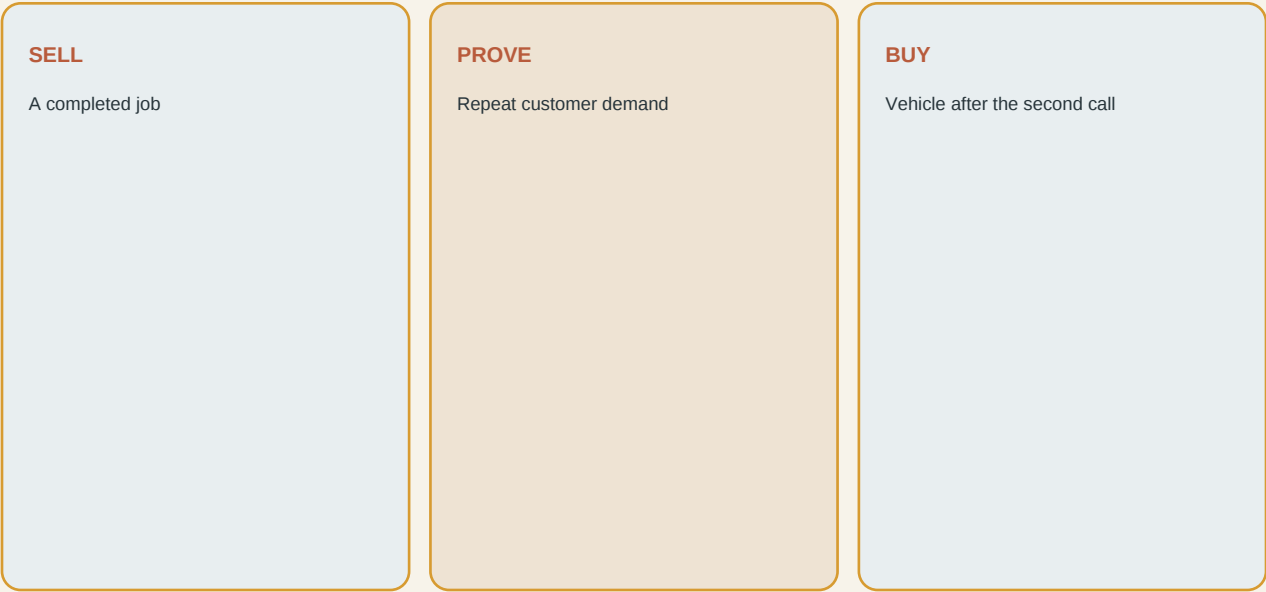
Days 61-90

7. Honest Assessment

7. Honest assessment

This can be a strong line for someone starting from nothing. It sells a completed job rather than an opinion, which means no credential gate, no past-performance wall, and cash inside a week. Everything else here asks a customer to trust your judgement before paying.

The mistake to avoid is the truck. Every version of this business that fails, fails because someone bought the vehicle before they had the customers. Rent for the first jobs. Let the second phone call from the same customer buy the truck.



Source Cost and Pricing Examples

ITEM	SOURCE COST
Vehicle	Fuel-efficient, owned. Not a new full-size truck
Commercial auto + cargo/inland marine + general liability	Get the quote first
MC authority, for interstate work	\$300
Combined BBP + DOT hazmat course, if medical	Roughly \$100-250
Dash cam, hand truck, straps, blankets	\$300-600
Realistic startup, excluding insurance and vehicle	\$800-1,500

TIER	PRICE	WHAT IT IS
Low	\$25 per stop, \$75 trip minimum	In-town, dense multi-stop work
Mid - recommended	\$150 per day, contracted route	Recurring, predictable, the actual business
Premium	\$65 stat, \$95 after hours or weekends	Urgent and out-of-hours

Market check

Research pricing and true vehicle cost in your own service area before setting rates.

Startup Checklist

DONE	STARTUP ACTION	NOTES
[]	Call twenty local businesses and record answers	
[]	Identify the underserved job and route boundary	
[]	Book one job before renting a van	
[]	Check licensing, zoning, and tax rules for your own city and state before starting.	
[]	Confirm vehicle classification and GVWR	
[]	Confirm intrastate or interstate authority	
[]	Get commercial auto, cargo and general liability quotes	
[]	Request buyer requirements before medical training	
[]	Build a backup-driver plan before a recurring route	
[]	Prepare estimate, invoice, job log and lead tracker	
[]	Measure contracted route-days per week	

01

Test

02

Rent

03

Insure

04

Contract

05

Scale

Equipment and Budget Worksheet

ITEM	SOURCE / RANGE	YOUR BUDGET	STATUS
Vehicle / rental			
Fuel / mileage			
Commercial auto insurance			
Cargo / inland marine			
General liability			
MC authority, if interstate			
\$300 source amount			
Medical training, if applicable			
Dash cam			
Hand truck			
Straps / cargo bars			
Moving blankets			
Tablet / route software			
Background / drug / MVR			

Purchase gate

Rent for the first jobs. Let repeat demand justify the vehicle.

Pricing and Estimate Template

ESTIMATE FIELD	DETAILS
Client / pickup / delivery	
Date / time window	
Cargo description	
Weight / dimensions	
Vehicle class	
Stops / route miles	
Loading / unloading	
Waiting / access	
Medical requirements	
After-hours / stat	
Insurance / special handling	
Tax	
TOTAL ESTIMATE	

01
Scope

02
Route

03
Risk

04
Quote

Invoice Template

INVOICE FIELD	DETAILS
Invoice # / date / due	
Client / billing contact	
Pickup / delivery	
Service date	
Route / stop charge	
Loading / unloading	
Waiting / access	
Medical / special handling	
After-hours / stat	
Approved changes	
Tax	
Payment	
BALANCE DUE	

Payment record

Document route, stops, handling, wait time, approved changes and payment.

Delivery Job Log

Date	Client	Pickup	Delivery	Cargo	Stops	Miles	Result

01
Accept

02
Pick up

03
Deliver

04
Document

Lead and Route Tracker

Date	Lead / buyer	Need	Route zone	Stage	Route-days	Next action

One metric

Track contracted route-days per week - not enquiries and not one-off jobs.

Logistics Compliance Check

TOPIC	ACTION
Local rules	Check licensing, zoning, and tax rules for your own city and state before starting.
Vehicle	Confirm GVWR and commercial-motor-vehicle classification.
Authority	Confirm private or for-hire and intrastate or interstate status
Insurance	Confirm commercial auto, cargo / inland marine and general liability.
Interstate	Confirm USDOT, MC authority, BOC-3 and FMCSA filings when applicable.
Medical	Confirm DOT hazmat, OSHA bloodborne pathogens and buyer requirements.
Cargo	Use verified securement, handling and chain-of-custody procedures
Drivers	Confirm licence, MVR, background and drug-screen requirements
Records	Maintain quotes, manifests, delivery proof, incidents and credentials

01

Classify

02

Insure

03

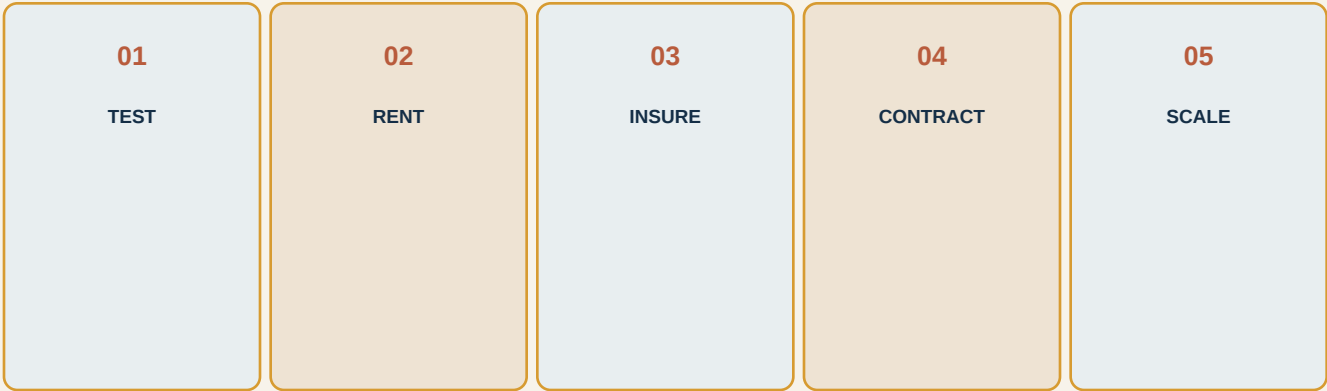
Operate

04

Document

Test Demand. Rent First. Build the Route.

BOOK THE JOB. THEN BUILD THE ROUTE.



Use the core guide, checklist, budget worksheet, estimate, invoice, delivery log, route tracker and compliance page together as one operating system.