

prison
entrepreneurship
program

**Business Plan Competition
October 17, 2025**

Double R Moving & Cleaning Services

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

Double R Moving & Cleaning Services

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
- Giving people a helping hand when moving or cleaning - Providing jobs	- Safely move their possessions - Clean the location	Being able to monitor the entire process of moving and cleaning on our webpage																																							
Customers	Differentiators	Extras																																							
- People moving from houses - People moving from apartments - People moving from commercial properties	- Jobs will be completed with body cameras to ensure the safety of customer's property - We provide padded boxes for valuable items - We will also clean the location	We already have connections in the industry to help us get started																																							
Marketing	Start-up Costs	Financials & Extras																																							
- Flyers - Word of mouth - Social media - Door to door	<table> <tr> <td>Owner investment - cash</td><td>\$</td><td>-</td></tr> <tr> <td>Owner investment - equity</td><td></td><td>-</td></tr> <tr> <td>Vehicle and/or equipment loan</td><td></td><td>-</td></tr> <tr> <td>Start up financing</td><td></td><td>500,000</td></tr> <tr> <td>Total start up costs:</td><td></td><td><u>\$500,000</u></td></tr> </table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		500,000	Total start up costs:		<u>\$500,000</u>	<table> <tr> <td>Sales:</td><td>\$ 412,500</td><td>100%</td></tr> <tr> <td>COGS</td><td>-</td><td>0%</td></tr> <tr> <td>Gross profit</td><td>412,500</td><td>100%</td></tr> <tr> <td>Overhead</td><td>267,900</td><td>65%</td></tr> <tr> <td>Pretax income</td><td>144,500</td><td>35%</td></tr> <tr> <td>Tax expense</td><td>36,100</td><td>9%</td></tr> <tr> <td>Owner withdrawals</td><td>68,200</td><td>17%</td></tr> <tr> <td>Net income</td><td>\$ 40,200</td><td>10%</td></tr> </table>	Sales:	\$ 412,500	100%	COGS	-	0%	Gross profit	412,500	100%	Overhead	267,900	65%	Pretax income	144,500	35%	Tax expense	36,100	9%	Owner withdrawals	68,200	17%	Net income	\$ 40,200	10%
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LEADERSHIP STATEMENT

CEO/CFO: Ryan has many strengths as a leader such as understanding the next person's perspective and not putting his needs before that of others. He doesn't sit back and give orders. He shows his workers how to get the job done in a joyful way instead of a boastful way. He has been moving furniture or possessions his whole life. He is a people person able to get along with just about anyone.

CMO: Charles is a very highly skilled, goal-driven, and well-known individual within the transportation industry. He has owned and operated his own transportation company and has 15 years of experience in problem solving, logistics, hiring and job training. Leading by example, he is always able to bring the best out of his team. Bittick has an associate's degree in accounting and advertising that has helped propel him to the top.

CFO: David has good interpersonal skills in the construction industry with forty years of experience in carpentry. He is able to communicate effectively in order to get the company goals accomplished while always exceeding expectations. Mr. Brown is certified in carpentry.

COO: Robin is highly driven and well known for his aggressive leadership on and off the basketball court. He has managed to recreate himself after a fall from grace due to an out of control drug addiction. R. Winbush joined PEP and developed leadership skills in order to take his peers to the mountain top.

PRODUCT/SERVICE OFFERING

Double R Movers & Cleaners is your one-stop-shop for all your moving needs. Our revenue will be 70% from moving which will start with two box trucks. The remaining 30% will be from cleaning, which will be done out of a single van before we move the customer in and even after we move the customer out. Everything we do is about quality; from our padded boxes to protect your most valuable items like glassware, and antiques, to the cameras in the back of our vehicles and even on each person to ensure every item is accounted for. Customers can monitor these cameras via our webpage or app on their phone. This will not only help with insurance claims, but will also ease the mind of our customers during this often-stressful transition. We will definitely be bonded and insured due to the nature of the business.

We plan to open in January 2028 in Beeville, TX.

Our cleaning side of the business will keep us afloat during slower parts of the year.

All of these reasons will separate us from our competitors. We plan to be a well-established company in the industry that is known for its superior quality and integrity that is guaranteed thanks to our ever-present cameras at every step of the process.

MARKET/INDUSTRY

The moving industry is a \$23.3 million dollar a year industry, cleaning is an \$18.8 million a year industry. This two in one business will be convenient to people.

COMPETITION

Our direct competition will be people that have a moving business, also people with a cleaning business.

DIFFERENTIATION

The major difference with our business is that we are trustworthy. Also, we provide live footage of work we do on our webpage.

MARKETING STRATEGY

Price:

Our pricing model will be very simple. Package one will be servicing by the hour which consists of packing at \$80 an hour. Our second package consist of moving at \$100 an hour with two movers. Our third package is the cleaning service we offer which is \$70 an hour.

Place:

Double R Moving & Cleaning Services will be located in San Antonio, Texas. Our customers will be in San Antonio and the surrounding counties. Our target customers will come from apartment complexes, houses, and businesses.

Promotion:

Our workers will be wearing a GoPro bodycam, so that our customers will be able to monitor the entire process on our webpage or app. We will be using a loyalty promotion that will apply for reoccurring customers while also using pure promotions to get our name out there by word of mouth.

VISION AND OBJECTIVES

Growing up in a single parent home, we moved a lot. We didn't have much help except from a few uncles. So, we used to like the idea of helping mom by trying to fit as many things as possible in our uncle's truck. We want to help everyone, especially those that can't physically move or pick up heavy stuff. This will give them one less thing to worry about like the safety of their possessions.

We have a bright vision for this cleaning and moving company. We will make our customers belongings, and safety, our main priority. At Double R Moving and Cleaning Service, with one box and one call, we move it all.

First Year:

We plan on forming an LLC and begin operations in San Antonio, Texas.

Fifth Year:

We plan on getting another two trucks and one van. We will expand to Corpus Christi by having persistent goals and major contracts with big apartment complexes.

START-UP COST

Owner's name	Ryan
Company name	Double R Moving and Cleaning Service
NAICS Business Classification	
Sector (general classification)	_48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	493: Warehousing and Storage

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	5,000		
cell phone purchase	1,000		
car/truck down payment, if leased			
permits	200		
supplies, office & misc.	15,000		
Cash needed for start-up expenses	21,200		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	250,000		250,000
company trailer			
computer, printer, fax	3,500		3,500
			-
			-
			-
building/office deposit	4,000	N/A	N/A
beginning cash balance	221,300	N/A	N/A
Cash needed for start-up assets	478,800	-	253,500
			60 assumed life (months)
			4,225 monthly depreciation
Total start up cost	500,000		

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)	500,000	100%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	500,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Ryan dba Double R Moving and Cleaning Service EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Moving service				Cleaning service							
Product description	Move furniture and other household objects				clean houses inside							
Price per unit	1,500.00 100%				500.00 100%				0%			
Cost of one unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	9.0%				-				-			
cost 1 description	-				-				-			
cost 2 description	-				-				-			
cost 3 description	-				-				-			
cost 4 description	-				-				-			
Total variable costs	-				-				-			
Gross profit per unit - what you see on income statement	1,500.00 100%				500.00 100%				-			

	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
Moving service sold		20	20	20	20	20	20	20	20	20	20	20	220
Cleaning service sold		15	15	15	15	15	15	15	15	15	15	15	165
total revenue		\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 412,500
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 37,500	\$ 412,500

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	\$500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	-
Interest rate (example 8%)	15.0%	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	120	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	12	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	-
Monthly payment	\$ 8,067	-	-	-	-	-	-	-	-	-	-	-

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	6	6	6	6	6	6	6	6	6	6	6	-
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	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	-
salary expense, excludng payroll taxes	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000

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

Ryan dba Double R Moving and Cleaning Service
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														
Moving service	6	-	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	330,000	80%
Cleaning service	6	-	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	82,500	20%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	412,500	100%
Cost of Goods Sold	2														
Moving service	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Cleaning service	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	412,500	100%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	46,475	11%
Gasoline & fuels	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Insurance - bonding	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Insurance - vehicle	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	5,000	-	500	500	500	500	500	500	500	500	500	500	500	10,500	3%
Office - rent	-	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	4%
Office - insurance	-	-	350	350	350	350	350	350	350	350	350	350	350	3,850	1%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Payroll - not owner and not in COGS	8	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	32%
Payroll taxes (9%)	6 & 8	-	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	11,880	3%
Permits	200	-	300	300	300	300	300	300	300	300	300	300	300	3,500	1%
Supplies	15,000	-	250	250	250	250	250	250	250	250	250	250	250	17,750	4%
Tax service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Telephone - cellular	1,000	-	75	75	75	75	75	75	75	75	75	75	75	1,825	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total expenses		21,200	22,430	22,430	22,430	22,430	22,430	22,430	22,430	22,430	22,430	22,430	22,430	267,930	65%
Taxable profit (loss)	1	(21,200)	15,070	15,070	15,070	15,070	15,070	15,070	15,070	15,070	15,070	15,070	15,070	144,570	35%
Tax (expense) benefit	1			(2,235)			(11,303)			(11,303)			(11,303)	(36,143)	-9%
Owner's withdrawals	1	-	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(6,200)	(68,200)	-17%
Net profit (loss)		(21,200)	8,870	6,635	8,870	8,870	(2,433)	8,870	8,870	(2,433)	8,870	8,870	(2,433)	40,228	10%
Depreciation	3	-	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	4,225	46,475	
Equipment purchases	3	(257,500)	-	-	-	-	-	-	-	-	-	-	-	(257,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	500,000	-	-	-	-	-	-	-	-	-	-	-	500,000	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		221,300	13,095	10,860	13,095	13,095	1,793	13,095	13,095	1,793	13,095	13,095	1,793	329,203	
Cash, period start		-	221,300	234,395	245,255	258,350	271,445	273,238	286,333	299,428	301,220	314,315	327,410	-	
Cash, period end		221,300	234,395	245,255	258,350	271,445	273,238	286,333	299,428	301,220	314,315	327,410	329,203	329,203	