

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

Mark, Martin, Zacobi
Pure Pool Professionals

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

Pure Pool Professionals

Business Plan
September 2025

Mark
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">There is an opportunity to change the pool industry and bring better service and communication to people who pay expensive prices for pool service	<ul style="list-style-type: none">To change the pool industry with technology and communication	<ul style="list-style-type: none">Our custom app will be our edge over everyone else as well as solid communication that keeps our customers well informed and provides water conditions from our last visit																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">Our customers are basically anyone with a pool in our service area and anyone who has been ignored in our industry	<ul style="list-style-type: none">Technology is our key factor it is what sets us apart	<ul style="list-style-type: none">I have several other pool service owners and contacts in the distribution stores																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">We will promote our services to HOA's, development builders, on social media, and pool builders that don't offer ongoing pool equipment and cleaning services, our app, and our website	<table><tr><td>Owner investment - cash</td><td>\$ 200,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total startup costs:</td><td><u>\$ 200,000</u></td></tr></table>	Owner investment - cash	\$ 200,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total startup costs:	<u>\$ 200,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 178,100</td><td>100%</td></tr><tr><td>COGS</td><td><u>25,200</u></td><td><u>14%</u></td></tr><tr><td>Gross profit</td><td>152,800</td><td>86%</td></tr><tr><td>Overhead</td><td><u>85,900</u></td><td><u>48%</u></td></tr><tr><td>Pretax income</td><td>66,900</td><td>38%</td></tr><tr><td>Tax expense</td><td>16,700</td><td>9%</td></tr><tr><td>Owner withdrawals</td><td><u>35,200</u></td><td><u>20%</u></td></tr><tr><td>Net income</td><td><u>\$ 15,000</u></td><td><u>8%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 178,100	100%	COGS	<u>25,200</u>	<u>14%</u>	Gross profit	152,800	86%	Overhead	<u>85,900</u>	<u>48%</u>	Pretax income	66,900	38%	Tax expense	16,700	9%	Owner withdrawals	<u>35,200</u>	<u>20%</u>	Net income	<u>\$ 15,000</u>	<u>8%</u>
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TEAM LEADERSHIP STATEMENT

CEO/COO: Mark Simmons

Mark is the CEO of Pure Pool Professional. Mark has 5+ years of experience in the pool care industry and more than 15 years as a service professional. He also has technology experience, including programming and building custom personal computers. His management of 2 different small business gave him the skills and inspiration to open his own pool service business, with a commitment to right what is wrong in that industry.

CFO: Martin Mahon

Gabriel is the COO of Pure Pool Professionals, he has 6+ years of experience in the trucking industry. He owned his own trucking business. He also operator experience in Houston's thriving oil and gas industry.

CMO: Zacobi Demas

Zacobi brings a creative and customer-focused approach to marketing, with three years of experience in railroad safety and two years in event planning. His communication skills and organizational background help drive the brand presence and customer engagement strategies for Pure Pool Professionals.

PRODUCT/SERVICE OFFERING

Pure Pool Professionals is a modern pool maintenance and repair company focused on bringing transparent, high-quality service to homeowners through technology. We specialize in:

- Monthly maintenance service
- Warranty repair work
- Pool automation installation

Our team ensures professional, detailed service—from precision pump installations and optimized plumbing hydraulics to feature-rich automation systems you can control from your phone.

What truly sets us apart is our customer-facing mobile app, which enhances communication and builds trust. Features include:

- Real-time notifications when technicians arrive and leave
- Before-and-after photos uploaded to the app and company server
- In-app instant messaging between customers and technicians
- Service reminders and follow-ups
- A message board for customer feedback

In addition to digital communication, we prioritize face-to-face interactions, so customers feel connected to their technician and confident in our work.

We are targeting a full launch in 2027, positioning ourselves as the most reliable and transparent pool service provider in the region.

MARKET/INDUSTRY

The pool industry is a service industry that offers an array of service from pool maintenance to pool construction. Our companies on the maintenance and equipment repair side. The only effects to our customer base are anyone would be no one wanting pool service ever again. Our target base is anyone with pool above or in ground. The pool industry brings in 80 billion dollars a year and is a moderately growing market with 1 pool being constructed every 4 days the industry grows about 18% a year and remains a moderately open market. Any age enjoys a pool and the industry is active through all seasons when it comes to maintenance. However, we do offer pool coverings and equipment service.

COMPETITION

Direct competition would be other pool businesses mainly larger ones or ones with an established name in my area. Most pool businesses are local and cover only so much area no one national business conglomerate controls all the market. The cost of the startup materials can range from \$2000 - \$20000 depending of if a truck needs to be purchased to start up can be cheap but the customer base can be very hard to obtain. That would be the biggest obstacle to overcome direct competition is the biggest barrier in this industry because every customer gained is a customer lost to another and new competitors can always do the same due to innovate

DIFFERENTIATION

The thing that sets my company apart is innovation and communication. We offer personal relationships between customer and business. Our app technology keeps us informed and a ahead of the game and makes the customer feel like they can depend on us to be there when needed. Direct communication is our key we also service more than one county because we have a low overhead we can afford the gas we aren't just locked into one central area. We are also available 7 days a week most of the competition is not to mention we also service equipment and install automation.

MARKETING STRATEGY

PRICE:

Pure Pool Professionals will offer competitive rates of \$200–\$220 per month for full-service pool maintenance. Our ability to operate out of a home office and maintain low overhead costs allows us to undercut local competitors without sacrificing quality.

PLACE:

We are based in New Braunfels, Texas, positioning us strategically within the heart of our service area. From this central location, we will serve customers in Comal, Guadalupe, and neighboring counties, allowing us to expand without incurring heavy logistical costs.

PROMOTION:

Our promotional strategy will begin with grassroots marketing, including:

- Flyers, signs, and door hangers in residential neighborhoods
- Partnerships with local pool supply stores, HOA boards, and development managers
- Social media presence through Facebook, Instagram, and TikTok, highlighting:
 - Before-and-after service photos
 - Customer testimonials
 - Behind-the-scenes videos of installs and maintenance
- Referral programs offering discounts or free services for customer referrals

VISION AND OBJECTIVES

Two Months Before Starting

- Register my name and title with county
- Establish LLC
- Obtain a Texas Dot number
- Purchase general liability insurance
- Begin marketing and secure early customers
- Prospect for 1–2 initial hires or subcontractors

First Two Months After Starting

- Begin monthly pool service for initial customers
- Apply for and complete registration for warranty repair partnerships
- Build strong customer relationships and gather feedback
- Start developing technician scheduling systems and route optimization

First Year

- Achieve breakeven or modest profit
- Reach 25–30 active monthly service clients
- Begin offering automation system installations
- Solidify customer retention strategies

Second Year

- Double net profits from Year 1
- Serve 100 regular monthly pools
- Expand to a 5-person team (4 employees + owner)
- Purchase a second service vehicle

Fifth Year

- Expand to commercial pool clients (apartment complexes, hotels, gyms)
- Grow client base to 180+ pools
- Operate with a team of at least 6 employees

Tenth Year

- Have 10-15 commercial pools
- Have 200 + pools and 8-10 employees

Philanthropy

I have a plan on donating 2% of annual revenue to children's hospital.

Community Impact

Our long-term vision is not just to build a profitable company, but to create a business that strengthens the community, sets an example, and supports those who need a second chance—just as I had.

START-UP COST

Owner's name	Mark
Company name	Pure Pool Professionals
NAICS Business Classification	
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	300		
cell phone purchase	1,100		
car/truck down payment, if leased			
permits	600		
supplies, office & misc.			
File LLC	300		
General Insurance	200		
Auto Insurance	200		
Pool Supplies	2,000		
Pool Route	65,000		
Cash needed for start-up expenses	69,700		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	14,000		14,000
company trailer			
computer, printer, fax	2,200		2,200
Equipment	2,000		2,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	112,100	N/A	N/A
Cash needed for start-up assets	130,300	-	18,200
			60 assumed life (months)
			303 monthly depreciation
Total start up cost	200,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	200,000	100%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	200,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Mark dba Pure Pool Profsionals
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Pool Monthly Service				Warranty Service Call				green to clean			
Product description	monthly service				Warranty Service				green to clean			
Price per unit	220.00 100%				90.00 100%				1,300.00 100%			
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	Chlorine	40.00	18%				0%		Chlorine	200.00	15%	
cost 2 description			0%				0%		Flock	40.00	3%	
cost 3 description			0%				0%		Acid	10.00	1%	
cost 4 description			0%				0%				0%	
Total variable costs		40.00	18%			-	0%			250.00	19%	
Gross profit per unit - what you see on income statement		180.00	82%			90.00	100%			1,050.00	81%	

	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
Pool Monthly Service sold		40	40	45	45	50	50	60	60	45	45	45	525
Warranty Service Call sold		40	40	40	45	45	45	45	40	40	40	30	450
green to clean sold		3	2	1	3	3	2	1	2				17
total revenue		\$ 16,300	\$ 15,000	\$ 14,800	\$ 17,850	\$ 18,950	\$ 17,650	\$ 18,550	\$ 19,400	\$ 13,500	\$ 13,500	\$ 12,600	\$ 178,100
total cost of sales		\$ 2,350	\$ 2,100	\$ 2,050	\$ 2,550	\$ 2,750	\$ 2,500	\$ 2,650	\$ 2,900	\$ 1,800	\$ 1,800	\$ 1,800	\$ 25,250
total income statement gross profit (excludes owner labor)		\$ 13,950	\$ 12,900	\$ 12,750	\$ 15,300	\$ 16,200	\$ 15,150	\$ 15,900	\$ 16,500	\$ 11,700	\$ 11,700	\$ 10,800	\$ 152,850

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	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		principal, ending	-	-	-	-	-	-	-	-	-	-
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												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, excluduing payroll taxes	-	-	-	-	-	-	-	-	-	-	-	-

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

Mark dba Pure Pool Professionals
EOU, Financing, and Payroll Assumptions
Year 1

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Product name	Product 1				Product 2				Product 3						
	Pool Monthly Service				Warranty Service Call				green to clean						
Product description	monthly service				Warranty Service				green to clean						
Price per unit	220.00				100%	90.00				100%	1,300.00				100%
Cost of <u>one</u> 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		Chlorine	40.00	18%					0%	Chlorine	200.00	15%			
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cost 3 description				0%					0%	Acid	10.00	1%			
cost 4 description				0%					0%				0%		
Total variable costs			40.00	18%			-	0%			250.00	19%			
Gross profit per unit - what you see on income statement			180.00	82%			90.00	100%			1,050.00	81%			

Pool Monthly Service sold	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
		40	40	45	45	50	50	60	60	45	45	45	525
Warranty Service Call sold		40	40	40	45	45	45	45	40	40	40	30	450
		3	2	1	3	3	2	1	2				17
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Amount borrowed		amortization schedule											
Interest rate (example 8%)		-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment		-	-	-	-	-	-	-	-	-	-	-	-
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

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

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

