prison entrepreneurship

program

Business Plan Competition September 19, 2025

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

Talacha

Business Plan September 2025

*Devante*Owner & Founder

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EXECUTIVE SUMMARY

Opportunity

 Individuals within prison/jail facilities are utilizing unhealthy methods for the conducting of washing personally own clothing items that must be washed by hand.

Customers

 Our customers would be geographically located within prison jail facilities. Our customers demographics are both men and women ages 16 to 50

Marketing

 Talacha will utilize free promotion options such as prison advocacy's outreach programs tablet promotion and echo newspaper which is our customer primary supplier of information given to those in prison.

Purpose

• Our mission is to provide a more adequate and sanitation option for jailed individuals who must wash personal items by hand.

Differentiators

 Our products will compliment enological interest and will have no ramifications on the person's limited resources for preserving institutional order.

Start-up Costs

Owner investment - cash	\$ 30,000
Owner investment - equipment	-
Vehicle and/or equipment loan	-
Start up financing	-
Total startup costs:	\$ 30,000

Solution

• Our vision is to be intergraded into all state jailing and prison facilities throughout the United States with our 4 products which will be a tub to wash in laundry detergent soap lien line, scrubber for hand washing.

Extras

- Improving jailer/prisoners quality and engagement of life while undergoing rehabilitation in a manner that is conducive to the public interest in allowing prison administration discretion over inmates rehabilitation
- Prevent cross contamination by using Talacha products verse toilets.

Financials & Extras

Year one summary income statement:								
Sales	\$ 877,100	100%						
COGS	577,000	66%						
Gross profit	300,100	34%						
Overhead	136,200	16%						
Pretax income	163,800	19%						
Tax expense	40,900	5%						
Owner withdrawals	39,500	5%						
Net income	\$ 83,300	9%						
		·						

TEAM LEADERSHIP STATEMENT

CEO/CFO: Devante

Devante is the Chief Executive officer and founder of Talacha Sanitation Solution after an extensive stay within Texas Criminal Prisons. With 5 years military service as an automatic logistics specialist, Homeland certified officer. These artifications granted Devante Fuller with a set skill set and understanding of organizational structure as well as proper operational functions. This will be a benefit to Talacha's overall capability of forming legitimacy.

COO: Juan

Juan brings 10-year experience team building skills to Talacha and is highly motivated and driving, showing willingness to help any team achieve their goal

CMO: Robert

Robert brings leadership, accountability, and management skills to the table and his 20 years' experience in the construction industry. He also specializes in heavy equipment operations in excavation projects.

PRODUCT/SERVICE OFFERING

Talacha is a limited liability company that offers its trademarked products; The Talacha Wacha, and Talacha Wacha Bucket (T.W.B) to criminal justice facilities. Our company primary focus id those housed within the prison/jail facilities, providing them with proper sanitation alternatives for the washing of personally owned clothes purchased from the commissary store, and cleaning of common areas. With the passing of the 2020 COVID pandemic, unhealthy hygiene practices could not only increase the chances for sickness, but also could result in death. With implementing these practices, it will promote a more humane cleaning alternatives which can be conducive to the rehabilitating of offenders. Talacha will be of great benefit to state jailing facilities as a more budget friendly option in comparison to the cost of utility and maintenance from washing machine, safety of the unclean environments. For prison/jail facilities to give its occupants designated sanitation buckets in comparison to common area cleaning bucket or cell toilet, this will promote adequate alternatives of a healthier option and prevent cruel and usual punishment. 75% of Talacha's profit will come from its sales of its trademark products and 25% from its DBA venture securing its cashflow and acquiring it capital. Our company goal is to be successfully be distributed within all 6 regions of Texas prison facilities within the first year of operations. Our vision is to be integrated in all prison facility communities for the benefit of offenders that are housed within.

MARKET/INDUSTRY

Talacha Sanitation and cleaning solutions are not only identified as a manufacture company who produces janitorial and sanitation cleaning products, but also an franchise that has trademarked products that are specified designed by company. The sanitation and manufacturing will be to the benefit of commercial clients like schools, hospitals, and nursing homes.

COMPETITION

Talacha Sanitation and Cleaning Solution is a diversified manufacturer of cleaning products its leading competitor is Clorox Company which sells on a national basis. Clorox had 48.8% of the national market with higher percentage in some regional areas.

DIFFERENTIATION

Talacha will differentiate from other janitor/sanitation companies by providing specially designed to be place in said environments and not affect the integrity of the prisons safety.

MARKETING STRATEGY

PRICE:

Talacha will sale four different products which will be priced as listed Below: Talacha wacha priced at 6.99 per unit, Talcha Wacha Bucket priced at 12.00 per unit, Talacha detergent soap bars at 2.90 per unit, and finally the talacha linen lines at .85 per unit to the benefit of person contracts which prices are subject to change.

PLACE:

Talacha manufactured products will be strategically placed within prison and jailed facilities on commissary shippers as well as being place in general common areas to the benefits of inmates

PROMOTION:

Talacha sanitation solutions will have to appeal to prison administration first before promoting product to inmates by utilizing FYI, Real Vida, Echo, Newspapers, and Hope media platforms to introduce the product and its functions and proper use.

VISION AND OBJECTIVES

Two Months Before Starting

- Register LLC
- Apply for E.I.N
- Create a SAMS.Gov account
- Register with SBA
- Acquire s Dunn & Brad number

First Two Months After Starting

- Contact prison TDCJ Health department for consideration of product
- Communicate with prison Echo newsletter department about product
- Communicate with Texas inmate family advocacy's about health concerns.

First Year

- Successfully secure contract with TDCJ in one of the 6 regional prisons
- Bring awareness to prisons within Texas/America
- Empty 2 to 20 employees(felons)

Second Year

- Make \$100,000 in profits from sales
- Place product in surrounds county and jailing facilities in Texas
- Be placed in circulation within all 6 regions of Texas

Fifth Year

- Join the 8A group
- Change prison cleanliness and sanitation standard.

Tenth Year

- Build up company net worth to 20 million plus
- Become Franchise Company.

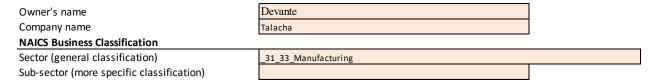
Philanthropy

Offer housing and employment to reintegrated inmates working with parole to get offenders back to work.

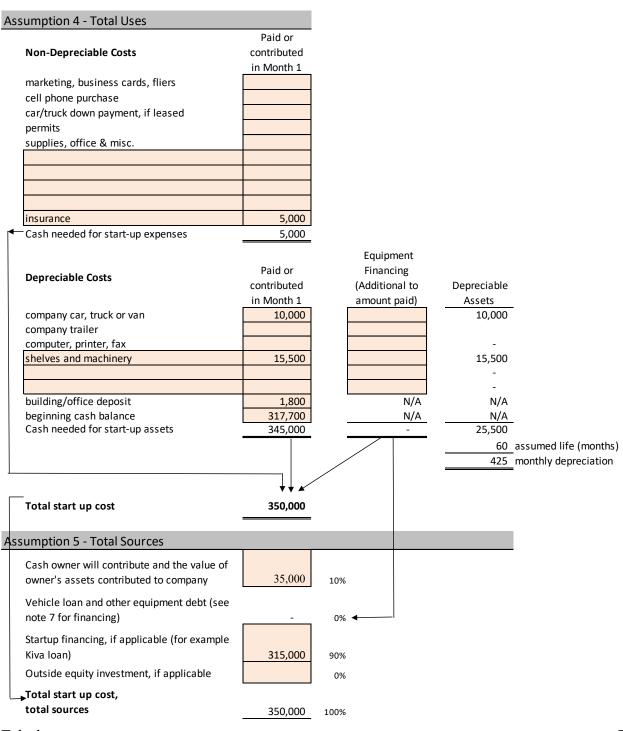
Community Impact

Help prison's fulfill their mission in rehabilitating inmates by offering insight as someone who was once an Inmate.

START-UP COST



Start-up Costs Year 1



Talacha Devante, Juan, Robert

FINANCIALS STATEMENT (PRO FORMA)

Devante dba Talacha EOU, Financing, and Payroll Assumptions

Assumption 6 - Revenue Model (Economics	s of One Ur	nit) Product 1				Product 2				Product 3				
Product name		wacha				Lien Lir				Buck	et			
Product description						threaded laundry	line			Plastic				
Price per unit]	6.99	100%			1.89	100%		[10.00	100%	
Cost of one 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		cotton		0.25	4%	plastic		0.15	8%	Bucket		1.91	19%	
cost 2 description		pachage		0.05	1%				0%				0%	
cost 3 description					0%				0%				0%	
cost 4 description					0%				0%				0%	
Total variable costs				0.30	4%			0.15	8%	•		1.91	19%	
Gross profit per unit - what you see on inco	ome state	ment	_	6.69	96%			1.74	92%		_	8.09	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
wacha sold			7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,280	80,000
Lien Lines sold			7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,280	80,000
Bucket sold			7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,272	7,280	80,000
total reviews			¢127 205	\$ 137,295	£ 127 205	\$137,295 \$	127 205	137,295	¢ 127 205	\$137,295 \$	127 205	\$ 137,295	¢ 127.446	\$1,510,400
total revenue total cost of sales					\$ 17,162	\$ 17,162 \$	17,162		\$ 17,162	\$ 17,162 \$				\$ 188,800
		- I\	\$120,133		\$120,133	\$120,133 \$		3 120,133		\$120,133 \$		\$ 120,133		\$1,321,600
total income statement gross profit (exclude	des owner i	abor)	\$120,133	\$ 120,133	\$120,133	\$120,133 \$	120,133	120,133	\$120,133	\$120,133 \$	120,133	\$ 120,133	\$ 120,200	\$1,321,600
Assumption 7 - Financing			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
Equipment financing, see Start-up Costs			Month 2 amortization		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 Amount borrowed \$		principal, beginning			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 Amount borrowed \$ Interest rate (example 8%)		interest expense			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 Amount borrowed \$ Interest rate (example 8%) Loan term (# of months)		interest expense principal payment			- - -	- - -	Month 6	- - -		Month 9	Month 10	Month 11	Month 12	Total Year - -
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%)		interest expense			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 Amount borrowed \$ Interest rate (example 8%) Loan term (# of months)	-	interest expense principal payment	amortizatior - - -	schedule - - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	Total Year
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%) Loan term (# of months) Monthly payment Start-up financing, see Start-up Costs she	-	interest expense principal payment	amortizatior - - -	schedule - - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	<u>-</u>
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%) Loan term (# of months) Monthly payment Start-up financing, see Start-up Costs she	- neet	interest expense principal payment principal, ending	amortization	schedule - - - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - - -	- - - -	- - -	- - - -	Total Year 3,785
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%) Loan term (# of months) Monthly payment Start-up financing, see Start-up Costs sh Amount borrowed \$3	- neet 315,000	interest expense principal payment principal, ending principal, beginning	amortization 315,000 2,100 (51,632)	263,368 1,756 (51,976)	211,392 1,409 (52,323)	- - - - - 159,070 1,060 (52,671)	- - - - - 106,398 709 (53,022)	53,376	(53,732)	- - - - (53,732) (358) (54,090)	- - - - (107,822) (719) (54,451)	(162,272) (1,082) (54,814)	- - - - (217,086) (1,447) (55,179)	<u>-</u>
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%) Loan term (# of months) Monthly payment Start-up financing, see Start-up Costs she Amount borrowed \$3 Interest rate (example 8%)	neet 315,000 8.0%	interest expense principal payment principal, ending principal, beginning interest expense	amortization	263,368 1,756	211,392 1,409	- - - - 159,070 1,060	- - - - - 106,398 709	- - - - 53,376 356	- - - - -	- - - - (53,732) (358)	- - - - (107,822) (719)	- - - - (162,272) (1,082)	- - - - (217,086) (1,447)	3,785
Equipment financing, see Start-up Costs Amount borrowed \$ Interest rate (example 8%) Loan term (# of months) Monthly payment Start-up financing, see Start-up Costs sh Amount borrowed \$3 Interest rate (example 8%) Payback period (# of months) Grace period (months pay delay)	neet 315,000 8.0%	interest expense principal payment principal, ending principal, beginning interest expense principal payment	amortization 315,000 2,100 (51,632)	263,368 1,756 (51,976)	211,392 1,409 (52,323)	- - - - - 159,070 1,060 (52,671)	- - - - - 106,398 709 (53,022)	53,376 356 (53,376)	(53,732)	- - - - (53,732) (358) (54,090)	- - - - (107,822) (719) (54,451)	(162,272) (1,082) (54,814)	- - - - (217,086) (1,447) (55,179)	3,785
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Devante dba Talacha Projected Income and Cash Flow Statements Year 1

Year 1															
	Assump-	Start-up	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	First	% of Total
	tions	Month 1	2	3	4	5	6	7	8	9	10	11	12	Year	Revenue
Revenue	2														
wacha	6	-	50,831	50,831	50,831	50,831	50,831	50,831	50,831	50,831	50,831	50,831	50,887	559,200	37%
Lien Lines	6	-	13,744	13,744	13,744	13,744	13,744	13,744	13,744	13,744	13,744	13,744	13,759	151,200	10%
Bucket	6		72,720	72,720	72,720	72,720	72,720	72,720	72,720	72,720	72,720	72,720	72,800	800,000	53%
Total revenue		-	137,295	137,295	137,295	137,295	137,295	137,295	137,295	137,295	137,295	137,295	137,446	1,510,400	100%
Cost of Goods Sold	2														
wacha	6	-	2,182	2,182	2,182	2,182	2,182	2,182	2,182	2,182	2,182	2,182	2,184	24,000	2%
Lien Lines	6	-	1,091	1,091	1,091	1,091	1,091	1,091	1,091	1,091	1,091	1,091	1,092	12,000	1%
Bucket	6	_	13,890	13,890	13,890	13,890	13,890	13,890	13,890	13,890	13,890	13,890	13,905	152,800	10%
Total COGS		-	17,162	17,162	17,162	17,162	17,162	17,162	17,162	17,162	17,162	17,162	17,181	188,800	13%
Gross profit		-	120,133	120,133	120,133	120,133	120,133	120,133	120,133	120,133	120,133	120,133	120,266	1,321,600	88%
Expenses	2	г													0%
Auto or truck lease Depreciation	3	- [425	425	425	425	425	425	425	425	425	425	425	- 4,675	0%
Gasoline & fuels	3	· · · · · ·	423	425	423	423	425	423	423	423	425	423	425	4,675	0%
		- }												-	0%
Insurance - bonding Insurance - vehicle		- 1					-			-	+	-		-	0%
	7	- L	2,100	1,756	1,409	1,060	709	356	_	(358)	(719)	(1,082)	(1,447)	- 3,785	0%
Interest - equip & start up Marketing	,	· · · · · ·	2,100	1,736	1,409	1,060	709	336	_	(338)	(719)	(1,082)	(1,447)	3,763	0%
Office - rent		- }	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	1%
Office - insurance		- }	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	0%
Office - telephone		- }												-	0%
Office - utilities		- }												-	0%
Payroll - not owner and not in	8	- L	4,320	4,320	6,480	6,480	6,480	10,800	10,800	10,800	10,800	10,800	10,800	92,880	6%
COGS	8	-	4,320	4,320	6,480	6,480	6,480	10,800	10,800	10,800	10,800	10,800	10,800	92,880	6%
Payroll taxes (9%)	6 & 8		389	389	583	583	583	972	972	972	972	972	972	8,359	1%
Permits	6 & 8	· · ·	389	389	583	583	583	972	972	972	972	9/2	972	8,359	0%
Supplies		- }												-	0%
Tax service		- }												-	0%
Telephone - cellular		-												-	0%
Start-up expenses		5,000		_	_	_	_	-	-			-		5,000	0%
Start-up expenses		5,000 F	_	_		_		_	-			_		5,000	0%
														-	0%
		-												-	0%
														_	0%
														_	0%
		-												-	0%
		-												-	0%
Total expenses	_	5,000	9,034	8,690	10,697	10,349	9,998	14,353	13,997	13,639	13,278	12,915	12,550	134,499	9%
Taxable profit (loss)	1	(5,000)	111,100	111,444	109,436	109,785	110,136	105,781	106,136	106,495	106,855	107,218	107,716	1,187,101	79%
Tax (expense) benefit	1	(3,000)	111,100	(54,386)	109,430	109,783	(82,339)	103,781	100,130	(79,603)	100,833	107,218	(80,447)	(296,775)	-20%
		Г	/ >				· · · · · · ·			<u> </u>					
Owner's withdrawals	1	- (= 000)	(3,000)	(3,000)	(3,000)	(3,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(40,000)	-3%
Net profit (loss)		(5,000)	108,100	54,058	106,436	106,785	23,797	101,781	102,136	22,892	102,855	103,218	23,269	850,326	56%
Depreciation	3	-	425	425	425	425	425	425	425	425	425	425	425	4,675	
Equipment purchases	3	(27,300)	-	-	-	-	-	-	-	-	-	-	-	(27,300)	
Principle, equipment Ioan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	315,000	(51,632)	(51,976)	(52,323)	(52,671)	(53,022)	(53,376)	(53,732)	(54,090)	(54,451)	(54,814)	(55,179)	(272,265)	
Owner contribution	3	35,000	-	-	-	-	-	-	-	-	-	-	-	35,000	
Equity investor	3		-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		317,700	56,893	2,507	54,538	54,538	(28,801)	48,830	48,830	(30,773)	48,830	48,830	(31,486)	590,436	
Cash, period start			317,700	374,593	377,100	431,638	486,177	457,376	506,206	555,035	524,262	573,092	621,921	-	
Cash, period end		317,700	374,593	377,100	431,638	486,177	457,376	506,206	555,035	524,262	573,092	621,921	590,436	590,436	