

prison  
entrepreneurship  
program

**Business Plan Competition  
September 19, 2025**

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King's Cornerstone Lighting

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# ***King's Cornerstone Lighting***

Business Plan  
September 2025

*Anthony*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"><li>There are so many people who put beautiful paintings of family photos in places that need specific types of lighting to illuminate the true beauty of direct items. Even their expensive landscaping with proper lighting will stop a passing neighbor, leaving them in awe!</li></ul>	<ul style="list-style-type: none"><li>To bring light to darkness. (Physically and spiritually)</li></ul>	<ul style="list-style-type: none"><li>I plan on bringing low cost Energy Efficient Lighting to any location in any part of the customer’s property to illuminate those dark hidden places, and bring out the beauty of landscaping, pool decks, entry lighting, and much more; possibly gate openers, outdoor speakers/wifi, security cameras.</li></ul>																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"><li>I offer my solution to anyone who wants to bring out the beauty of their property or just to bring light into dark areas for security purposes. My company services are offered to all residential, commercial, and industrial properties.</li></ul>	<ul style="list-style-type: none"><li>We offer a 24-hour maintenance service along with 100% free estimates, and unbeatable senior citizens discount with a 1-year free bulb replacement No Matter What!!! My Company Offers a message as well.</li></ul>	<ul style="list-style-type: none"><li>Security systems</li><li>Cabling/phone wiring</li><li>Seasonal Christmas lighting</li><li>Locked in with inspectors and supply homes</li></ul>																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"><li>Builders, landscape companies, owners</li><li>Virtually free promotions</li><li>Distributing business cards</li><li>Flyers and brochures</li><li>Social media and website</li><li>Family and friends, word of mouth</li><li>Networking with churches</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$ 12,500</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>48,000</td></tr><tr><td>Start up financing</td><td>27,800</td></tr><tr><td><b>Total startup costs:</b></td><td><b><u>\$ 88,300</u></b></td></tr></table>	Owner investment - cash	\$ 12,500	Owner investment - equipment	-	Vehicle and/or equipment loan	48,000	Start up financing	27,800	<b>Total startup costs:</b>	<b><u>\$ 88,300</u></b>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 808,000</td><td>100%</td></tr><tr><td>COGS</td><td>194,500</td><td>24%</td></tr><tr><td>Gross profit</td><td>613,400</td><td>76%</td></tr><tr><td>Overhead</td><td>194,900</td><td>24%</td></tr><tr><td>Pretax income</td><td>418,500</td><td>52%</td></tr><tr><td>Tax expense</td><td>104,600</td><td>13%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 313,800</u></td><td><u>39%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 808,000	100%	COGS	194,500	24%	Gross profit	613,400	76%	Overhead	194,900	24%	Pretax income	418,500	52%	Tax expense	104,600	13%	Owner withdrawals	-	0%	Net income	<u>\$ 313,800</u>	<u>39%</u>
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## **TEAM LEADERSHIP STATEMENT**

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### **CEO: Anthony**

Anthony brings forth the skills in creative writing, integrity and dignity. His extroverted personality and personal conduct lift up the morals of others around him. He is OSHA certified along with the following qualifications: Smart Home professional to energy management, Network cabling specialist for fiber-optics based systems, telecommunications technologies, and valedictorian in his graduating class and finally 27 years of experience in the electrical and lighting industry. Anthony always executes any job he starts.

### **COO: Kenneth**

Kenneth brings integrity, loyalty, along with team building skills. He has advanced communication skills, and is very genuine and respectful to everyone. He is qualified in the moving industry with more than 8 years of experience, and his positive aura makes him a blessing to be around.

### **CFO: Sergio**

Sergio has a good work ethic and vast amount of patience. He has really good communication skills and people skills. Sergio has over 5 years of experience in the moving industry. He has a strong ability to be able to execute company strategies and company goals.

### **CMO: Justin**

Justin is a very passionate individual committed to making the business flourish. His energy is influential and his goal-oriented personality brings so much light into the room. He is a man of integrity, morals and values. He has over 10 years of management experience as a supervisor and customer service agent. He has great communication skills.

## **PRODUCT/SERVICE OFFERING**

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King's Cornerstone Lighting offers design and installation services to all residential and commercial properties, including industrial properties. We design and install lighting, security devices, gate openers, cable/fiber optics and related products. Our company is expecting to bring in 40% of revenue from lighting/security in residential developments. We plan on bringing in another 35% of revenue from our indoor/outdoor commercial lighting, and 25% of our revenue from industrial lighting/fiber optics. Our company plans to open by fall of 2026. The beneficial factor of our products and service consist of not being limited to just a few products or services. We don't just do new construction, we can renovate existing properties, with custom and designer lighting. We do pool areas, decks, fences, landscapes, driveways, pathways, sidewalks, window lighting, [track lighting], entry lights to developments and driveways, and display lighting. We will also do seasonal lighting such as Christmas and Halloween lighting. We guarantee your satisfaction with our competitive pricing and quality work performance. We have people- friendly technicians in the field. We offer free estimates, 24-hour maintenance calls, [30%] discounts to our valued senior citizens, and a 1-year free bulb replacement.

## **MARKET/INDUSTRY**

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The lighting industry is growing rapidly as advanced technology is low cost energy efficient wireless and low-voltage lighting, as well as smart home lighting rises in a high demand people across the states want to keep up with their neighbors and new developments when it comes to the lighting industry. We are able to lower prices on lots of energy efficient lighting simply because so many companies are doing away with hard-wired Romex and going with cheaper low voltage or wireless lighting. In this industry prices on jobs vary differently depending on if it's residential, commercial, or industrial due to having to use different types of material for NEC- some jobs are hourly plus material which is usually 100.00 per hour plus a 30% mark-up on cost of material. When it comes to doing entire housing developments we try to do a contracted price from start to finish, and these contracts usually run from 2yrs up to 10yrs. I can add 1 light fixture on residential for around \$45 and the same light I can charge \$100 on a commercial job. I can save hundreds of dollars on copper prices with a lock-in account at my supplier.

## **COMPETITION**

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The lighting industry has a lot of competition across the entire nation, which is why we decided to choose a direct geographical radius where there's little competition in the lighting industry. Our company will match or beat prices of our local competitors. We guarantee the lowest prices for the highest quality in materials with extended warranties on our work. Our main goal is to reach our customers on a personal level and we offer discounting for any customer recommended to our company along with discounting for the customer who recommended us. The high entry barrier in the field will keep my competitors at a minimal.

## **DIFFERENTIATION**

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The lighting industry is a huge industry today as every structure and space needs some form of lighting. This is the reason why our company chose a location [Bryan/College Station] where we believe there are fewer few competitors in the area and which is experiencing significant growth. We can guarantee our customers the lowest prices because we have locked-in accounts with our suppliers which means that when materials start rising in prices, our prices stay the same price. [Are you sure you can do this? Can't competitors do the same thing?] Our customers will be able to fill out a survey on their customer satisfaction rating of our employees who did the work. We also offer a free bible at the customer's request and a 5% discount to anyone who chooses to have us bring them a bible and even a few minutes of scripture talking because our company is inspired by the Light of the worlds. King's Cornerstone Lighting brings light to even the darkest of places.



## **MARKETING STRATEGY**

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### **PRICE:**

“King’s Cornerstone Lighting” will be able to beat our competitor’s pricing because we use lower cost promotion strategies (No TV), and we are able to keep our prices on materials lower due to our relationships with our main suppliers, we have locked in accounts to where are prices don’t go up as technology in lighting increases, but our cost in most material stays low. This gives us a huge advantage in keeping our customers satisfied along with our quality of work experience.

### **PLACE:**

We will be located on Main St. in Bryan College station where our customers can easily find us and check out our huge display of lights and walk through our warehouse. Sub divisions and business developments are constantly popping up in the area and surrounding areas as well, which gives our company an advantage to lock in full subdivision contracts to do all the HOA lighting. There are only two other competitors in the area which doesn’t offer discount’s or benefits to be able to match our company’s pricing.

### **PROMOTION:**

We will be located on Main St. in Bryan College station where our customers can easily find us and check out our huge display of lights and walk through our warehouse. Sub divisions and business developments are constantly popping up in the area and surrounding areas as well, which gives our company an advantage to lock in full subdivision contracts to do all the HOA lighting. There are only two other competitors in the area which doesn’t offer discount’s or benefits to be able to match our company’s pricing.

## **VISION AND OBJECTIVES**

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### **Two Months Before Starting**

- Open a business checking account
- Create LLC
- Permits and licensing
- Distribute business cards throughout East Texas in stores, restaurants & social media.
- Preorder packages of the most standard and common lights for the area.

### **First Two Months After Starting**

- Place yard picket signs with my business logo in housing sub division
- Lock in a major contract for a 2-10yr housing or business development
- Keep enough product stocked and ordered for my company's warehouse

### **First Year**

- Have four work vans with all matching tools and ladders paid off.
- Hire 2 journeymen and 4 apprentices
- Recheck all my sales to make sure my company is making significant profit margin.

### **Second Year**

- Have full-locked in accounts with suppliers
- Put some money down for a piece of property
- Have my accountant go over all paperwork to see and make sure company is profiting well

### **Fifth Year**

- Restock the company warehouse with more efficient lighting packages as technology grows.
- Add on doing security/ cabling/ phone systems to my lighting business.

### **Tenth Year**

- Have 5-8 major developments under contract for years of work
- Have 2 whole new work crews at another store/warehouse that I built.

### **Philanthropy**

I plan to donate money to St. Jude's hospital and to become part of the PEP Alumni for life. I want to spread the gospel of Christ, and work for free on churches in town.

### **Community Impact**

My business will be offering with a 5% discount on any materials/labor if at customer's request checks a box on online brochures, then at their request we will bring them a free bible, and talk to them when we come out to do the work, then we will also do the work of God by spreading the word and we will pray with them and lead them to the lord Jesus Christ. We will do food drives and give free bibles throughout the community

# START-UP COST

Owner's name	Anthony
Company name	King's Cornerstone Lighting
<b>NAICS Business Classification</b>	
Sector (general classification)	23_Construction
Sub-sector (more specific classification)	238: Specialty Trade Contractors

## 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	800		
car/truck down payment, if leased			
permits	3,500		
supplies, office & misc.	100		
LLC	300		
Insurance bundle	1,800		
Cash needed for start-up expenses	6,600		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	12,000	38,000	50,000
company trailer	10,000		
computer, printer, fax	1,200		1,200
	3,000	10,000	13,000
			-
			-
building/office deposit	7,500	N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	33,700	48,000	64,200
			60 assumed life (months)
			1,070 monthly depreciation
<b>Total start up cost</b>	<b>88,300</b>		

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	12,500	14%
Vehicle loan and other equipment debt (see note 7 for financing)	48,000	54%
Startup financing, if applicable (for example Kiva loan)	27,800	31%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<b>88,300</b>	100%

# FINANCIALS STATEMENT (PRO FORMA)

Anthony dba King's Cornerstone Lighting  
EOU, Financing, and Payroll Assumptions  
Year 1

## Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	lights				lighting and wiring				pre-wiring			
Product description	indoor/outdoor light replacement				pre wire with light trim out				pre-wire only			
Price per unit	3,000.00 100%				5,000.00 100%				2,500.00 100%			
Cost of one unit												
	hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.			-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%		-	0%			-	0%			-	0%
cost 1 description	material		750.00	25%	material	1,500.00	30%		material	350.00	14%	
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			750.00	25%		1,500.00	30%			350.00	14%	
Gross profit per unit - what you see on income statement			2,250.00	75%		3,500.00	70%			2,150.00	86%	

	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
lights sold		4	5	8	9	10	12	14	14	15	10	10	111
lighting and wiring sold		2	2	2	4	5	5	7	8	9	6	6	56
pre-wiring sold		2	2	3	4	7	9	10	12	13	8	8	78
total revenue		\$ 27,000	\$ 30,000	\$ 41,500	\$ 57,000	\$ 72,500	\$ 83,500	#####	#####	\$ 122,500	\$ 80,000	\$ 80,000	\$ 808,000
total cost of sales		\$ 6,700	\$ 7,450	\$ 10,050	\$ 14,150	\$ 17,450	\$ 19,650	\$ 24,500	\$ 26,700	\$ 29,300	\$ 19,300	\$ 19,300	\$ 194,550
total income statement gross profit (excludes owner labor)		\$ 20,300	\$ 22,550	\$ 31,450	\$ 42,850	\$ 55,050	\$ 63,850	\$ 77,500	\$ 85,300	\$ 93,200	\$ 60,700	\$ 60,700	\$ 613,450

## 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	\$ 48,000	principal, beginning	48,000	47,347	46,689	46,027	45,361	44,690	44,014	43,335	42,650	41,961	41,268	
Interest rate (example 8%)	8.0%	interest expense	320	316	311	307	302	298	293	289	284	280	275	3,276
Loan term (# of months)	60	principal payment	(653)	(658)	(662)	(666)	(671)	(675)	(680)	(684)	(689)	(694)	(698)	(7,430)
Monthly payment	973	principal, ending	47,347	46,689	46,027	45,361	44,690	44,014	43,335	42,650	41,961	41,268	40,570	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	\$ 27,800	principal, beginning	27,800	27,800	27,800	27,800	27,800	27,800	27,114	26,424	25,729	25,029	24,325	
Interest rate (example 8%)	8.0%	interest expense	-	-	-	-	-	185	181	176	172	167	162	1,043
Payback period (# of months)	36	principal payment	-	-	-	-	-	(686)	(690)	(695)	(700)	(704)	(709)	(4,184)
Grace period (months pay delay)	6	principal, ending	27,800	27,800	27,800	27,800	27,800	27,114	26,424	25,729	25,029	24,325	23,616	
Monthly payment	\$ 871													

## 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	2	2	2	2	2	2	2	2	2	2	2	
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	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	
salary expense, excluding payroll taxes	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	119,680

## 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

**Anthony dba King's Cornerstone Lighting**  
**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														
lights	6	-	12,000	15,000	24,000	27,000	30,000	36,000	42,000	42,000	45,000	30,000	30,000	333,000	41%
lighting and wiring	6	-	10,000	10,000	10,000	20,000	25,000	25,000	35,000	40,000	45,000	30,000	30,000	280,000	35%
pre-wiring	6	-	5,000	5,000	7,500	10,000	17,500	22,500	25,000	30,000	32,500	20,000	20,000	195,000	24%
Total revenue		-	27,000	30,000	41,500	57,000	72,500	83,500	102,000	112,000	122,500	80,000	80,000	808,000	100%
Cost of Goods Sold	2														
lights	6	-	3,000	3,750	6,000	6,750	7,500	9,000	10,500	10,500	11,250	7,500	7,500	83,250	10%
lighting and wiring	6	-	3,000	3,000	3,000	6,000	7,500	7,500	10,500	12,000	13,500	9,000	9,000	84,000	10%
pre-wiring	6	-	700	700	1,050	1,400	2,450	3,150	3,500	4,200	4,550	2,800	2,800	27,300	3%
Total COGS		-	6,700	7,450	10,050	14,150	17,450	19,650	24,500	26,700	29,300	19,300	19,300	194,550	24%
Gross profit		-	20,300	22,550	31,450	42,850	55,050	63,850	77,500	85,300	93,200	60,700	60,700	613,450	76%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	11,770	1%
Gasoline & fuels	-	-	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%
Insurance - bonding	-	-	900	900	900	900	900	900	900	900	900	900	900	9,900	1%
Insurance - vehicle	-	-	900	900	900	900	900	900	900	900	900	900	900	9,900	1%
Interest - equip & start up	7	-	320	316	311	307	302	483	474	465	456	447	437	4,318	1%
Marketing	100	-	200	200	200	200	200	200	200	200	200	200	200	2,300	0%
Office - rent	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	1%
Office - insurance	-	-												-	0%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	10,880	119,680	15%
Payroll taxes (9%)	6 & 8	-	979	979	979	979	979	979	979	979	979	979	979	10,771	1%
Permits	3,500	-												3,500	0%
Supplies	100	-												100	0%
Tax service	-	-												-	0%
Telephone - cellular	800	-	100	100	100	100	100	100	100	100	100	100	100	1,900	0%
Start-up expenses	2,100	-	-	-	-	-	-	-	-	-	-	-	-	2,100	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		6,600	17,049	17,045	17,040	17,036	17,032	17,212	17,203	17,194	17,185	17,176	17,166	194,940	24%
Taxable profit (loss)	1	(6,600)	3,251	5,505	14,410	25,814	38,018	46,638	60,297	68,106	76,015	43,524	43,534	418,510	52%
Tax (expense) benefit	1			(539)			(19,560)			(43,760)			(40,768)	(104,628)	-13%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(6,600)	3,251	4,966	14,410	25,814	18,458	46,638	60,297	24,346	76,015	43,524	2,765	313,883	39%
Depreciation	3	-	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	11,770	
Equipment purchases	3	(81,700)	-	-	-	-	-	-	-	-	-	-	-	(81,700)	
Principle, equipment loan	7	48,000	(653)	(658)	(662)	(666)	(671)	(675)	(680)	(684)	(689)	(694)	(698)	40,570	
Repay debt financing	7	27,800	-	-	-	-	-	(686)	(690)	(695)	(700)	(704)	(709)	23,616	
Owner contribution	3	12,500	-	-	-	-	-	-	-	-	-	-	-	12,500	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	3,668	5,379	14,818	26,218	18,857	46,346	59,996	24,036	75,696	43,196	2,428	320,638	
Cash, period start		-	-	3,668	9,046	23,864	50,081	68,938	115,285	175,281	199,317	275,014	318,210	-	
Cash, period end		-	3,668	9,046	23,864	50,081	68,938	115,285	175,281	199,317	275,014	318,210	320,638	320,638	

