

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

Leart, Therron, Federico
Hatuey

Prison Entrepreneurship Program
P.O. Box 2767
Houston, TX 77252
(832) 767-0928
www.pep.org

Hatuey

Business Plan
September 2025

Leart
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
PERSONAL FIT	ERROR! BOOKMARK NOT DEFINED.
TEAM LEADERSHIP STATEMENT	ERROR! BOOKMARK NOT DEFINED.
PRODUCT/SERVICE OFFERING.....	ERROR! BOOKMARK NOT DEFINED.
MARKET/INDUSTRY	5
COMPETITION.....	5
DIFFERENTIATION	5
MARKETING STRATEGY	6
VISION AND OBJECTIVES	7
START-UP COST	8
FINANCIAL STATEMENT (PRO FORMA)	9
RÉSUMÉ	11

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">To inspire pride and joy in future generations through a cultural experience	<ul style="list-style-type: none">To promote community togetherness and financial freedom for myself	<ul style="list-style-type: none">Find and lease space available to make this enterprise a reality																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">Young and old, anyone with a healthy appetite for good food and fun	<ul style="list-style-type: none">Quality, experience, unique ambiance	<ul style="list-style-type: none">Merchandise, live entertainmentCultural experience																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">Word of mouth, fliers, social media	<table><tr><td>Owner investment - cash</td><td>\$ 60,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>165,000</td></tr><tr><td>Start up financing</td><td>25,000</td></tr><tr><td>Total startup costs:</td><td><u>\$ 250,000</u></td></tr></table>	Owner investment - cash	\$ 60,000	Owner investment - equipment	-	Vehicle and/or equipment loan	165,000	Start up financing	25,000	Total startup costs:	<u>\$ 250,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 1,102,800</td><td>100%</td></tr><tr><td>COGS</td><td>72,700</td><td>7%</td></tr><tr><td>Gross profit</td><td>1,030,000</td><td>93%</td></tr><tr><td>Overhead</td><td>545,600</td><td>49%</td></tr><tr><td>Pretax income</td><td>484,300</td><td>44%</td></tr><tr><td>Tax expense</td><td>121,000</td><td>11%</td></tr><tr><td>Owner withdrawals</td><td>55,000</td><td>5%</td></tr><tr><td>Net income</td><td>\$ 308,200</td><td>28%</td></tr></table>	Year one summary income statement:			Sales	\$ 1,102,800	100%	COGS	72,700	7%	Gross profit	1,030,000	93%	Overhead	545,600	49%	Pretax income	484,300	44%	Tax expense	121,000	11%	Owner withdrawals	55,000	5%	Net income	\$ 308,200	28%
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TEAM LEADERSHIP STATEMENT

CEO/COO: Leart

Leart is CEO of Hatuey a culture center that combine entertainment and organic food menu with 20 yr. of experience in the food service business.

CFO: Federico

Federico is CFO of Hatuey I have schooling in (CAD) computer adding drafting, a GED I also have a NCCR in pipefitting. I do stucco, plumbing, some of my main skills are in the stucco I have 25 yrs. experience.

CMO: Therron

Therron is CMO of Hatuey I have 30 yrs. of experience in the mechanic industry. I am a licenses electrician and been a supervisor at G.M. for the last 10yrs.

PRODUCT/SERVICE OFFERING

Hatuey is a culture center that will combine entertainment and an organic food service, offering some custom Cuban Indian them like slowly roasted turkey, steak, brisket and fish over an open fire in front of the customer. Also, exotic drinks like pinacolato, margaritas, Cuba libre, coco loco with alcohol free enjoyable for children as well. We also will provide a show such as Cuban Indian cultural life performance such as the ritual dances on how they season the meats and cook plates like rabo encendido, arro imperial and Puerco en pua all in a rustic an environment making you feel like you have traveled in a time machine to the past and live in the past in their manner of something totally different taking you out of your daily frequent routine.

MARKET/INDUSTRY

Hatuey is culture center that is combine with entertainment and organic food services, healthy food in the market is growing up more people are creating a higher demand. We predict the food industry may continue growing within families and they will spend more money buying different healthy foods. This creates a perfect opportunity for us.

COMPETITION

There is a lot of competition in the food industry, but what we offer is totally different with a unique style using traditional culture and servicing while have a live performance. How we cook and make our drinks gives us a big advantage and unique approach to setting up environment this gives us competitive advantage.

DIFFERENTIATION

We have underground rotisserie from the XV century where we show to the customer all kinds of meats that we will have roasting in front of them. With a live performance entertainment at the same time making it the perfect environment for our customers to enjoy themselves of something totally different. We will also offer them variety of drinks such as Pina coladas, Cuba libre, mojito, coco loco etc. all the drinks alcohol free enjoyable for children as well.

MARKETING STRATEGY

PRICE:

Our prices will be competitive and will have great promotions for veterans and kids

PLACE:

We will start our first location in the Katy area we will in the future expand out to different states

PROMOTION:

Fliers, internet, word of mouth, radio, bill boards website we will also have coupons and freebies on food and cocktails

VISION AND OBJECTIVES

Two Months Before Starting

- Talk to friend who has friend
- Make website and social media promotion
- Secure my market
- Pick my target customers

First Two Months After Starting

- Define my numbers and strategy
- Analysis of my customers
- Analyze the sales

First Year

- Bigger customer base
- Growing marketing ways
- My location more popular

Second Year

- Creating departments who will advise us on our way
- Every member going in the same direction founder wants
- Innovation and be consistence

Fifth Year

- More employees and bigger networks in the market
- A developed business and every department solid in our company

Tenth Year

- Expanded in Florida and California
- Produce our own meats and harvest our own season and other meals

Philanthropy

We want to work on how to make our world healthier with organic food and invest in renewable energy options

Community Impact

We are going to work with schools and churches in our own community with local nonprofits for those who can't afford some benefits than money can do. Share knowledge with entrepreneurs and everyone who wants to be successful in any way.

START-UP COST

Owner's name	Leart
Company name	Hatuey
NAICS Business Classification	
Sector (general classification)	44_45_Retail_Trade
Sub-sector (more specific classification)	445: Food and Beverage Stores

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	100		
cell phone purchase	100		
car/truck down payment, if leased			
permits	1,600		
supplies, office & misc.			
construction	20,000		
File LLC	300		
Business/office ins.	500		
Cash needed for start-up expenses	22,600		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			-
computer, printer, fax			-
kitchen/dinning	5,000	25,000	30,000
build-out, stage rigging ,working capital		140,000	140,000
			-
building/office deposit	2,000	N/A	N/A
beginning cash balance	55,400	N/A	N/A
Cash needed for start-up assets	62,400	165,000	170,000
			60 assumed life (months)
			2,833 monthly depreciation
Total start up cost	250,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	60,000	24%
Vehicle loan and other equipment debt (see note 7 for financing)	165,000	66%
Startup financing, if applicable (for example Kiva loan)	25,000	10%
Outside equity investment, if applicable		0%
Total start up cost, total sources	250,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Leart dba Hatuey
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	entrance fee				dish 1				Coco Loco			
Product description	entrance fee				Ravo Encendido Plate				Drink Special			
Price per unit	21.99 100%				24.00 100%				7.00 100%			
Cost of one unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	-				meat 6.50				milk 0.50			
cost 2 description	-				bean/rice 0.50				fruits 0.50			
cost 3 description	-				jaca mojo 0.50				cinamon 0.25			
cost 4 description	-				salsa 0.50				-			
Total variable costs	-				8.00				1.25			
Gross profit per unit - what you see on income statement	21.99 100%				16.00 67%				5.75 82%			

	Start-up 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 Year
entrance fee sold		3,100	3,100	3,100	3,300	3,300	3,300	3,300	3,700	3,700	3,700	3,700	37,300
dish 1 sold		400	400	400	500	500	500	500	700	700	700	700	6,000
Coco Loco sold		1,600	1,600	1,600	1,600	1,800	1,800	1,800	2,000	2,000	2,000	2,000	19,800
total revenue		\$ 88,969	\$ 88,969	\$ 88,969	\$ 95,767	\$ 97,167	\$ 97,167	\$ 97,167	\$ 112,163	\$ 112,163	\$ 112,163	\$ 112,163	\$ 1,102,827
total cost of sales		\$ 5,200	\$ 5,200	\$ 5,200	\$ 6,000	\$ 6,250	\$ 6,250	\$ 6,250	\$ 8,100	\$ 8,100	\$ 8,100	\$ 8,100	\$ 72,750
total income statement gross profit (excludes owner labor)		\$ 83,769	\$ 83,769	\$ 83,769	\$ 89,767	\$ 90,917	\$ 90,917	\$ 90,917	\$ 104,063	\$ 104,063	\$ 104,063	\$ 104,063	\$ 1,030,077

Assumption 7 - Financing

		Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet		amortization schedule											
Amount borrowed	\$ 165,000	principal, beginning	165,000	160,605	156,143	151,615	147,019	142,353	137,618	132,812	127,934	122,982	117,957
Interest rate (example 8%)	18.0%	interest expense	2,475	2,409	2,342	2,274	2,205	2,135	2,064	1,992	1,919	1,845	1,769
Loan term (# of months)	30	principal payment	(4,395)	(4,461)	(4,528)	(4,596)	(4,665)	(4,735)	(4,806)	(4,878)	(4,951)	(5,026)	(5,101)
Monthly payment	6,870	principal, ending	160,605	156,143	151,615	147,019	142,353	137,618	132,812	127,934	122,982	117,957	112,855
Start-up financing, see Start-up Costs sheet													
Amount borrowed	\$ 25,000	principal, beginning	25,000	25,000	24,127	23,241	22,341	21,428	20,502	19,561	18,606	17,637	16,654
Interest rate (example 8%)	18.0%	interest expense	-	375	362	349	335	321	308	293	279	265	250
Payback period (# of months)	24	principal payment	-	(873)	(886)	(899)	(913)	(927)	(941)	(955)	(969)	(984)	(998)
Grace period (months pay delay)	2	principal, ending	25,000	24,127	23,241	22,341	21,428	20,502	19,561	18,606	17,637	16,654	15,655
Monthly payment	\$ 1,248												

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees	8	8	8	8	8	8	8	8	8	8	8	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
salary expense, excluding payroll taxes	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	281,600

Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year

Leart dba Hatuey
Projected Income and Cash Flow Statements
Year 1

	Assump- tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
entrance fee	6	-	68,169	68,169	68,169	72,567	72,567	72,567	72,567	81,363	81,363	81,363	81,363	820,227	74%
dish 1	6	-	9,600	9,600	9,600	12,000	12,000	12,000	12,000	16,800	16,800	16,800	16,800	144,000	13%
Coco Loco	6	-	11,200	11,200	11,200	11,200	12,600	12,600	12,600	14,000	14,000	14,000	14,000	138,600	13%
Total revenue		-	88,969	88,969	88,969	95,767	97,167	97,167	97,167	112,163	112,163	112,163	112,163	1,102,827	100%
Cost of Goods Sold	2														
entrance fee	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
dish 1	6	-	3,200	3,200	3,200	4,000	4,000	4,000	4,000	5,600	5,600	5,600	5,600	48,000	4%
Coco Loco	6	-	2,000	2,000	2,000	2,000	2,250	2,250	2,250	2,500	2,500	2,500	2,500	24,750	2%
Total COGS		-	5,200	5,200	5,200	6,000	6,250	6,250	6,250	8,100	8,100	8,100	8,100	72,750	7%
Gross profit		-	83,769	83,769	83,769	89,767	90,917	90,917	90,917	104,063	104,063	104,063	104,063	1,030,077	93%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	31,167	3%
Gasoline & fuels	-													-	0%
Insurance - bonding	-													-	0%
Insurance - vehicle	-													-	0%
Interest - equip & start up	7	-	2,475	2,784	2,704	2,623	2,540	2,457	2,372	2,286	2,198	2,109	2,019	26,567	2%
Marketing	100	-	300	300	300	300	300	300	300	300	300	300	300	3,400	0%
Office - rent	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	2%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	1%
Payroll - not owner and not in COGS	8	-	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	281,600	26%
Payroll taxes (9%)	6 & 8	-	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	25,344	2%
Permits	1,600	-												1,600	0%
Supplies	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	0%
Tax service	-	-												-	0%
Telephone - cellular	100	-												100	0%
Start-up expenses	20,800	-												20,800	2%
wood	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
entertainment	-	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	10%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		22,600	47,612	47,921	47,841	47,760	47,678	47,594	47,509	47,423	47,335	47,247	47,156	545,678	49%
Taxable profit (loss)	1	(22,600)	36,157	35,848	35,928	42,007	43,239	43,323	43,408	56,640	56,728	56,816	56,907	484,399	44%
Tax (expense) benefit	1			(12,351)			(30,293)			(35,843)		(42,613)		(121,100)	-11%
Owner's withdrawals	1	-	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(55,000)	-5%
Net profit (loss)		(22,600)	31,157	18,497	30,928	37,007	7,946	38,323	38,408	15,797	51,728	51,816	9,294	308,299	28%
Depreciation	3	-	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	31,167	
Equipment purchases	3	(172,000)	-	-	-	-	-	-	-	-	-	-	-	(172,000)	
Principle, equipment loan	7	165,000	(4,395)	(4,461)	(4,528)	(4,596)	(4,665)	(4,735)	(4,806)	(4,878)	(4,951)	(5,026)	(5,101)	112,855	
Repay debt financing	7	25,000	-	(873)	(886)	(899)	(913)	(927)	(941)	(955)	(969)	(984)	(998)	15,655	
Owner contribution	3	60,000	-	-	-	-	-	-	-	-	-	-	-	60,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		55,400	29,595	15,995	28,346	34,344	5,201	35,494	35,494	12,798	48,640	48,640	6,028	355,977	
Cash, period start		-	55,400	84,995	100,990	129,336	163,681	168,882	204,376	239,871	252,668	301,309	349,949	-	
Cash, period end		55,400	84,995	100,990	129,336	163,681	168,882	204,376	239,871	252,668	301,309	349,949	355,977	355,977	

