

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

Anthony, Bolanle, Anthony
Marathon Movers

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Marathon Movers

Business Plan
September 2025

Anthony
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">• Moving is a billion dollar industry• I am located in midland and Odessa/Permian basin where the oil field is booming• Our target customers will always exist in this area	<ul style="list-style-type: none">• To change the moving industry for the better with complete honesty and transparency imbedded in our companies moral compass	<ul style="list-style-type: none">• We offer accessible body cams• We run accessible GPS systems so you know exactly where your belongings are located• We are fully insured and bonded for any mishaps																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">• The working middle class• Oil field workers and CEOs• Oil field business• Apartments, houses and storage HOA’s and realtors	<ul style="list-style-type: none">• Our body-cams, cab-cams, cargo-cams that are accessible• Competitive pricing	<ul style="list-style-type: none">• HOA’s• Realtors• Storages• Office personnel																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">• Business cards• Word of mouth• Online presence such as our websites• YouTube will have to do it yourself videos to save you time and money	<table><tr><td>Owner investment - cash</td><td>\$ 25,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>40,000</td></tr><tr><td>Start up financing</td><td>35,000</td></tr><tr><td>Total startup costs:</td><td><u>\$ 100,000</u></td></tr></table>	Owner investment - cash	\$ 25,000	Owner investment - equipment	-	Vehicle and/or equipment loan	40,000	Start up financing	35,000	Total startup costs:	<u>\$ 100,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 252,700</td><td>100%</td></tr><tr><td>COGS</td><td>98,000</td><td>39%</td></tr><tr><td>Gross profit</td><td>154,700</td><td>61%</td></tr><tr><td>Overhead</td><td>77,500</td><td>31%</td></tr><tr><td>Pretax income</td><td>77,100</td><td>31%</td></tr><tr><td>Tax expense</td><td>19,200</td><td>8%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 57,800</td><td>23%</td></tr></table>	Year one summary income statement:			Sales	\$ 252,700	100%	COGS	98,000	39%	Gross profit	154,700	61%	Overhead	77,500	31%	Pretax income	77,100	31%	Tax expense	19,200	8%	Owner withdrawals	-	0%	Net income	\$ 57,800	23%
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TEAM LEADERSHIP STATEMENT

CEO/CFO: Anthony

Anthony brings strength, smarts and logic to the table and has 12 years of experience moving furniture. He also specializes in the oil and gas industry

COO: Bolanle

Bolanle bring 10 years of management, smarts, character to the table and has 2 years as a salesman. He also specializes in problem solving skills.

CFO: Anthony

Anthony brings ethics, drive and critical thinking skills to the table and has 20 years of experience of sales and marketing. He also specializes in money management

PRODUCT/SERVICE OFFERING

Marathon moving is a relocation and installation service. We will schedule dates and times to show up and pack your house, storage, and or office. We will load the selected items in a moving van and transport said items to said destination. We will place items exactly where the customer would like them. We will unpack if necessary. These services will provide 100 percent of our revenue. With 12 years of experience we at Marathon movers have seen the highs and lows of our industry. Theft damage and bad communication are the leading down falls in the moving industry. To counter these down falls, we offer full time on the clock body cam, cab cam, and cargo cams to add complete transparency to every move. We are fully insured and bonded to protect from damages. We run high tech GPS in which the customer has full access through our mobile app. We plan on changing the moving industry for the better. Aiming to create better moves and better movers. We currently serve all of Texas, with hopes to one day serve all the US. Everyday people need movers, and we at Marathon Movers aim to meet that need. Let us take that weight off your shoulders and give you a move to perfection.

MARKET/INDUSTRY

More and more people are in the need of movers from your small apartment move to your large office building and firm that is relocating. People move year round but winter time it gets slow for house hold goods and that's where office moves come into play. If I charge \$160 an hour with a 2 hour minimum. \$320 is made for potentially 30 mins to an hour. If relocating across Texas I can show up, give a bid according to the move size, material and location and charge accordingly.

COMPETITION

My biggest competition nationally would be allied vancihes and mayflower. Locally it would be its your move and mi familia movers. Most our customers would come from them. I have 12 years' experience so my level and commitment to completing the job successfully and using competitive pricing. I plan on expanding our business we also offer military, senior, repeat customer and first time move discounts.

DIFFERENTIATION

With our industry being highly occupied our difference is we are young and hungry to be great. We are willing to bring the best and the newest equipment to make you feel like and important customer because you are. Being completely transparent and owning up to everything we promise to ensure on every job.

MARKETING STRATEGY

PRICE:

Marathon Movers will use competitive pricing for high quality movers priced at 160 an hour with a 2 hour minimum for local movers. Pro-rated for long distance we will send a marathon team member to give a bid. In that bid we will determine how much truck space will be needed how far we will be traveling and movers will be needed. Factor it all together and come up with an agreeable cost for the move

PLACE:

We are located in Odessa TX. Which is the heart of oil field. With the rapid population increasing and new houses coming up at an all-time high pace we plan on partnering with HOA's local apartment and storage units in our area to capitalize on people moving in and out of the area.

PROMOTION:

Our promotions will be networking with HOA's in our area and surrounding areas. We will have our custom logos on all our equipment and clothing. We will also custom wrap our moving vans with our company logo. We are working with current and future realtors in our area to assure they get the best movers around. In 2026 we plan on launching our website, marathonmovers.com which will offer all of our merchandise.

VISION AND OBJECTIVES

Two Months Before Starting

- File for LLC
- Obtain equipment
- Network/word-of-mouth
- Get insurance/become bonded
- Find a good crew

First Two Months After Starting

- First 20 moves accomplished
- Establishing a presence in the moving industry
- Have a realtor vouching for marathon movers

First Year

- Own equipment
- Have 20 repeat customers
- Start booking commercial jobs

Second Year

- Buy second truck
- Run two crews everyday mon-fri
- Have 5 realtors vouching for marathon movers

Fifth Year

- Have \$250,000 in bank account
- Have a location in Midland and Odessa Tx

Tenth Year

- Have a location on the west coast
- Make a million

Philanthropy

Buy a local building turn it into a gym and give troubled teens free membership to avoid trouble

Community Impact

We will be eco-friendly and recycle all boxes and dispose of trash property

START-UP COST

Owner's name	Anthony
Company name	Marathon Movers
NAICS Business Classification	
Sector (general classification)	48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	484: Truck Transportation

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
marketing, business cards, fliers	100		
cell phone purchase	80		
car/truck down payment, if leased			
permits			
supplies, office & misc.	5		
File LLC	300		
General Insurance	200		
Blankets, Dolly, shrink wrap and tools	3,000		
Cash needed for start-up expenses	3,685		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	10,000	40,000	50,000
company trailer			
computer, printer, fax	300		300
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	46,015	N/A	N/A
Cash needed for start-up assets	56,315	40,000	50,300
			60 assumed life (months)
			838 monthly depreciation
Total start up cost	100,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	25,000	25%
Vehicle loan and other equipment debt (see note 7 for financing)	40,000	40%
Startup financing, if applicable (for example Kiva loan)	35,000	35%
Outside equity investment, if applicable		0%
Total start up cost, total sources	100,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Anthony dba Marathon Movers
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	local move				long-distance				pack job			
Product description	one house to another within 200 miles				any move over 200 miles				120/hr with 15% on top of material			
Price per unit	800.00 100%				4,000.00 100%				945.00 100%			
Cost of <u>one</u> unit												
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	Tape and Shrink Wrap				Tape and Shrink Wrap				Boxes and Tape			
cost 2 description	Fuel				Fuel				2 Man Crew			
cost 3 description	2 Man Crew				2 Man Crew							
cost 4 description												
Total variable costs	380.00 48%				555.00 14%				550.00 58%			
Gross profit per unit - what you see on income statement	420.00 53%				3,445.00 86%				395.00 42%			

	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
local move sold		15	15	20	20	20	25	25	25	15	10	10	200
long-distance sold		1	-	1	2	5	5	2	1			1	18
pack job sold		1	1	2	3	3	1	5	5	1			22
total revenue		\$ 16,945	\$ 12,945	\$ 21,890	\$ 26,835	\$ 38,835	\$ 40,945	\$ 32,725	\$ 28,725	\$ 12,945	\$ 8,000	\$ 12,000	\$ 252,790
total cost of sales		\$ 6,805	\$ 6,250	\$ 9,255	\$ 10,360	\$ 12,025	\$ 12,825	\$ 13,360	\$ 12,805	\$ 6,250	\$ 3,800	\$ 4,355	\$ 98,090
total income statement gross profit (excludes owner labor)		\$ 10,140	\$ 6,695	\$ 12,635	\$ 16,475	\$ 26,810	\$ 28,120	\$ 19,365	\$ 15,920	\$ 6,695	\$ 4,200	\$ 7,645	\$ 154,700

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	\$ 40,000	40,000	39,456	38,908	38,356	37,801	37,242	36,679	36,112	35,542	34,968	34,390
Interest rate (example 8%)	8.0%	267	263	259	256	252	248	245	241	237	233	229
Loan term (# of months)	60	(544)	(548)	(552)	(555)	(559)	(563)	(567)	(570)	(574)	(578)	(582)
Monthly payment	811	39,456	38,908	38,356	37,801	37,242	36,679	36,112	35,542	34,968	34,390	33,808
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ 35,000	35,000	35,000	35,000	35,000	35,000	35,000	34,524	34,044	33,561	33,075	32,586
Interest rate (example 8%)	8.0%	-	-	-	-	-	233	230	227	224	221	217
Payback period (# of months)	60	-	-	-	-	-	(476)	(480)	(483)	(486)	(489)	(492)
Grace period (months pay delay)	6	35,000	35,000	35,000	35,000	35,000	34,524	34,044	33,561	33,075	32,586	32,094
Monthly payment	\$ 710											

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	1	1	1	1	1	1	1	1	
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	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	
salary expense, exclduing payroll taxes	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	47,520

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 Marathon Movers
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														
local move	6	-	12,000	12,000	16,000	16,000	16,000	20,000	20,000	20,000	12,000	8,000	8,000	160,000	63%
long-distance	6	-	4,000	-	4,000	8,000	20,000	20,000	8,000	4,000	-	-	4,000	72,000	28%
pack job	6	-	945	945	1,890	2,835	2,835	945	4,725	4,725	945	-	-	20,790	8%
Total revenue		-	16,945	12,945	21,890	26,835	38,835	40,945	32,725	28,725	12,945	8,000	12,000	252,790	100%
Cost of Goods Sold	2														
local move	6	-	5,700	5,700	7,600	7,600	7,600	9,500	9,500	9,500	5,700	3,800	3,800	76,000	30%
long-distance	6	-	555	-	555	1,110	2,775	2,775	1,110	555	-	-	555	9,990	4%
pack job	6	-	550	550	1,100	1,650	1,650	550	2,750	2,750	550	-	-	12,100	5%
Total COGS		-	6,805	6,250	9,255	10,360	12,025	12,825	13,360	12,805	6,250	3,800	4,355	98,090	39%
Gross profit		-	10,140	6,695	12,635	16,475	26,810	28,120	19,365	15,920	6,695	4,200	7,645	154,700	61%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	838	838	838	838	838	838	838	838	838	838	838	9,222	4%
Gasoline & fuels	-		200	200	200	500	200	200	500	500	200	200	500	3,400	1%
Insurance - bonding	-		150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Insurance - vehicle	-		200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Interest - equip & start up	7	-	267	263	259	256	252	482	475	468	461	454	447	4,082	2%
Marketing	100							100						200	0%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8	-	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	4,320	47,520	19%
Payroll taxes (9%)	6 & 8	-	389	389	389	389	389	389	389	389	389	389	389	4,277	2%
Permits	-													-	0%
Supplies	5		50	50	50	50	50	50	50	50	50	50	50	555	0%
Tax service	-													-	0%
Telephone - cellular	80		80	80	80	80	80	80	80	80	80	80	80	960	0%
Start-up expenses	3,500		-	-	-	-	-	-	-	-	-	-	-	3,500	1%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		3,685	6,494	6,490	6,487	6,783	6,479	6,809	7,002	6,995	6,688	6,681	6,974	77,565	31%
Taxable profit (loss)	1	(3,685)	3,646	205	6,148	9,692	20,331	21,311	12,363	8,925	7	(2,481)	671	77,135	31%
Tax (expense) benefit	1			(42)			(9,043)			(10,650)			451	(19,284)	-8%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(3,685)	3,646	163	6,148	9,692	11,288	21,311	12,363	(1,725)	7	(2,481)	1,122	57,851	23%
Depreciation	3	-	838	838	838	838	838	838	838	838	838	838	838	9,222	
Equipment purchases	3	(50,300)	-	-	-	-	-	-	-	-	-	-	-	(50,300)	
Principle, equipment loan	7	40,000	(544)	(548)	(552)	(555)	(559)	(563)	(567)	(570)	(574)	(578)	(582)	33,808	
Repay debt financing	7	35,000	-	-	-	-	-	(476)	(480)	(483)	(486)	(489)	(492)	32,094	
Owner contribution	3	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		46,015	3,940	454	6,435	9,975	11,567	21,110	12,155	(1,939)	(215)	(2,710)	886	107,675	
Cash, period start		-	46,015	49,955	50,409	56,844	66,819	78,386	99,497	111,652	109,713	109,498	106,789	-	
Cash, period end		46,015	49,955	50,409	56,844	66,819	78,386	99,497	111,652	109,713	109,498	106,789	107,675	107,675	

