prison entrepreneurship program

Business Plan Competition
October 17, 2025

E and E Truck Parking

Prison Entrepreneurship Program
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E and E Truck Parking

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity

- There is a high demand for truck parking and limited parking available

Purpose

- Our purpose is to create a safe environment for truck drivers allowing to have a safe place to park and sleep
- We are here to service truckers only

Solution

- To provide a safe and secure location for truckers to park 24/7

Customers

- Over the road drivers
- Oversized loads
- Hot shot drivers
- Out of town commercial drivers

Differentiators

- Off duty officers providing 24/7 security to ensure safety of person and property

Extras

- Five plus years of experience

Marketing

- We will utilize various social media platforms to promote our business

Start-up Costs

Owner investment - cash	$ 9,800
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	750,000
Total start up costs:	**$759,800**

Financials & Extras

Sales:	$ 719,500	100%
COGS	225,500	31%
Gross profit	494,000	69%
Overhead	319,500	44%
Pretax income	174,400	24%
Tax expense	43,600	6%
Owner withdrawals	55,000	8%
Net income	$ 75,800	11%

LEADERSHIP STATEMENT

CEO/COO: Eric communicates well with others. He considers himself to be a quick learner as well as, a great listener. He operates at the highest level of efficiency, ensuring that all jobs are completed in a timely manner. He has eight plus years of experience in the trucking industry.
CMO: Mauricio is a strong leader who meets other's needs. His leadership skills allow him to be direct and lead by example. Every day he is able to show others how to become positive leaders. His 4 years of work experience as a barber, and the fact that he is excellent at speaking, will enable him to prosper in business. He also has his GED.
CFO: Mortez is a very ambitious, self-motivated type of guy who has always had a great work ethic and positive energy with five years of experience as a professional truck driver. He also has a clean moving violation record with expectations of one day becoming an owner operator.

PRODUCT/SERVICE OFFERING

E and E Truck Parking is family business committed to serving the truck industry. We will provide a unique parking lot with a variety of different departments to serve our truckers. These departments include a lounge, shower room, and a 24-hour laundry room. We predict that the parking lot will provide 50% of our total revenue. Our laundry room will generate an estimated 30% of our total revenue. Lastly, our safety gear for both men and women will provide the remaining 20% of our total sales revenue. Our plan is to open our gates and doors to the public in the fall of 2026 at our location in Waco, Texas. These departments will be highly maintained and will have the all the necessary equipment. Our truck parking lot will offer a feel-good environment creating a safe and one of a kind unforgettable experience. Our Waco location will remain open 365 days a year. Our intentions are to provide the best truck parking franchise opportunity with goals to expand globally by 2036. Our strategic partnership and marketing resources will allow E and E Trucking Parking to be a successful striving company. Our company and organization are committed to our communities and employees. Together, we will thrive not only as a company but a trucking family. We are looking to expand and continue our growth which would include adding a 24-hour towing service.

MARKET/INDUSTRY

Our market will be the truck parking industry. As of right now trucking and logistics is a multi-billion-dollar industry and growing every year.

COMPETITION

Our direct competitors will consist of the other parking facilities in or around our area who provide the same services as we do. Our indirect competitors would be drivers who provide them a service more tailored to their specific needs. Our company will grow rapidly as we add services to better serve our customer's needs.

DIFFERENTIATION

What makes us different from other parking companies is our professional law enforcement that we hire for our security team, Our great customer service and fast paced assistance.

Marketing Strategy

Price:
Parking in one of our lots will cost $25 per day, the prices for utilizing our laundry room will be $5 to wash and $2.50 to dry. We will be offering loyalty customer discounts and our prices are expected to beat the average for other parking companies to compete. This will be a great way for us to build our potential customer base by providing a better and unique service.

Place:
We will be located in the Waco and Hillsboro area off of I-35, which is a high traffic area and is easily accessible. Our customers will learn about our business from major truck dealership who we have built alliances with and created a partnership. We will also be speaking to a wide range of people during rallies and fundraisers.

Promotion:
We will be relying on word of mouth from other drivers and truck dealerships who we have built an alliance with. We will also be using Facebook to reach out to certain groups of people on certain pages. We will also be using LinkedIn, YouTube and X to reach a wider and broader audience of drivers.

Vision and Objectives

On June 28th, 2025, a family of five was traveling down a highway and killed when a truck driver fell asleep behind the wheel. Our hearts go out to this family and the families of all these preventable but nonetheless tragic accidents. It is our passion now, to protect our highways and the drivers that keep our economy going. Our goal is to provide a safe and secure parking area for our country's hardest working drivers. We will structure as an LLC.

First Year:
Year one, we will begin our operations by leasing a piece of land. During this process we will be building a positive relationship with a variety of customers through-out the transportation industry.

Third Year:
By the beginning of our third year, we plan on owning our first lot.

Fifth Year:
In year five, we will capitalize on the success of our ventures and begin opening a second lot, further down one of Texas's many highways. We will reach our goals by being consistent and caring.

START-UP COST

Owner's name	Eric
Company name	E & E Truck Parking
NAICS Business Classification	
Sector (general classification)	_48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	488: Support Activities for Transportation

Start-up Costs
Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	100
car/truck down payment, if leased	
permits	
supplies, office & misc.	200
Cash needed for start-up expenses	800

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	1,000		1,000	
	4,000		4,000	
	4,000		4,000	
			-	
building/office deposit	4,000	N/A	N/A	
beginning cash balance	746,000	N/A	N/A	
Cash needed for start-up assets	759,000	-	9,000	
			60	assumed life (months)
			150	monthly depreciation

Total start up cost	**759,800**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	9,800	1%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	750,000	99%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	759,800	100%

FINANCIAL STATEMENT (PRO FORMA)

Eric dba E & E Truck Parking
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	parking				safety equipment				tow package			
Product description	24 hr parking				high visability vest							
Price per unit			25.00	100%			25.00	100%			1,333.00	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				0%	safety vest		10.00	40%	tow expense		1,000.00	75%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			-	0%			10.00	40%			1,000.00	75%
Gross profit per unit - what you see on income statement			25.00	100%			15.00	60%			333.00	25%

	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
parking sold		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500
safety equipment sold		50	50	50	50	50	50	50	50	50	50	50	550
tow package sold		20	20	20	20	20	20	20	20	20	20	20	220
total revenue		$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 65,410	$ 719,510
total cost of sales		$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 20,500	$ 225,500
total income statement gross profit (excludes owner labor)		$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 44,910	$ 494,010

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	$750,000	principal, beginning	750,000	750,000	750,000	750,000	750,000	750,000	750,000	750,000	750,000	746,339	742,647	
Interest rate (example 8%)	10.0%	interest expense	-	-	-	-	-	-	-	-	6,250	6,219	6,189	18,658
Payback period (# of months)	120	principal payment	-	-	-	-	-	-	-	-	(3,661)	(3,692)	(3,723)	(11,076)
Grace period (months pay delay)	9	principal, ending	750,000	750,000	750,000	750,000	750,000	750,000	750,000	750,000	746,339	742,647	738,924	
Monthly payment	$ 9,911													

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	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
salary expense, exclduing payroll taxes	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	211,200

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

Eric dba E & E Truck Parking
Projected Income and Cash Flow Statements
Year 1

	Assumptions	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														
parking	6	-	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	412,500	57%
safety equipment	6	-	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750	2%
tow package	6	-	26,660	26,660	26,660	26,660	26,660	26,660	26,660	26,660	26,660	26,660	26,660	293,260	41%
Total revenue		-	65,410	65,410	65,410	65,410	65,410	65,410	65,410	65,410	65,410	65,410	65,410	719,510	100%
Cost of Goods Sold	2														
parking	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
safety equipment	6	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
tow package	6	-	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000	31%
Total COGS		-	20,500	20,500	20,500	20,500	20,500	20,500	20,500	20,500	20,500	20,500	20,500	225,500	31%
Gross profit		-	44,910	44,910	44,910	44,910	44,910	44,910	44,910	44,910	44,910	44,910	44,910	494,010	69%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Gasoline & fuels		-												-	0%
Insurance - bonding		-												-	0%
Insurance - vehicle		-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	6,250	6,219	6,189	18,658	3%
Marketing		500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,500	2%
Office - rent		-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	6%
Office - insurance		-	800	800	800	800	800	800	800	800	800	800	800	8,800	1%
Office - telephone		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	211,200	29%
Payroll taxes (9%)	6 & 8	-	1,728	1,728	1,728	1,728	1,728	1,728	1,728	1,728	1,728	1,728	1,728	19,008	3%
Permits		-												-	0%
Supplies		200	200	200	200	200	200	200	200	200	200	200	200	2,400	0%
Tax service		-												-	0%
Telephone - cellular		100	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-		0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		800	27,278	27,278	27,278	27,278	27,278	27,278	27,278	27,278	33,528	33,497	33,467	319,516	44%
Taxable profit (loss)	1	(800)	17,632	17,632	17,632	17,632	17,632	17,632	17,632	17,632	11,382	11,413	11,443	174,494	24%
Tax (expense) benefit	1			(8,616)			(13,224)			(13,224)			(8,559)	(43,623)	-6%
Owner's withdrawals	1	-	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(55,000)	-8%
Net profit (loss)		(800)	12,632	4,016	12,632	12,632	(592)	12,632	12,632	(592)	6,382	6,413	(2,116)	75,870	11%
Depreciation	3	-	150	150	150	150	150	150	150	150	150	150	150	1,650	
Equipment purchases	3	(13,000)	-	-	-	-	-	-	-	-	-	-	-	(13,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	750,000	-	-	-	-	-	-	-	-	(3,661)	(3,692)	(3,723)	738,924	
Owner contribution	3	9,800	-	-	-	-	-	-	-	-	-	-	-	9,800	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		746,000	12,782	4,166	12,782	12,782	(442)	12,782	12,782	(442)	2,871	2,871	(5,689)	813,245	
Cash, period start		-	746,000	758,782	762,948	775,730	788,512	788,070	800,852	813,634	813,192	816,063	818,933	-	
Cash, period end		746,000	758,782	762,948	775,730	788,512	788,070	800,852	813,634	813,192	816,063	818,933	813,245	813,245	