prison entrepreneurship program

# Business Plan Competition
# October 17, 2025

Grumpy's Pizza

Prison Entrepreneurship Program
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# *Grumpy's Pizza*

Business Plan
October 2025

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## Executive Summary

### Opportunity

- Same old tired pizza recipes
- Undercooked food and unsanitary conditions at other restaurants
- Skimpy toppings
- Lousy service

### Purpose

- To provide delicious, super topped pizzas and top-quality family fun at a price you can afford

### Solution

- Top of the line meats and cheeses
- Super topped picturesque pizzas
- Brick oven

### Customers

- Local high school students
- College students
- Families
- Jewish and Islamic Communities

### Differentiators

- Customized pizzas
- 24hr delivery and carry out
- Exotic ingredients
- Go-karts
- Kosher kitchen

### Extras

- 30 years of experience in food industry
- Serve safe certified

### Marketing

- Pure promotions
- Virtually free promotions

### Start-up Costs

| | |
|---|---|
| Owner investment - cash | $ 20,000 |
| Owner investment - equity | - |
| Vehicle and/or equipment loan | - |
| Start up financing | 600,000 |
| **Total start up costs:** | **$620,000** |

### Financials & Extras

| | | |
|---|---|---|
| Sales: | $ 2,155,600 | 100% |
| COGS | 253,000 | 12% |
| Gross profit | 1,902,600 | 88% |
| Overhead | 1,104,200 | 51% |
| Pretax income | 798,400 | 37% |
| Tax expense | 199,600 | 9% |
| Owner withdrawals | 110,000 | 5% |
| Net income | $ 488,800 | 23% |

## Leadership Statement

**CEO/COO:** Christopher is a strong and dedicated leader. He possesses compassion and has the commitment required to prove the best quality food and hospitality to his customers. He has 30 years of food service experience ranging from bus-boy to general management. He is serve-safe certified and has vocational certifications in structural steel, pipe, stainless-steel welding and carpentry. That combined with his many years of experience will make him an excellent leader.
**CMO:** Andrew is a confident leader with excellent communication skills. He is determined to put these skills to work for the completion of many different jobs. He has many years of experience in both plumbing and remodel, mainly in the commercial construction arena. He gained licenses and certifications in these industries and cannot wait to start his own business with enthusiasm.
**CFO:** Eric is a motivated individual and has a no quit attitude when it comes to challenges. He possesses 28 years of experience in his trade and loves what he does. He has a certificate of completion for machining basics and CNC from Gary Job Corps Center as well as a school certificate in this field through the US Navy. He enjoys what he does and loves new challenges.

## Product/Service Offering

Grumpy's Pizza is a family fun center committed to providing top quality food and fun to our customers. We will provide a wide variety of delicious pizza's and gourmet salads, authentic Italian desserts, an arcade, go-karts and laser tag among other attractions. We predict that our food products and desserts will account for 70% of our total revenue, the games and attractions will account for the other 30%. Our plan is to open our doors to the public in the spring of 2030 at our flagship location in the Dallas Metroplex.
Our specialty pizzas, gourmet salads, decadent deserts and oven roasted sandwiches are crafted using only the highest quality meats and fresh never frozen vegetables, as well as a vast assortment of 100% natural cheeses. Our attractions will be safe, supervised and insured. We are guaranteed to provide our customers with a thrilling experience. To contribute to our competitive advantage, we will have low prices as well as a kosher kitchen to cater to Jewish and Islamic communities. We also provide delivery and pick-up services from our user-friendly app 24 hours a day. We hope to expand nationwide and take the pizza industry to the next level. We are passionate, experienced and dedicated to providing top quality food and fun to our customers.

## Market/Industry

The restaurant industry is a twenty billion dollar per year industry with an 8% annual increase. The smaller family owned local restaurants have the capability to offer grand celebrations and intimate gatherings in more peaceful family-oriented atmosphere. Our gourmet food and attractions will draw in an estimated 10% growth annually, setting the standard for Grumpy's Pizza and Entertainment.

## Competition

Our direct competition will be other pizza parlors and entertainment centers such as Mr. Gattis, Main Event, Chucky Cheeses and Dave and Busters. Our indirect competitors will be local Italian restaurants such as Olive Garden and Carrabba's.

## Differentiation

We differ from our competition through our dedication to our customers satisfaction and the variety of our attractions that offer guests of all ages to participate in our games and amenities. We also offer our customers the convenience of a twenty-four-hour delivery service.

## MARKETING STRATEGY

**Price:**

Our pricing model will be fairly simple. We will keep an eye on pricing levels in the local markets and charge a percentage more for our products. Cost plus pricing will help us cover expenses and garner profits, which eventually will partly be utilized for local charitable causes such as Toys for Tots, Soup Veteran, Red Cross, and local school sponsorships. This is our strategy to not only profit, but to give back to our communities; because at Grumpy's Pizza, we will not only succeed as a company, but as a family.

**Place**:

Grumpy's Pizza & Entertainment will be located in Dallas, Texas on property that is already owned. Our customers will come from the local city and possible rural areas within a 10-20-mile radius.

**Promotion:**

Our customers will learn about our business through school sponsorships and signs as well as social media, radio, television, and word of mouth due to our focus on customer satisfaction. YouTube will be used to post video content of our production phases and attractions. Instagram will be used to post photos of our picturesque gourmet quality food along with local school field trips and sporting events. Lastly, we plan to use LinkedIn to network with other local restaurants to fund charitable causes listed above.

We welcome the public to come visit us at Grumpy's Pizza & Ent. to experience dining and family fun like never before in the heart of Dallas. Our customers will experience food and fun far beyond the current market standards.

## VISION AND OBJECTIVES

Our mission at Grumpy's Pizza is to provide top quality food and fun to our customers at prices you can afford. I have personally spent thirty years working in various positions in the food industry. Our idea is to create a fun center where families and sports teams and the greater Jewish and Islamic communities can make memoires that will last a lifetime.

**First Year:**

In our first year, we plan to open our primary location in Dallas, Texas. Complete with a totally separate Kosher kitchen as well as multiple attractions.

**Fifth Year:**

In our fifth year, we plan to open another location in the Fort Worth Metroplex expanding our customer base and adding additional attractions.

**Tenth Year:**

By our tenth year, we hope to have opened a more adult appropriate bar and grill location in the DFW. The goal is to eventually expand and grow to multiple locations in the state.

## START-UP COST

| | |
|---|---|
| Owner's name | Christopher |
| Company name | Grumpy's Pizza |
| **NAICS Business Classification** | |
| Sector (general classification) | _72_Accommodation_and_Food_Services |
| 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 | 100 |
| cell phone purchase | 100 |
| car/truck down payment, if leased | |
| permits | 600 |
| supplies, office & misc. | |
| Pizza boxes, tea bags, napkins | 900 |
| Pizza dough and toppings | 2,500 |
| Insurance | 1,000 |
| | |
| | |
| Cash needed for start-up expenses | 5,200 |

| **Depreciable Costs** | Paid or contributed in Month 1 | Equipment Financing (Additional to amount paid) | Depreciable Assets |
|---|---|---|---|
| company car, truck or van | 25,000 | | 25,000 |
| company trailer | | | |
| computer, printer, fax | | | - |
| | | | - |
| | | | - |
| | | | - |
| building/office deposit | 3,000 | N/A | N/A |
| beginning cash balance | 586,800 | N/A | N/A |
| Cash needed for start-up assets | 614,800 | - | 25,000 |
| | | | 60 assumed life (months) |
| | | | 417 monthly depreciation |

| | |
|---|---|
| **Total start up cost** | **620,000** |

### Assumption 5 - Total Sources

| | | |
|---|---|---|
| Cash owner will contribute and the value of owner's assets contributed to company | 20,000 | 3% |
| Vehicle loan and other equipment debt (see note 7 for financing) | - | 0% |
| Startup financing, if applicable (for example Kiva loan) | 600,000 | 97% |
| Outside equity investment, if applicable | - | 0% |
| **Total start up cost, total sources** | 620,000 | 100% |

# FINANCIAL STATEMENT (PRO FORMA)

**Christopher dba Grumpy's Pizza**
**EOU, Financing, and Payroll Assumptions**
**Year 1**

### Assumption 6 - Revenue Model (Economics of One Unit)

| | | Product 1 | | | | Product 2 | | | | Product 3 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Product name | | Pizza | | | | Salads | | | | Games and Attractions | | | |
| Product description | | | | | | | | | | | | | |
| Price per unit | | | | 21.99 | 100% | | | 15.00 | 100% | | | 20.00 | 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 | | ingredients | | 5.00 | 23% | ingredients | | 4.00 | 27% | | | | 0% |
| cost 2 description | | | | | 0% | | | | 0% | | | | 0% |
| cost 3 description | | | | | 0% | | | | 0% | | | | 0% |
| cost 4 description | | | | | 0% | | | | 0% | | | | 0% |
| Total variable costs | | | | 5.00 | 23% | | | 4.00 | 27% | | | - | 0% |
| ***Gross profit per unit - what you see on income statement*** | | | | 16.99 | 77% | | | 11.00 | 73% | | | 20.00 | 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pizza sold | | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 33,000 |
| Salads sold | | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 22,000 |
| Games and Attractions sold | | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 55,000 |
| total revenue | | $195,970 | $ 195,970 | $195,970 | $195,970 | $ 195,970 | $ 195,970 | $195,970 | $195,970 | $ 195,970 | $ 195,970 | $ 195,970 | $2,155,670 |
| total cost of sales | | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 23,000 | $ 253,000 |
| total income statement gross profit (excludes owner labor) | | $172,970 | $ 172,970 | $172,970 | $172,970 | $ 172,970 | $ 172,970 | $172,970 | $172,970 | $ 172,970 | $ 172,970 | $ 172,970 | $1,902,670 |

### 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 | $600,000 | principal, beginning | 600,000 | 598,799 | 597,586 | 596,361 | 595,123 | 593,874 | 592,611 | 591,336 | 590,049 | 588,748 | 587,435 | |
| Interest rate (example 8%) | 12.0% | interest expense | 6,000 | 5,988 | 5,976 | 5,964 | 5,951 | 5,939 | 5,926 | 5,913 | 5,900 | 5,887 | 5,874 | 65,319 |
| Payback period (# of months) | 180 | principal payment | (1,201) | (1,213) | (1,225) | (1,237) | (1,250) | (1,262) | (1,275) | (1,288) | (1,301) | (1,314) | (1,327) | (13,892) |
| Grace period (months pay delay) | | principal, ending | 598,799 | 597,586 | 596,361 | 595,123 | 593,874 | 592,611 | 591,336 | 590,049 | 588,748 | 587,435 | 586,108 | |
| Monthly payment | $ 7,201 | | | | | | | | | | | | | |

### 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 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | |
| 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 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | 16.00 | |
| salary expense, exclduing payroll taxes | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 844,800 |

### 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 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Go Karts | 2,000 | | | | | | 2,000 | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

**Christopher dba Grumpy's Pizza**
**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 | | | | | | | | | | | | | | |
| Pizza | 6 | - | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 65,970 | 725,670 | 34% |
| Salads | 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 | 15% |
| Games and Attractions | 6 | - | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 1,100,000 | 51% |
| Total revenue | | - | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 195,970 | 2,155,670 | 100% |
| Cost of Goods Sold | 2 | | | | | | | | | | | | | | |
| Pizza | 6 | - | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 165,000 | 8% |
| Salads | 6 | - | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 8,000 | 88,000 | 4% |
| Games and Attractions | 6 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| Total COGS | | - | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 253,000 | 12% |
| Gross profit | | - | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 172,970 | 1,902,670 | 88% |
| Expenses | 2 | | | | | | | | | | | | | | |
| Auto or truck lease | | - | | | | | | | | | | | | - | 0% |
| Depreciation | 3 | - | 450 | 450 | 450 | 450 | 450 | 450 | 483 | 483 | 483 | 483 | 483 | 5,117 | 0% |
| Gasoline & fuels | | - | | | | | | | | | | | | - | 0% |
| Insurance - bonding | | - | | | | | | | | | | | | - | 0% |
| Insurance - vehicle | | - | | | | | | | | | | | | - | 0% |
| Interest - equip & start up | 7 | - | 6,000 | 5,988 | 5,976 | 5,964 | 5,951 | 5,939 | 5,926 | 5,913 | 5,900 | 5,887 | 5,874 | 65,319 | 3% |
| Marketing | | 100 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 2,300 | 0% |
| Office - rent | | - | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 33,000 | 2% |
| Office - insurance | | - | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 11,000 | 1% |
| Office - telephone | | - | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 1,100 | 0% |
| Office - utilities | | - | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 16,500 | 1% |
| Payroll - not owner and not in COGS | 8 | - | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 76,800 | 844,800 | 39% |
| Payroll taxes (9%) | 6 & 8 | - | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 6,912 | 76,032 | 4% |
| Permits | | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 7,200 | 0% |
| Supplies | | - | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 3,400 | 37,400 | 2% |
| Tax service | | - | | | | | | | | | | | | - | 0% |
| Telephone - cellular | | 100 | | | | | | | | | | | | 100 | 0% |
| Start-up expenses | | 4,400 | - | - | - | - | - | - | - | - | - | - | - | 4,400 | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| Total expenses | | 5,200 | 99,962 | 99,950 | 99,938 | 99,926 | 99,913 | 99,901 | 99,921 | 99,909 | 99,896 | 99,883 | 99,870 | 1,104,268 | 51% |
| Taxable profit (loss) | 1 | (5,200) | 73,008 | 73,020 | 73,032 | 73,044 | 73,057 | 73,069 | 73,049 | 73,061 | 73,074 | 73,087 | 73,100 | 798,402 | 37% |
| Tax (expense) benefit | 1 | | | (35,207) | | | (54,783) | | | (54,795) | | | (54,815) | (199,601) | -9% |
| 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) | -5% |
| Net profit (loss) | | (5,200) | 63,008 | 27,813 | 63,032 | 63,044 | 8,273 | 63,069 | 63,049 | 8,267 | 63,074 | 63,087 | 8,285 | 488,802 | 23% |
| Depreciation | 3 | - | 450 | 450 | 450 | 450 | 450 | 450 | 483 | 483 | 483 | 483 | 483 | 5,117 | |
| Equipment purchases | 3 | (28,000) | (2,000) | - | - | - | - | - | (2,000) | - | - | - | - | (32,000) | |
| Principle, equipment loan | 7 | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Repay debt financing | 7 | 600,000 | (1,201) | (1,213) | (1,225) | (1,237) | (1,250) | (1,262) | (1,275) | (1,288) | (1,301) | (1,314) | (1,327) | 586,108 | |
| Owner contribution | 3 | 20,000 | - | - | - | - | - | - | - | - | - | - | - | 20,000 | |
| Equity investor | 3 | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Net cash flow | | 586,800 | 60,257 | 27,050 | 62,257 | 62,257 | 7,474 | 62,257 | 60,257 | 7,462 | 62,257 | 62,257 | 7,442 | 1,068,026 | |
| Cash, period start | | - | 586,800 | 647,057 | 674,107 | 736,364 | 798,621 | 806,095 | 868,352 | 928,609 | 936,071 | 998,328 | 1,060,585 | - | |
| Cash, period end | | 586,800 | 647,057 | 674,107 | 736,364 | 798,621 | 806,095 | 868,352 | 928,609 | 936,071 | 998,328 | 1,060,585 | 1,068,026 | 1,068,026 | |