

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

Isaiah, Kendrick, Tate, Roosevelt
Spud Buddies

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Spud Buddies

Business Plan
September 2025

Isaiah
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none">To bring the first loaded fries food truck to Humble TexasThe need for diverse food options within a 30 min driving distance	<ul style="list-style-type: none">To bring passion and a new experience to the Humble Texas areaTo spread the love of God and Spuds	<ul style="list-style-type: none">Provide good quality food to an area that is growing in the urban food cultureHaving a more vast menu option for our loaded fries																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none">Families in the Humble Texas areaWarehouse workers and construction workers in the Humble Texas area	<ul style="list-style-type: none">Free meal for loyal customersPrice match on similar dishes	<ul style="list-style-type: none">																																							
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none">Word of mouthSocial mediaFlyersBusiness Cards	<table><tr><td>Owner investment - cash</td><td>\$ 140,000</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></td><td>\$</td></tr><tr><td>Total start up costs:</td><td><u>140,000</u></td></tr></table>	Owner investment - cash	\$ 140,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-		\$	Total start up costs:	<u>140,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 352,000</td><td>100%</td></tr><tr><td>COGS</td><td>30,100</td><td>9%</td></tr><tr><td>Gross profit</td><td>321,800</td><td>91%</td></tr><tr><td>Overhead</td><td>83,700</td><td>24%</td></tr><tr><td>Pretax income</td><td>238,100</td><td>68%</td></tr><tr><td>Tax expense</td><td>59,500</td><td>17%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 178,600</td><td>51%</td></tr></table>	Year one summary income statement:			Sales	\$ 352,000	100%	COGS	30,100	9%	Gross profit	321,800	91%	Overhead	83,700	24%	Pretax income	238,100	68%	Tax expense	59,500	17%	Owner withdrawals	-	0%	Net income	\$ 178,600	51%
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TEAM LEADERSHIP STATEMENT

CEO: Isaiah

Isaiah brings his customer service specialist, great communication, and leadership skills to the table and has 10 years of experience in the food industry. He also has the ability to weld and do entry level mechanical labor on vehicles.

CMO: Kendrick

Kendrick age 29 from Pensacola, FL, renowned business entrepreneur specialized in business construction, oil and energy, and personal finance. He has over 7 years in the oilfield industry has served his country in the U.S. Army and has the ability to close the deal.

CFO: Tate

Tate brings honesty, integrity, and a strong work ethic to the table. He has 20 years of work experience all together and specializes in the construction industry. Personal financing and budgeting were always required and Tate has the ability to bring punctuality and integrity to the financial side of the business

COO: Roosevelt

Roosevelt brings 3 years' experience in sales of electrical energy, 1-year skill of cable, 15 years' experience as an electrician, 2 years as a laborer foreman specializing in blueprint reading, trouble shooting and carpentry and tile work.

PRODUCT/SERVICE OFFERING

Spud Buddies provide a wide variety of gourmet loaded fries. We are conveniently located in the Humble area outside of Houston, Texas on FM 1960. We also offer delivery services to our customer's offices, homes, parties, and job sites. Loaded fries, loaded crepe's, and stuffed tater tots are the three main dishes we offer. Loaded fries will bring in 75% revenue, loaded crepe's will bring in 10% revenue, our stuffed tater tots will bring in 15% revenue. We are planning to open in the summer of 2028.

We will make our fries out of the best quality potatoes shipped in from Idaho. Our toppings will include lobster, shrimp, prime cuts of beef and chicken, along with our homemade chili. Our stuffed tater tots will be shredded, and lightly deep fried to make them stick, and stuffed with your choice of protein or boudin rice. All of our dishes are fully customizable to the customer's satisfaction.

Spud Buddies caters to people who not only love loaded fries, but want to experience loaded fries on another level. Our future menu will include items such as milk shakes, and other trendy desert items. After five years of our grand opening, Spud Buddies will have amassed 200,000 followers on Instagram. We will have also added three more food trucks bringing our total number to four food trucks.

So, if there is ever anyone who is hungry, and wants something to eat, they'll find great food, and a friend at Spud Buddies.

MARKET/INDUSTRY

Market:

Spud buddies is in the fast-growing business of food truck trends. Food trucks are a multi-billion-dollar industry. In Houston alone, the market is estimated to be \$30million annually with annual growth potential of 13%. There are an estimated 200-300 food trucks operating in Houston at this time. So, it is obvious that with the expansion of Houston (fourth largest city in America) and its population, this industry will grow along with it.

Competition:

Our biggest competitors on a city levels are any food truck with in a 20-mile radius. Whereas there are only 2 restaurants that specialize in loaded fries like us both are on the south side of Houston. We believe this will give us the ability to compete in this market because we'll be located on the north side of Houston.

Differentiation:

Since we are entering a necessity service industry, our differentiation will be important to our business. We will be geared towards the younger crowd with all the flavors they love, like honey garlic, garlic parmesan, just to name a few. A huge variety of toppings is our main differentiator, we have lobster, shrimp, wagyu steak, blue crab, lamb, and more. We will also have photo op back drops for those that love to take pictures on social media

MARKETING STRATEGY

Price:

Normally loaded fries range from \$7.99 to \$11.99. At Spud Buddies our gourmet loaded fries will range from \$12.50 to \$28.75. We will use a variety of high-end proteins such as lobster, lamb, blue crab, and prime cuts of grass-fed beef. We will accept payments from apple pay, Venmo, chime. Cash app, and google pay along with debit or credit visa's and master cards. We will also offer a loyal customer reward system for repeat customers.

Place:

We will be located in Humble, Tx on FM 1960 15 minutes from Kingwood and 25 minutes from downtown Houston, TX. But the most important advantage of being located here is we are 8 minutes from Deerbrook Mall that will bring in 35% of our potential customers.

Promotion:

We will reach our target market by word of mouth. Also, by attending the OMG food fest in Houston, Tx. At the event we will pass 100 free samples of our gourmet loaded fries out. This will cost me \$3,200 dollars. I will also buy 500 business cards at a wholesale price of \$250 dollars. I will pass out these business cards while at the event and also after the even. We also plan to launch our website and promote that through influencers on social media apps such as Tik Tok, Instagram, and Facebook. We will pay for these shout outs/ promos from influencer at around \$100 to \$1,000 dollars a post. We have included marketing and promotional expenses in our initial startup costs and the projected income statement.

VISION AND OBJECTIVES

Two Months Before Starting

- Get all licenses and permits required to operate
- Open a business bank account
- Get logo design
- Make a web page and start promoting on social media
- Hire a gourmet chef and start putting out samples of loaded fries

First Two Months After Starting

- Start a loyal customer reward system
- Attend a festival to gain more customers
- Reevaluate my marketing strategy to see if its profitable to keep

First Year

- Reach break-even point
- Gain 50,000 followers on Instagram
- Evaluate profit and loss sheet to see what items aren't profitable

Second Year

- Start expanding market
- Gain 150,000 followers on Instagram
- Introduce milk shakes

Fifth Year

- Open up 2 more trucks
- Hire more gourmet chefs

Tenth Year

- Start thinking about harvest plan
- Start thinking about franchising options

Philanthropy

I plan on feeding the homeless once every month. Also start donating money to my non-profit organizations SKAR that reaches out to save kids at risk and mentor them and help the parents of the kids.

Community Impact

Through the proceeds I gain from my food trucks I plan on helping the kids who don't have a father figure or a good support system at home. We hope to show them that they have value and a bright future ahead of them because children are our future.

START-UP COST

Owner's name	Isaiah
Company name	Spud Buddies
NAICS Business Classification	
Sector (general classification)	
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	2,000		
cell phone purchase			
car/truck down payment, if leased			
permits	1,100		
supplies, office & misc.	300		
Clean up supplies	300		
General liability Insurance	500		
Truck Insurance	400		
Inventory	5,000		
LLC	300		
Cash needed for start-up expenses	9,900		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	85,000		85,000
company trailer			
computer, printer, fax	500		500
generator	700		700
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	43,900	N/A	N/A
Cash needed for start-up assets	130,100	-	86,200
			60 assumed life (months)
			1,437 monthly depreciation
Total start up cost	140,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	140,000	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	140,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Isaiah dba Spud Buddies
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product 1				Product 2				Product 3			
Product name				Product name				Product name			
Product description				Product description				Product description			
Price per unit				Price per unit				Price per unit			
Cost of one unit				Cost of one unit				Cost of one unit			
Non-owner payroll exp.				Non-owner payroll exp.				Non-owner payroll exp.			
Non-owner payroll tax				Non-owner payroll tax				Non-owner payroll tax			
cost 1 description				cost 1 description				cost 1 description			
cost 2 description				cost 2 description				cost 2 description			
cost 3 description				cost 3 description				cost 3 description			
cost 4 description				cost 4 description				cost 4 description			
Total variable costs				Total variable costs				Total variable costs			
Gross profit per unit - what you see on income statement				Gross profit per unit - what you see on income statement				Gross profit per unit - what you see on income statement			

	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
Philly Fries sold		500	500	500	750	750	750	750	1,000	1,000	1,000	1,000	8,500
Alfredo Fries sold		500	500	500	750	750	750	750	1,000	1,000	1,000	1,000	8,500
Lemondade sold		350	350	350	500	500	500	500	800	800	800	800	6,250
total revenue		\$ 20,622	\$ 20,622	\$ 20,622	\$ 30,808	\$ 30,808	\$ 30,808	\$ 30,808	\$ 41,742	\$ 41,742	\$ 41,742	\$ 41,742	\$ 352,063
total cost of sales		\$ 1,763	\$ 1,763	\$ 1,763	\$ 2,625	\$ 2,625	\$ 2,625	\$ 2,625	\$ 3,600	\$ 3,600	\$ 3,600	\$ 3,600	\$ 30,188
total income statement gross profit (excludes owner labor)		\$ 18,859	\$ 18,859	\$ 18,859	\$ 28,183	\$ 28,183	\$ 28,183	\$ 28,183	\$ 38,142	\$ 38,142	\$ 38,142	\$ 38,142	\$ 321,875

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	\$ -	-	-	-	-	-	-	-	-	-	-	-
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

	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	1
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	160
average per hour wage	18.00	18.00	18.00	18.00	18.00	18.00	18.00	20.00	20.00	20.00	20.00	20.00
salary expense, excluduig payroll taxes	2,880	2,880	2,880	2,880	2,880	2,880	2,880	3,200	3,200	3,200	3,200	32,960

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

Isaiah dba Spud Buddies
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														
Philly Fries	6	-	9,625	9,625	9,625	14,438	14,438	14,438	14,438	19,250	19,250	19,250	19,250	163,625	46%
Alfredo Fries	6	-	9,250	9,250	9,250	13,875	13,875	13,875	13,875	18,500	18,500	18,500	18,500	157,250	45%
Lemondade	6	-	1,747	1,747	1,747	2,495	2,495	2,495	2,495	3,992	3,992	3,992	3,992	31,188	9%
Total revenue		-	20,622	20,622	20,622	30,808	30,808	30,808	30,808	41,742	41,742	41,742	41,742	352,063	100%
Cost of Goods Sold	2														
Philly Fries	6	-	850	850	850	1,275	1,275	1,275	1,275	1,700	1,700	1,700	1,700	14,450	4%
Alfredo Fries	6	-	650	650	650	975	975	975	975	1,300	1,300	1,300	1,300	11,050	3%
Lemondade	6	-	263	263	263	375	375	375	375	600	600	600	600	4,688	1%
Total COGS		-	1,763	1,763	1,763	2,625	2,625	2,625	2,625	3,600	3,600	3,600	3,600	30,188	9%
Gross profit		-	18,859	18,859	18,859	28,183	28,183	28,183	28,183	38,142	38,142	38,142	38,142	321,875	91%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	15,803	4%
Gasoline & fuels	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Insurance - bonding	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Insurance - vehicle	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	2,000	-			300	300	300	300	300	300	300	300	300	4,700	1%
Office - rent	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	2,880	2,880	2,880	2,880	2,880	2,880	2,880	3,200	3,200	3,200	3,200	32,960	9%
Payroll taxes (9%)	6 & 8	-	259	259	259	259	259	259	259	288	288	288	288	2,966	1%
Permits	1,100	-												1,100	0%
Supplies	300	-	300	300	300	300	400	400	400	400	400	400	400	4,300	1%
Tax service	-	-												-	0%
Telephone - cellular	-	-												-	0%
Start-up expenses	6,500	-	-	-	-	-	-	-	-	-	-	-	-	6,500	2%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		9,900	6,276	6,276	6,576	6,576	6,676	6,676	6,676	7,025	7,025	7,025	7,025	83,730	24%
Taxable profit (loss)	1	(9,900)	12,583	12,583	12,283	21,607	21,507	21,507	21,507	31,117	31,117	31,117	31,117	238,145	68%
Tax (expense) benefit	1			(3,817)			(13,849)			(18,533)			(23,338)	(59,536)	-17%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(9,900)	12,583	8,767	12,283	21,607	7,658	21,507	21,507	12,585	31,117	31,117	7,779	178,609	51%
Depreciation	3	-	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	1,437	15,803	
Equipment purchases	3	(86,200)	-	-	-	-	-	-	-	-	-	-	-	(86,200)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	140,000	-	-	-	-	-	-	-	-	-	-	-	140,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		43,900	14,020	10,203	13,720	23,043	9,094	22,943	22,943	14,021	32,554	32,554	9,216	248,212	
Cash, period start		-	43,900	57,920	68,123	81,843	104,886	113,980	136,924	159,867	173,888	206,442	238,996	-	
Cash, period end		43,900	57,920	68,123	81,843	104,886	113,980	136,924	159,867	173,888	206,442	238,996	248,212	248,212	

