prison entrepreneurship program

Business Plan Competition
October 17, 2025

Free Inside Trucking

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Free Inside Trucking

Business Plan
October 2025

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Executive Summary

Opportunity

- Transporting goods because there are not enough drivers
- Drivers burnout quickly

Purpose

- Incentivize drivers to stay with our company by providing maintenance support

Solution

- Help released inmates by treating them well

Customers

- Tyson Foods, Wal-Mart, Amazon, load boards
- Small retailers
- Small businesses

Differentiators

- We will keep our turnover extremely low
- Treating our drivers as family to help them return to society

Extras

- 10 years of experience running a trucking company
- 5 years of experience as a truck driver on the road

Marketing

- Through the use of brokers
- Social media accounts like Facebook, Instagram, and YouTube
- Search Engine Optimization

Start-up Costs

Owner investment - cash	$ 30,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	500,000
Total start up costs:	**$530,000**

Financials & Extras

Sales:	$ 886,200	100%
COGS	337,000	38%
Gross profit	549,100	62%
Overhead	117,500	13%
Pretax income	431,600	49%
Tax expense	107,900	12%
Owner withdrawals	110,000	12%
Net income	$ 213,700	24%

LEADERSHIP STATEMENT

CEO/COO: Michael is a compassionate and understanding leader. With over 20 years of management experience, including 10 years in the trucking industry. He drove an 18-wheeler for five years across the lower 48 states. His educational background includes a bachelor of science in physics with astrophysics at the University of Leeds in England.
CMO: Anthony has a good work ethic with one year of experience in truck driving. He doesn't have a degree in this field, but has a lot of knowledge when it comes to dump trucks. He has always been around this industry. He sees what needs to be done and carries out the task without being asked. He will be an asset to the company and a good leader to help others.
CFO: Spencer is a very determined individual that excels at getting the job done regardless of obstacles that stand in the way. His ability to motivate others to get the job done is unmatched. His diverse background includes working in telecommunications, the oil and gas industry, and agriculture. His education and employment experience have equipped him to quickly and successfully lead a wide range of projects and people.

PRODUCT/SERVICE OFFERING

Free Inside Trucking is a transportation company committed to the reintroduction of recently released drivers to the workforce. 85% of the revenue will come from shipping and 15% will come from back office support of smaller owner/operator companies. We aim to open in June 2027 near Gainesville, Texas.
We will be moving product over the road for large to small companies with the use of brokers and load boards. Charging between $2.75 and $4 per mile depending on load and mileage total. Our drivers will work in a pleasant environment to ensure they feel more valued. As we will only concentrate on reintroducing previously incarcerated individuals into the industry, we will utilize an undervalued section of the available driver pool.
We plan on expanding our truck fleet steadily by using the profits from each truck to pay for new assets. We will work with brokers and our dispatch team to minimize empty miles and state of the art GPS and fuel pricing apps to reduce overhead. In summary, we are a second chance company that cares for both our drivers and fleet whilst still maximizing our profits to expand and maintain our fleet.

MARKET/INDUSTRY

We will be in the trucking industry which is responsible for moving 70% of all domestic freight throughout the U.S. the increase in demand for the trucking industry is due partly to the increase in e-commerce and just-in-time manufacturing trends. This has led to a shortage in small independent carriers, thus creating opportunity for our own growth.

COMPETITION

Unlike our competitors such as UPS and FedEx that operate on a large scale and are unable to be personable with their customers. This will allow us to cultivate relationships with our customers for years to come.

DIFFERENTIATION

What sets us apart from our competitors is the appreciation we have for our drivers and employees that will in turn reduce turnover and increase production and morale throughout our company.

MARKETING STRATEGY

Price:
Our pricing structure will be on a per mile basis depending on the type and length of load. The industry standard is $2.75 - $4 per mile. The maintenance budget, fuel budget, and salary costs will total $1.50 per mile (industry standard). This will give us a profit between $1.25 and $2.50 per mile.
Place:
We will be located near Gainesville, Texas on the I-35 corridor. We will be opening up not only in Texas, but also in the midwestern states as a routing profile. Our customers will be contacted via independent brokers and load boards.
Promotion:
We plan to use the load board and broker system to gain our initial contacts and by providing reliable, safe and on time deliveries. We will be able to expand our customer base alongside an active social media presence on YouTube, Facebook, and LinkedIn. We will be using virtually free, mixed model, and pure promotions

VISION AND OBJECTIVES

Our vision at Free Inside Trucking is to provide a transportation solution with a difference. We have a passion for helping those individuals returning to society, regain trust, and to rebuild their lives. We will have the ability to move your product from point to point, on time and safely. Based in Gainesville, TX, we will serve the midwestern states and haul dry van loads for our customers.
First Year:
In our first year, we plan to work from our base of operations and service our customers while expanding our customer base and investing in a land parcel on which to build our main office building and truck lot. While working with brokers and load boards, we will endeavor to drive fully-loaded 3,000 miles per unit per week while only accepting loads paying $3 per mile or more. We ensure we can achieve enough of a profit margin to expand our vehicle fleet steadily and consistently.
Fifth Year:
We expect at this rate to expand our fleet to 10 vehicles within five years and to fund and construct our own mechanic shop to service our growing fleet with a dedicated dispatching and sales team working to improve customer service throughout this process.
Tenth Year:
By year 10, we will hit our initial target of 25 total vehicles.
Philanthropy:
Our goal is to accept ex-inmates and transform them from burdens on society to valued citizens.

START-UP COST

Owner's name	
Company name	Free Inside Trucking
NAICS Business Classification	
Sector (general classification)	_48_49_Transportation_and_Warehousing
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	500
car/truck down payment, if leased	
permits	1,500
supplies, office & misc.	200
Truck set up	500
Starting Fuel Card	5,000
Cash needed for start-up expenses	9,700

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	80,000		80,000	
company trailer	40,000			
computer, printer, fax	500		500	
			-	
			-	
			-	
building/office deposit	3,000	N/A	N/A	
beginning cash balance	396,800	N/A	N/A	
Cash needed for start-up assets	520,300	-	80,500	
			60	assumed life (months)
			1,342	monthly depreciation

Total start up cost	**530,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	6%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	500,000	94%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	530,000	100%

FINANCIAL STATEMENT (PRO FORMA)

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EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Truck 1				Truck 2				Truck 3			
Product description		Truck driven by founder				Truck driven by employee #1				Truck driven on employee #2			
Price per unit				3.50	100%			3.50	100%			3.50	100%
Cost of one unit		hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.				-	0%	1.00	0.65	0.65	19%	1.00	0.65	0.65	19%
Non-owner payroll tax	9.0%			-	0%			0.06	2%			-	0%
cost 1 description		Fuel cost per mile		0.50	14%	Fuel cost per mile		0.50	14%	Fuel cost per mile		0.50	14%
cost 2 description		Maintenance		0.50	14%	Maintenance		0.50	14%	Maintenance		0.50	14%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				1.00	29%			1.71	49%			1.65	47%
Gross profit per unit - what you see on income statement				2.50	71%			1.79	51%			1.85	53%

	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
Truck 1 sold		12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000
Truck 2 sold						12,000	12,000	12,000	12,000	12,000	12,000	12,000	84,000
Truck 3 sold									12,000	1,200	12,000	12,000	37,200
total revenue		$ 42,000	$ 42,000	$ 42,000	$ 42,000	$ 84,000	$ 84,000	$ 84,000	$ 126,000	$ 88,200	$ 126,000	$ 126,000	$ 886,200
total cost of sales		$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 32,520	$ 32,520	$ 32,520	$ 52,320	$ 34,500	$ 52,320	$ 52,320	$ 337,020
total income statement gross profit (excludes owner labor)		$ 30,000	$ 30,000	$ 30,000	$ 30,000	$ 51,480	$ 51,480	$ 51,480	$ 73,680	$ 53,700	$ 73,680	$ 73,680	$ 549,180

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	$ 500,000	principal, beginning	500,000	500,000	500,000	497,826	495,631	493,414	491,175	488,913	486,628	484,321	481,991	
Interest rate (example 8%)	12.0%	interest expense	-	-	5,000	4,978	4,956	4,934	4,912	4,889	4,866	4,843	4,820	44,199
Payback period (# of months)	120	principal payment	-	-	(2,174)	(2,195)	(2,217)	(2,239)	(2,262)	(2,284)	(2,307)	(2,330)	(2,354)	(20,363)
Grace period (months pay delay)	3	principal, ending	500,000	500,000	497,826	495,631	493,414	491,175	488,913	486,628	484,321	481,991	479,637	
Monthly payment	$ 7,174													

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, exclduing 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
Truck and Trailer 2				30,000								
Truck and Trailer 3								30,000				

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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														
Truck 1	6	-	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	462,000	52%
Truck 2	6	-	-	-	-	-	42,000	42,000	42,000	42,000	42,000	42,000	42,000	294,000	33%
Truck 3	6	-	-	-	-	-	-	-	-	42,000	4,200	42,000	42,000	130,200	15%
Total revenue		-	42,000	42,000	42,000	42,000	84,000	84,000	84,000	126,000	88,200	126,000	126,000	886,200	100%
Cost of Goods Sold	2														
Truck 1	6	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	15%
Truck 2	6	-	-	-	-	-	20,520	20,520	20,520	20,520	20,520	20,520	20,520	143,640	16%
Truck 3	6	-	-	-	-	-	-	-	-	19,800	1,980	19,800	19,800	61,380	7%
Total COGS		-	12,000	12,000	12,000	12,000	32,520	32,520	32,520	52,320	34,500	52,320	52,320	337,020	38%
Gross profit		-	30,000	30,000	30,000	30,000	51,480	51,480	51,480	73,680	53,700	73,680	73,680	549,180	62%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	1,342	1,342	1,342	1,842	1,842	1,842	1,842	2,342	2,342	2,342	2,342	20,758	2%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	2%
Insurance - vehicle		-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	2%
Interest - equip & start up	7	-	-	-	5,000	4,978	4,956	4,934	4,912	4,889	4,866	4,843	4,820	44,199	5%
Marketing		2,000	200	200	200	200	200	200	200	200	200	200	200	4,200	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		1,500												1,500	0%
Supplies		200	100	100	100	100	100	100	100	100	100	100	100	1,300	0%
Tax service		-												-	0%
Telephone - cellular		500	100	100	100	100	100	100	100	100	100	100	100	1,600	0%
Start-up expenses		5,500	-	-	-	-	-	-	-	-	-	-	-	5,500	1%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		9,700	5,242	5,242	10,242	10,720	10,698	10,676	10,653	11,131	11,108	11,085	11,062	117,557	13%
Taxable profit (loss)	1	(9,700)	24,758	24,758	19,758	19,280	40,782	40,804	40,827	62,549	42,592	62,595	62,618	431,623	49%
Tax (expense) benefit	1			(9,954)			(19,955)			(36,045)			(41,951)	(107,906)	-12%
Owner's withdrawals	1	-	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(110,000)	-12%
Net profit (loss)		(9,700)	14,758	4,804	9,758	9,280	10,827	30,804	30,827	16,504	32,592	52,595	10,667	213,717	24%
Depreciation	3	-	1,342	1,342	1,342	1,842	1,842	1,842	1,842	2,342	2,342	2,342	2,342	20,758	
Equipment purchases	3	(123,500)	-	-	-	(30,000)	-	-	-	(30,000)	-	-	-	(183,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	500,000	-	-	(2,174)	(2,195)	(2,217)	(2,239)	(2,262)	(2,284)	(2,307)	(2,330)	(2,354)	479,637	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		396,800	16,100	6,146	8,926	(21,074)	10,451	30,406	30,406	(13,439)	32,626	52,606	10,655	560,612	
Cash, period start		-	396,800	412,900	419,046	427,972	406,899	417,350	447,757	478,163	464,724	497,351	549,957	-	
Cash, period end		396,800	412,900	419,046	427,972	406,899	417,350	447,757	478,163	464,724	497,351	549,957	560,612	560,612	