

prison  
entrepreneurship  
program

**Business Plan Competition  
September 19, 2025**

Joe, Chabolla, Robert  
THE T.R.E.E.

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# ***THE T.R.E.E.***

Business Plan  
September 2025

*Joe*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																																		
<ul style="list-style-type: none"><li>Helping fatherless young men</li><li>Troubled youth</li></ul>	<ul style="list-style-type: none"><li>To mentor young men to help them make good choices</li></ul>	<ul style="list-style-type: none"><li>Open a 24hr nonprofit mentorship program</li><li>Connect with children with mild or major trauma</li><li>To mentor young men to provide after school help with homework and needs</li></ul>																																																		
Customers	Differentiators	Extras																																																		
<ul style="list-style-type: none"><li>This is a free service to single parents of young men</li><li>Help with the troubled past of elementary and junior high</li></ul>	<ul style="list-style-type: none"><li>This location will be hub station for all in city</li><li>My trauma growing up as a child</li><li>There are no nonprofits of this type in the 100 mile radius</li></ul>	<ul style="list-style-type: none"><li>We will be available for these young men 7 days a wk. throughout the entire year</li></ul>																																																		
Marketing	Start-up Costs	Financials & Extras																																																		
<ul style="list-style-type: none"><li>We will constantly be out in the public eye helping with community service group functions.</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$</td><td>-</td></tr><tr><td>Owner investment - equipment</td><td></td><td>25,000</td></tr><tr><td>Vehicle and/or equipment loan</td><td></td><td>-</td></tr><tr><td>Start up financing</td><td></td><td>-</td></tr><tr><td><b>Total startup costs:</b></td><td><b>\$</b></td><td><b><u><u>25,000</u></u></b></td></tr></table>	Owner investment - cash	\$	-	Owner investment - equipment		25,000	Vehicle and/or equipment loan		-	Start up financing		-	<b>Total startup costs:</b>	<b>\$</b>	<b><u><u>25,000</u></u></b>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$</td><td>4,900</td><td>100%</td></tr><tr><td>COGS</td><td></td><td><u>500</u></td><td><u>10%</u></td></tr><tr><td>Gross profit</td><td></td><td>4,400</td><td>90%</td></tr><tr><td>Overhead</td><td></td><td><u>4,400</u></td><td><u>90%</u></td></tr><tr><td>Pretax income</td><td></td><td>-</td><td>0%</td></tr><tr><td>Tax expense</td><td></td><td>-</td><td>0%</td></tr><tr><td>Owner withdrawals</td><td></td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$</td><td><u><u>-</u></u></td><td><u><u>0%</u></u></td></tr></table>	Year one summary income statement:			Sales	\$	4,900	100%	COGS		<u>500</u>	<u>10%</u>	Gross profit		4,400	90%	Overhead		<u>4,400</u>	<u>90%</u>	Pretax income		-	0%	Tax expense		-	0%	Owner withdrawals		-	0%	Net income	\$	<u><u>-</u></u>	<u><u>0%</u></u>
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Owner withdrawals		-	0%																																																	
Net income	\$	<u><u>-</u></u>	<u><u>0%</u></u>																																																	

## **TEAM LEADERSHIP STATEMENT**

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### **CEO/CMO: Joe**

Joe brings with him a passion from God to the table to help fatherless young men. He brings over 20 years of experience in working with the public from retail, to restaurant, to construction superintendent experience. So, conveying his driven talent and direction in life in one set course comes as no surprise. He has the ability and the will to bring about this mentorship program to full blossom.

### **COO: Chabolla**

Chabolla brings skills in customer service, pallet building and repair. He has 10 years in customer service and 3 years in building pallets and repairing them and the ability to be a great salesman.

### **CFO: Robert**

Robert is a diligent individual with a great work ethic and has many capabilities. He has 25 years of experience in the auto industry. He has great problem-solving skills and communication and business skills.

## **PRODUCT/SERVICE OFFERING**

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Here at THE TREE we will be a non-denominational Christian based non-profit that will be here to allow Jesus Christ to be manifested through our works of love and charity. One of the most important things for a parent is to know their child is safe. THE TREE provides security cameras throughout the facility along with security guard stations posted throughout. So, not just anyone can venture on to the property. We do have a surrogate dad volunteer program, and we do vet our volunteers for sporting and fishing events. We will also help your child with school homework, counseling, bible study, and we'll also provide hot meals. When summertime comes to an end and school is about to start we will provide school supplies and a clothing drive for those who need assistance in these areas. Now I know you might be asking yourself. How much will all this cost me? Simple, our payment requirements are that a parent or grandparent who has a child in our program volunteers at least 2 to 4 times per month. So that everyone can become acquainted with our program, and we all can form a community. We anticipate our doors opening August of 2028 and our hours will be from Monday thru Friday 3pm-9pm. Saturday 10am-7pm and Sunday our chapel will be open at 10am for bible study. 11am for morning service and 6pm for Sunday evening service. Once a month after Sunday morning service we will have a potluck lunch here along with games and activities where we all can congregate and enjoy fellowship. Our goal here at THE TREE is to bring our community and city together and help our young men find their God given talents and gifts so they can find their place in life.

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## **MARKET/INDUSTRY**

### **MARKET**

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If you are a single parent or grandparent raising a young man on your own this non-profit mentorship program might be for you. The only cost you will see is volunteering at least twice a month to insure to your loved one that you care about their well-being and want to be a part of their life.

### **COMPETITION**

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We're wanting to be the HUB station for all the non-profits in the city. We don't want to compete with any organization in this field; we want to work with every program designed to see the young men in our community prosper and reach God's potential for them.

### **DIFFERENTIATION**

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We will help with homework, provide hot meals, provide rides to and from for those with no vehicle. We will have a chapel on the premises for those looking for a non-denominational Christian church to call home. We want to be in your young man's life for the long haul; long term is our goal. We want to instill Christian based morals and values in everyone who participates in our program.



## **MARKETING STRATEGY**

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### **PRICE:**

We will never charge our community on a financial basis. However, we will ask that you do volunteer time called time-banks. One day a week at least two hours.

### **PLACE:**

We will be located in a town of under 10,000 people. And our non-profit is going to be the only one in the town.

### **PROMOTION:**

We will set up community-based outreach events, engage in meaningful conversations, raise awareness and donations, we will stay out in front of the business to create a community impact.

- Word of mouth
- Flyers in stores
- Fundraisers and events

## **VISION AND OBJECTIVES**

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### **Two Months Before Starting**

- THE TREE
- Set a budget
- At least 1 employee
- Have a strategy for marketing a non-profit
- Have a tax number with LLC

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

- Check to see how we are reaching people
- Maybe hire another employee
- Make sure we are in line with our mission statement

### **First Year**

- Go over financial books to see where we are
- Maybe see if we need to start formulating ideas for another building
- Have a bus or two to get young men to and from

### **Second Year**

- See how we did year before to see if we need to adjust
- Definitely have board members
- Expand marketing to reach neighboring town

### **Fifth Year**

- See if we want to set harvest plan and continue running business
- See about purchasing more property to expand on

### **Tenth Year**

- Sell company
- Expand to other bigger cities possibly another state

### **Philanthropy**

We will donate to other non-profits to bring forth a unit front. We will love and support everyone in our area great and small one family at a time.

### **Community Impact**

We want to impact our community, our city, our neighborhood, one young man at a time so they can help impact the next and so forth.

# START-UP COST

Owner's name	Joe
Company name	THE T.R.E.E.
<b>NAICS Business Classification</b>	
Sector (general classification)	61_Educational_Services
Sub-sector (more specific classification)	611: Educational Services

## Start-up Costs

Year 1

### Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers			
cell phone purchase	1,000		
car/truck down payment, if leased			
permits			
supplies, office & misc.			
Filing license	300		
School Desks	250		
Trash bags, Sandwich bags, paper towels	250		
School Supplies	100		
Cash needed for start-up expenses	1,900		

  

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			-
computer, printer, fax	1,500		1,500
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	21,600	N/A	N/A
Cash needed for start-up assets	23,100	-	1,500
			60 assumed life (months)
			25 monthly depreciation

  

<b>Total start up cost</b>	<b>25,000</b>
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### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company		0%
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	25,000	100%
<b>Total start up cost, total sources</b>	<b>25,000</b>	<b>100%</b>

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# FINANCIALS STATEMENT (PRO FORMA)

Joe dba THE T.R.E.E.  
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
Community Service Work sold		2	2	2	2	2	2	2	2	2	2	2	22
Car Wash sold		50	50	50	50	50	50	50	50	50	50	50	550
total revenue		\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 450	\$ 4,950
total cost of sales		\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 550
total income statement gross profit (excludes owner labor)		\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 4,400

## 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												
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

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**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														
Community Service Work	6	-	200	200	200	200	200	200	200	200	200	200	200	2,200	44%
Car Wash	6	-	250	250	250	250	250	250	250	250	250	250	250	2,750	56%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	450	450	450	450	450	450	450	450	450	450	450	4,950	100%
Cost of Goods Sold	2														
Community Service Work	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Car Wash	6	-	50	50	50	50	50	50	50	50	50	50	50	550	11%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	50	50	50	50	50	50	50	50	50	50	50	550	11%
Gross profit		-	400	400	400	400	400	400	400	400	400	400	400	4,400	89%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	25	25	25	25	25	25	25	25	25	25	25	275	6%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	-	-												-	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	-	-												-	0%
Supplies	-	-	20	20	20	20	20	20	20	20	20	20	20	220	4%
Tax service	-	-												-	0%
Telephone - cellular	1,000	-	100	100	100	100	100	100	100	100	100	100	100	2,100	42%
Start-up expenses	900	-	-	-	-	-	-	-	-	-	-	-	-	900	18%
Snacks for kids	-	-	85	85	85	85	85	85	85	85	85	85	85	935	19%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		1,900	230	230	230	230	230	230	230	230	230	230	230	4,430	89%
Taxable profit (loss)	1	(1,900)	170	170	170	170	170	170	170	170	170	170	170	(30)	-1%
Tax (expense) benefit	1													-	0%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(1,900)	170	170	170	170	170	170	170	170	170	170	170	(30)	-1%
Depreciation	3	-	25	25	25	25	25	25	25	25	25	25	25	275	
Equipment purchases	3	(1,500)	-	-	-	-	-	-	-	-	-	-	-	(1,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	
Net cash flow		21,600	195	195	195	195	195	195	195	195	195	195	195	23,745	
Cash, period start		-	21,600	21,795	21,990	22,185	22,380	22,575	22,770	22,965	23,160	23,355	23,550	-	
Cash, period end		21,600	21,795	21,990	22,185	22,380	22,575	22,770	22,965	23,160	23,355	23,550	23,745	23,745	

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