

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

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Lawn Service Plus

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Lawn Service Plus

Business Plan
September 2025

Justin
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">Expanding cities causes a need for lawn services. Customer retention is averaged at 3 years and 70% of lawn services fail because of the lack of quality control. People moving into the country need land cleared and their properties maintained	<ul style="list-style-type: none">Give customers a quality lawn maintenance, plus other things that standout once the property is moved, trimmed and cleaned. We treat customers like family. We make properties clean, safe and beautiful	<ul style="list-style-type: none">We offer a full property maintenance experience. We mow, weed eat, tree trim, clean up. We guarantee our services. When things need done, just call us and we will come. Weekly cleanup for free with contracted parties.																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">Residential homesCommercial propertiesCountry propertyCity contractsCounty contracts	<ul style="list-style-type: none">Weekly clean up included with customers with contractFull tree removalsFree law feed and seedFlexibleNegotiable	<ul style="list-style-type: none">PaintingPower washingHauling off unwanted metal, wood, or trash																																					
Marketing		Financials & Extras																																					
<ul style="list-style-type: none">Word of mouthThumbtackGoogle listingSocial mediaBusiness cardsTruck/trailer vinyl	<table><tr><td>Owner investment - cash</td><td>\$ 50,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>22,000</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total startup costs:</td><td><u>\$ 72,000</u></td></tr></table>	Owner investment - cash	\$ 50,000	Owner investment - equipment	-	Vehicle and/or equipment loan	22,000	Start up financing	-	Total startup costs:	<u>\$ 72,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 258,400</td><td>100%</td></tr><tr><td>COGS</td><td>48,000</td><td>19%</td></tr><tr><td>Gross profit</td><td>210,300</td><td>81%</td></tr><tr><td>Overhead</td><td>122,300</td><td>47%</td></tr><tr><td>Pretax income</td><td>88,000</td><td>34%</td></tr><tr><td>Tax expense</td><td>22,000</td><td>9%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 66,000</td><td>26%</td></tr></table>	Year one summary income statement:			Sales	\$ 258,400	100%	COGS	48,000	19%	Gross profit	210,300	81%	Overhead	122,300	47%	Pretax income	88,000	34%	Tax expense	22,000	9%	Owner withdrawals	-	0%	Net income	\$ 66,000	26%
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PERSONAL FIT

I was born in Bartlesville, Oklahoma on August 12th 1988. My family consisted of my two older brothers and my mom. Their dad died when they were just babies and my dad was married to another woman, so he did not claim me. My mom was alone most of the time, but eventually got married, then divorced, and moved to Texas.

I was nine years old when we moved to Texas. I did well in school, but I got into trouble a lot. I graduated in 2007 and went to prison the same year. When I got out, I went straight to work, got into a bad relationship, kept doing drugs, drinking, and doing nothing with my life. The bad relationship I was in turned into a serious relationship and eventually we had a child. We were going through a lot, fighting, cheating, and lying to each other. We eventually hated one another. I got locked up because of how much we fought. I was strung out on drugs and I could not stop. I developed psychosis and paranoia due to the extensive use of drugs and alcohol.

My anger and insecurities kept me bound to trip out on anyone and everything in my path. That constant addictive cycle led me to blame everyone for my problems and led me to prison again for the third time. This time, I really hurt someone close to me. I blamed them for everything wrong in my life and thought they should take the responsibility for me being messed up so bad. Instead of taking responsibility and the initiative to change myself, I gave up and gave in to the pressure.

The moment I got locked up I knew I was wrong for the way I felt. It wasn't until August 12th 2021 that I realized I was wrong for how I treated people. I started to remember how I treated those I said I loved. I remember how I spoke to them as well. And I meditated on the fact that I did not love them as much as I said I did. I came to Jesus on that day with a full repentant heart and I agreed with him that I was wrong. I realized at that moment that I had so many people that loved me and was praying for me. The reason I could not move on from my past life is because I was holding on to un-forgiveness and blame. The new change came after this day and since that day I have held myself accountable for my thoughts, my feelings, and my actions.

One of the greatest evidences that I changed came from my thought patterns. I used to have crazy visions of fighting people, arguing, doing drugs, having sex, drinking, and basically all bad things. But, I don't allow these thoughts into my mind anymore. The moment they even show up, the power of God is there to tell it to move.

Since then, my life has changed significantly. Soon after this experience I went to Ramsey unit to start college. I started college for Business, and I worked maintenance repair obtaining my journey man hours through the U.S Department of Labor. As soon as I graduated college, PEP reached out to me, and now I am here. I am committed to this program and plan to take full advantage of this God given opportunity to become the man I was created to be.

TEAM LEADERSHIP STATEMENT

CEO: Justin

Justin is a man of many hats, he is a father, worker, leader, and a friend. Many people can attest to the skills that he carries. Since 11 years old, Justin has been working. He used to maintain almost one acre of land with nothing more than a yo-yo, weed eater, machete, and a grass rake. As he grew older, he was given better tools, machines, and money to continue his excellent work as a property maintenance professional. During hard financial time, he never stayed away from hard work in the oilfield, but he never lost his passion for lawn service. Lawn service is what he was born to do, however he picked up important skills along the way. He welds, fits pipe, works construction, and is licensed in electrical building repair maintenance, he is a holder of two degrees, a follower of Jesus Christ, and is now CEO of Lawn Service Plus. Justin McFatridge has created a company that will dominate the Lawn service industry.

COO: Ricky

Ricky has proven to be a critical key element in the success of Lawn Service Plus daily operations by applying 8 years of customer's service experience skills in the food industry and 6 years of Lawn Service experience to the company. The future vision of the company, without Ricky's passion to ensure successful operations, would be possible

CFO: Steven

Steven brings multiple skills like driving dump trucks, HVAC and scaffolding to the table. He has 1 year in driving dump trucks, 1 HVAC and 2 years in scaffolding. He also specializing in selling clothes and shoes and making music. These are also his passion he brings a lot of skills to the table. Steven Navarro is a hard worker and a jack of all trades.

CMO: Erik

Erik chief marketing officer of Lawn Service Pus brings a passion mindset. Also, very charismatic to build good collaborative relationships and has critical thinking decision making skills, also has 5 years being a security coordinator. He also specializes embracing unexpected change and the ability to read good judgment and to listen effectively.

PRODUCT/SERVICE OFFERING

Lawn Service Plus is a unique Lawn Service Company that provides other services that compliment that overall appearance of homes, businesses, complexes, and rural areas. The company offers lawn mowing, tree trimming, painting, power washing, and hauling. Lawn mowing and tree trimming will comprise 70% of revenue. Painting and power washing will be another 20%. Hauling will provide an additional 10% of income and we plan to open early spring of 2027.

Our services are fast paced, however as the crew is working; a clean-up crew is on stand-by. We offer a clip and pick service, meaning, we clip and pick up on the spot. We are in and out, detailed, and precise. Not only do we pick up trash, grass, mulch, and brush. We also haul it off. At Lawn Service Plus, we understand grass and trees are the center point of houses overall appearance. Therefore, once grass, trees, and clean-ups is completed; other things tend to be more noticeable. The color of the house, chips in the paint, dirt stuck on the house or grime on the driveway. Even Hardy Boards that need to be scrubbed and power washed. These small things stick out like a sore thumb. Therefore, we offer a range of cosmetic house are that really makes a difference. We do not stretch ourselves to over promise and under deliver. Never our services are offered at a base contract, plus an hourly rate for additional services. The company and management personnel will check on customers every week. Contracted parties will receive complimentary trash clean-up, grass seed of the customer's choice, and lawn fertilizer.

All grass, mulch, and brush will be accumulated and turned back into soil using natural processes. Trash and junk will be sold to recycling centers. Logs will be sold to restaurants and barbecue venues. We will incorporate their charcoal and wood ash with our soil to heighten the quality of our compost. Soil testing will be conducted at every property, and poop soil will be replaced with our naturally refined organic product. The company will also sell soil apportion ate to the volume accumulated.

Lawn Service Plus will be fully oriented toward maintain exceptional Corporate Social Responsibility. Thus, Lawn Service Plus hopes to achieve 100% emissions by 2036. That means investments in electric equipment, including trailers, will be forecasted in the future businesses projections. Initially, we will offer electric equipment use alternative for customers with concerns for noise reduction and environmental concerns. We are thus, optimistic, and prepared for future change. Within 5 years, our company hopes to branch out to at least 3 or more cities, starting with DFW, Austin, and Lubbock, Texas. Within 10 years, we project to expand to every major city in Texas and possibly every state that touches the Texas border.

Lawn Service Plus is an exceptional lawn service company. The plus in our name describes our company culture. We do not only mow lawn and trim trees. We invest in the community, the environment, the economy, and thick forward in our innovation. We imply with our service that a certain standard should be met and we stick to our commitment to bring value to communities' one property at a time. We concentrate our efforts towards being sustainable without sacrificing our integrity of Corporate Social Responsibility. We are committed to our people, our Lord, and our God. We believe he makes us who we are as stewards of this earth.

MARKET/INDUSTRY

The Lawn Service industry is growing as expansion of cities grow. The city growth causes people to need lawn services to up keep their properties. Especially in rural areas. On the outskirts of town, there is a gap for lawn services that cater to specific customer wants. Customers with over one acre of lawn are growing rapidly. The rural lawn service industry makes approximately \$80,000.00 per year after taxes and expenses. This is made through serving customers at an average of \$80 per hour, 8 hours per day, 5 days per week, and 50 weeks per year. I will need to buy only two years in operation. I will completely cover cost and spring past break even.

COMPETITION

My competitors are other rural lawn services provides. Most of my competition will be indirect; land clearing companies, residents with brush hog mowers, family members helping out, and tree trimming companies. There are not many specific barriers to entry, except that people from the city are not oriented to country living. Therefore, the lack of knowledge itself could be the biggest barrier for my direct competitors. Indirect competitors, those acquainted with rural living would likely be my greatest competition.

DIFFERENTIATION

The Lawn Service industry focuses mainly on residential and commercial properties, however, my company will service a special brand of customers. My target customers will be those who have over an acre of real estate property. I will service residents who live in the country and rural areas. I have over 15 years of knowledge and expertise in maintenance rural properties. The focus I have though is quality in a rural setting. Normally, companies that serve country residents do not focus on quality. It really is just mostly mow and go type of business because it is more of country setting where there is a lot of brush. So, where Lawn Service Plus thrives is in its quality work to make the country home look like a city home, but in a wide and spacious area. Also, we focus on customer interaction who points out what needs to be done. For example, perhaps the customer wants to mow and weed eat around a pond, lake, or creek? That's one specific service Lawn Service Plus provides another would be cutting trees down and stacking logs into rick or cords. We could create mulch around trees in big areas to make the trees stand out. The difference is Lawn Service Plus Serves a mow and spacious area, without sacrificing quality.

MARKETING STRATEGY

PRICE:

Lawn Service Plus will charge \$80/hr. for its labor, equipment and expertise (at the base rate) this is industry average. Also, we will charge \$200. / Acre of land, offer monthly contracts, and discounts for yearly contracts. Contracts will be based on size of lot/ land. For example, a half-acre lot will be charged at \$150 per month. It is a total lawn maintenance service which includes trees, trash, seed, and feed. We will accept credit cards, cash app, or other direct payment options. We will use optimal online including service.

PLACE:

We will be located in Humble, Texas serving the city's residents and those in the country living environments. This location is strategic because we can reach more rural customers on the outskirts of Houston and not have to travel so far from our official shop location. We hope to acquire 2 acres of land and build a shop

PROMOTION:

In the lawn service industry. Word of mouth is the best promotion strategy. Small media will not be needed. However, our truck and trailer will bear our logo, business information, and etc. We will also have company uniforms and hats. Only after a year or two when we hope to expand further into Houston or to Bryan College Station will we need to promote. At that time we will simply post on Thumbtack, Angies List, and social media. We will also carry business cards and use mobile messaging business cards as well.

Vision and Objectives

Two Months Before Starting

- Acquire equipment
- Get DBA, LLC, and tax professional
- Talk to potential customers
- Set up professional communication network (mobile phone, professional email, business profile)
- Working, saving, money

First Two Months After Starting

- Establish good relationships with customers for two months
- Secure at least 3 contacts
- Obtain insurance and bonding

First Year

- Established good relationships with customers for one year
- Service 15 contracted partners
- Open my company to government contracts

Second Year

- Pay off all incurred debt
- Find office location in Houston (inner Houston) and (Bryan College Station)
- Secure more equipment and employees.

Fifth Year

- Locations in Houston, BCS, Austin, Dallas, Lubbock, and Longview.
- Recognized in the Lawn Service Industry by Texas

Tenth Year

- Expand to Oklahoma, New Mexico, Colorado, Arkansas, Louisiana
- Have over 500 employees and thus become a big business.

Philanthropy

Community of Love Outreach. (C.O.L.O) cooking out every week, feeding, perching, giving food vouchers, and clothes vouchers, school supplies, Bibles and scholarships.

Community Impact

The Community will be impacted by the cleanliness of lawns, government properties, side of the roads, in residential neighborhoods, and will be inspired by an ex-prisoner. I will speak to the youth and be the salt and light GOD has made me to be.

START-UP COST

Owner's name	Justin
Company name	Lawn Service Plus
NAICS Business Classification	
Sector (general classification)	23_Construction
Sub-sector (more specific classification)	

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	300		
cell phone purchase	300		
car/truck down payment, if leased			
permits			
supplies, office & misc.			
DBA, Business registration	325		
Insurance/ Prof. Insurance	180		
CPA, work comp/unemployment/cyber	3,264		
safety, first aid, fire ex, ppe, logo, rakes, con	6,895		
Cash needed for start-up expenses	11,264		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	3,000	12,000	15,000
company trailer	3,500		
computer, printer, fax			-
powerwahr/ spray rig, mowers/ weed eater	5,000	10,000	15,000
blower, edger, hedger, chain, gas, line, blades	3,215		3,215
			-
building/office deposit	1,200	N/A	N/A
beginning cash balance	22,821	N/A	N/A
Cash needed for start-up assets	38,736	22,000	33,215
			60 assumed life (months)
			554 monthly depreciation
Total start up cost	72,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	50,000	69%
Vehicle loan and other equipment debt (see note 7 for financing)	22,000	31%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	72,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Justin dba Lawn Service Plus
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1	Product 2	Product 3
Product description	Cut/Trim/Clean-up 2 hours @ 80 hours	maintenance contract \$250/ month	powerwash/paint wash and paint
Price per unit	160.00 100%	250.00 100%	400.00 100%
Cost of one unit	hours rate	hours rate	hours rate
Non-owner payroll exp.	- 0%	- 0%	- 0%
Non-owner payroll tax	- 0%	- 0%	- 0%
cost 1 description	gasoline, oil 30.00 19%	gasoline,oil 70.00 28%	gas, chemical 35.00 9%
cost 2 description	- 0%	- 0%	- 0%
cost 3 description	- 0%	- 0%	- 0%
cost 4 description	- 0%	- 0%	- 0%
Total variable costs	30.00 19%	70.00 28%	35.00 9%
Gross profit per unit - what you see on income statement	130.00 81%	180.00 72%	365.00 91%

	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
Cut/Trim/Clean-up sold		20	20	20	30	30	40	35	30	20	10	10	265
maintenance sold		40	40	40	40	40	40	40	40	40	40	40	440
powerwash/paint sold		20	20	20	30	30	40	35	30	20	10	10	265
total revenue		\$ 21,200	\$ 21,200	\$ 21,200	\$ 26,800	\$ 26,800	\$ 32,400	\$ 29,600	\$ 26,800	\$ 21,200	\$ 15,600	\$ 15,600	\$ 258,400
total cost of sales		\$ 4,100	\$ 4,100	\$ 4,100	\$ 4,750	\$ 4,750	\$ 5,400	\$ 5,075	\$ 4,750	\$ 4,100	\$ 3,450	\$ 3,450	\$ 48,025
total income statement gross profit (excludes owner labor)		\$ 17,100	\$ 17,100	\$ 17,100	\$ 22,050	\$ 22,050	\$ 27,000	\$ 24,525	\$ 22,050	\$ 17,100	\$ 12,150	\$ 12,150	\$ 210,375

Assumption 7 - Financing

Equipment financing, see Start-up Costs sheet	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Amount borrowed \$ 22,000	22,000	21,152	20,298	19,438	18,573	17,701	16,824	15,942	15,053	14,158	13,258	
Interest rate (example 8%) 8.0%	147	141	135	130	124	118	112	106	100	94	88	1,296
Loan term (# of months) 24	(848)	(854)	(860)	(865)	(871)	(877)	(883)	(889)	(895)	(901)	(907)	(9,649)
Monthly payment 995	21,152	20,298	19,438	18,573	17,701	16,824	15,942	15,053	14,158	13,258	12,351	
Start-up financing, see Start-up Costs sheet												
Amount borrowed \$ -	-	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)	-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment \$ -	-	-	-	-	-	-	-	-	-	-	-	-

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	1	1	1	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	170	170	180	175	170	160	140	140	
average per hour wage	30.00	30.00	30.00	24.25	24.25	24.25	24.25	24.25	24.25	24.25	24.25	
salary expense, excludng payroll taxes	4,800	4,800	4,800	8,245	8,245	8,730	8,488	8,245	7,760	6,790	6,790	77,693

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

Justin dba Lawn Service Plus
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														
Cut/Trim/Clean-up	6	-	3,200	3,200	3,200	4,800	4,800	6,400	5,600	4,800	3,200	1,600	1,600	42,400	16%
maintenance	6	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	43%
powerwash/paint	6	-	8,000	8,000	8,000	12,000	12,000	16,000	14,000	12,000	8,000	4,000	4,000	106,000	41%
Total revenue		-	21,200	21,200	21,200	26,800	26,800	32,400	29,600	26,800	21,200	15,600	15,600	258,400	100%
Cost of Goods Sold	2														
Cut/Trim/Clean-up	6	-	600	600	600	900	900	1,200	1,050	900	600	300	300	7,950	3%
maintenance	6	-	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	30,800	12%
powerwash/paint	6	-	700	700	700	1,050	1,050	1,400	1,225	1,050	700	350	350	9,275	4%
Total COGS		-	4,100	4,100	4,100	4,750	4,750	5,400	5,075	4,750	4,100	3,450	3,450	48,025	19%
Gross profit		-	17,100	17,100	17,100	22,050	22,050	27,000	24,525	22,050	17,100	12,150	12,150	210,375	81%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	554	554	554	554	554	554	554	554	554	554	554	6,089	2%
Gasoline & fuels	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	2%
Insurance - bonding	-	-	180	180	180	180	180	180	180	180	180	180	180	1,980	1%
Insurance - vehicle	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Interest - equip & start up	7	-	147	141	135	130	124	118	112	106	100	94	88	1,296	1%
Marketing	300	-												300	0%
Office - rent	-	-	700	700	700	700	700	700	700	700	700	700	700	7,700	3%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	8,245	8,245	8,730	8,488	8,245	7,760	6,790	6,790	77,693	30%
Payroll taxes (9%)	6 & 8	-	432	432	432	742	742	786	764	742	698	611	611	6,992	3%
Permits	-	-												-	0%
Supplies	-	-												-	0%
Tax service	-	-												-	0%
Telephone - cellular	300	-	150	150	150	150	150	150	150	150	150	150	150	1,950	1%
Start-up expenses	10,664	-	-	-	-	-	-	-	-	-	-	-	-	10,664	4%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		11,264	7,662	7,657	7,651	11,400	11,394	11,917	11,647	11,377	10,842	9,779	9,773	122,364	47%
Taxable profit (loss)	1	(11,264)	9,438	9,443	9,449	10,650	10,656	15,083	12,878	10,673	6,258	2,371	2,377	88,011	34%
Tax (expense) benefit	1			(1,904)			(7,689)			(9,658)			(2,751)	(22,003)	-9%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(11,264)	9,438	7,539	9,449	10,650	2,967	15,083	12,878	1,015	6,258	2,371	(374)	66,008	26%
Depreciation	3	-	554	554	554	554	554	554	554	554	554	554	554	6,089	
Equipment purchases	3	(37,915)	-	-	-	-	-	-	-	-	-	-	-	(37,915)	
Principle, equipment loan	7	22,000	(848)	(854)	(860)	(865)	(871)	(877)	(883)	(889)	(895)	(901)	(907)	12,351	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		22,821	9,143	7,239	9,143	10,338	2,649	14,759	12,549	680	5,917	2,024	(727)	96,533	
Cash, period start		-	22,821	31,964	39,203	48,346	58,684	61,333	76,092	88,641	89,320	95,237	97,261	-	
Cash, period end		22,821	31,964	39,203	48,346	58,684	61,333	76,092	88,641	89,320	95,237	97,261	96,533	96,533	

Lawn Service Plus
Justin, Erik, Steven, Ricky

