

prison
entrepreneurship
program

**Business Plan Competition
October 17, 2025**

Honey Street

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Honey Street

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
- Local honey bee population is diminishing. - Fragmented market. - Climate change - Local honey is hard to find - Prevent colony collapse disorder	Distributing exotic honey while rebuilding the eco system.	- Commercial pollination to help the local agricultural system. - Establishing operations in multiple states. - Reaching out to organic farms to maintain a healthy honey bee population.																																		
Customers	Differentiators	Extras																																		
- Farmers Market - State Fair - Trade shows - Rehab centers - Beauty shops - Candle manufacturers - Florist shops	- Infuse fruit with our locally and organically sourced honey. - Direct pollination to specific plants. - Performing inspections on local hives and providing data to local scientist and biologist to study.	Utilize all resources and professional connections within the PEP network.																																		
Marketing	Start-up Costs	Financials & Extras																																		
- Pure promotions - Mixed model promotions - Personalized company website. - Social media platform. - Flyers, business cards, bumper stickers and T-shirts all labeled with our company QR code.	<table><tr><td>Owner investment - cash</td><td>\$ 30,000</td></tr><tr><td>Owner investment - equity</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>250,000</td></tr><tr><td>Total start up costs:</td><td><u>\$280,000</u></td></tr></table>	Owner investment - cash	\$ 30,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	250,000	Total start up costs:	<u>\$280,000</u>	<table><tr><td>Sales:</td><td>\$ 321,000</td><td>100%</td></tr><tr><td>COGS</td><td>98,300</td><td>31%</td></tr><tr><td>Gross profit</td><td>222,600</td><td>69%</td></tr><tr><td>Overhead</td><td>71,800</td><td>22%</td></tr><tr><td>Pretax income</td><td>150,700</td><td>47%</td></tr><tr><td>Tax expense</td><td>37,600</td><td>12%</td></tr><tr><td>Owner withdrawals</td><td>55,000</td><td>17%</td></tr><tr><td>Net income</td><td>\$ 58,000</td><td>18%</td></tr></table>	Sales:	\$ 321,000	100%	COGS	98,300	31%	Gross profit	222,600	69%	Overhead	71,800	22%	Pretax income	150,700	47%	Tax expense	37,600	12%	Owner withdrawals	55,000	17%	Net income	\$ 58,000	18%
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LEADERSHIP STATEMENT

CEO/CMO/COO: Galen has excellent leadership skills. He has trained people in all sorts of job positions and has five years of managerial experience. His past jobs range from the production industry, being a manager at an international airport, and also the food industry. Galen has worked in every job position within these industries from the bottom to the top. With that being said, he knows how to work with a wide variety of customers and clients in every possible circumstance that should arise.

CFO: Cheyne is a hardworking, goal-driven, innovative individual with a broad spectrum of abilities and skills. He has two honorable discharges from the military with training in communications, radio operations, trouble-shooting, maintenance, repairing Army radios and telecommunications equipment including communications security, encrypting, and decrypting radio transmissions on private and secure radio frequencies. He reenlisted as an engineer in EOD (bomb technician). As a civilian, he worked as a drilling engineer for about 9 years and was in charge of field operations for drilling horizontal and anti-collision well projects. He used some of the most advanced software and program in the world. He worked as a consultant for Halliburton and Upstream International Consultants and Engineers. He is a true professional with well-rounded, insightful abilities. He is very efficient, productive, and dedicated to environmental solutions.

PRODUCT/SERVICE OFFERING

Here at Honey Street we are providing honey, beeswax and our bread and butter, pollination of farmer's crops. We will be serving the Texas and Oklahoma area. Our revenue for the services includes 70% for honey, 15% for beeswax and 15% for pollination. We plan to open our distribution center in Fort Worth in 2026.

The versatility of honey bee products is endless. But our plan to capitalize on infusing the honey with an even sweeter recipe by focusing our bee hives on organic farms. That way, our honey will be even sweeter by one of mother nature's sweetest gifts – fruit! Along with selling beeswax for beauty care. Our main goal is to utilize the honey bee's powerful pollination skills to help farmer's crops flourish by helping organic farms everywhere.

We plan to be different from the competition by utilizing the PEP networking resources to help expand to unfathomable heights while offering unique honey that will be available with different flavors and consistencies. How we hope to expand is by branching out to our neighboring states like Oklahoma through our established relationships. The way we'll effectively execute our success is by staying real with our customers to maintain healthy relationships because that is the key to a successful business.

MARKET/INDUSTRY

The industry we will be competing in is beekeeping. Using honey bees for commercial pollination is a \$24 billion annual industry in the U.S. Its estimated worldwide to be a \$235-577 billion industry annually with a 2 to 3% growth potential due to tariffs. Aside from just using honey bees as pollinators, they also produce amazing by-products that are extremely versatile, from food products to beauty and health items.

COMPETITION

One direct competitor is going to be local beekeepers and our indirect competitors will be commercial beekeepers who have been in the industry for years. Another indirect and direct competitor is mother nature because of natural pollination.

DIFFERENTIATION

What's going to set us aside from other businesses, is we plan on operating in two different states, so we can pollinate a wide variety of crops. So, we produce exotic infused honey ranging from different flavors and textures. Once we accumulate an adequate income, we want to invent a honey-based snow cone syrup so we can put artificial flavoring to rest. We'll even offer beekeeper researchers a chance to come to our bee farm and let them conduct beneficial research for the beekeeper community. After a couple years, we want to open our bee farm to the public so our community can be educated on the importance of the honey bee.

MARKETING STRATEGY

Price:

Pricing for our products and services will be relatively cheap. We have three different products. Our honey will be sold at \$1 per ounce. While our bees wax will be sold for \$16 dollars per pound. For commercial pollination it will be \$35 dollars per hive. Pricing may change upon release.

Place:

Our bee hives will be kept in the southern Oklahoma region. We'll also be servicing organic farms in the Texas region as well.

Promotion:

We'll be marketing our products at trade shows, agriculture community events, and of course social media. With social media being the backbone of this current world, we plan on showing our day to day operations so customers can get an understanding of how our products are so unique. We will be paying for advertising on social media to really spread the word. We'll be targeting apps like X, Instagram, and YouTube. They'll see our honey will be infused with different flavored fruits and see how we apply different textures. Our target customers for beeswax will receive seasonal discounts due to high demand for candle manufacturers so that beauty care manufacturers will greatly benefit. For our commercial pollination service, our flat rate will not be an issue, but we plan on offering discounts to loyal customers along with a discount for farmers with certain crops that we desire.

VISION AND OBJECTIVES

Our vision for this beekeeping business is an efficient, cheap and completely helpful solution to our eco system and economy's problems. Honey bees pollinate just about all the food that lands on our tables. Without this population of amazing creatures, our fragile eco-system literally does not exist. We will make a difference breeding and selling honey bees to preserve this population.

First Year:

In our first year, we will find and purchase a piece of land, possibly in a neighboring state due to cheaper prices, as well as buying a truck and a trailer. We will be producing our own crops at this time also, keeping our bee farm busy and well fed. We will donate the bulk of this food to a local food bank.

Third Year:

This is when we will leverage fantastic relationships with local organic farmers and fruit producers so we can begin our greater journey of commercial pollination. We will be able to use these relationships to acquire fruit for our infused honey creations also.

Fifth Year:

As our fifth year begins, we will have the product and stock necessary to hit the streets hard. We will target farmers markets, festivals and trade shows and market on social media. We will be offering many different products from honey to margarita mix to snow cone syrup, all made using only our natural honey as the main ingredient.

Philanthropy:

Our entire business plan is a philanthropic effort, although we know we can give back even more by saving lives and our eco system. We will donate bees and make charitable contributions where necessary.

Owner's name	Galen
Company name	Honey Street
NAICS Business Classification	
Sector (general classification)	11_Agriculture_Forestry_Fishing_and_Hunting
Sub-sector (more specific classification)	112: Animal Production and Aquaculture

Year 1

Non-Depreciable Costs		Paid or contributed in Month 1
marketing, business cards, fliers		200
cell phone purchase		1,500
car/truck down payment, if leased		-
permits		1,000
supplies, office & misc.		
10 Frame		3,500
Beekeeping equipment		2,000
Insurance		500
Misc supplies		200
Cash needed for start-up expenses		<u>8,900</u>

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	90,000		90,000
company trailer	10,000		
computer, printer, fax	2,000		2,000
Land	100,000		100,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	69,100	N/A	N/A
Cash needed for start-up assets	<u>271,100</u>	<u>-</u>	<u>192,000</u>
			60 assumed life (months)
			3,200 monthly depreciation

Cash owner will contribute and the value of owner's assets contributed to company	30,000	11%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	250,000	89%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	280,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Galen dba Honey Street EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Honey				Beeswax				Pollination			
Product description	1 oz exotic honey				Bees wax 1 lb.				One hive pollination service transportation and up keep			
Price per unit	1.00 100%				16.00 100%				35.00 100%			
Cost of <u>one</u> unit												
Non-owner payroll exp.	hours	rate			hours	rate			hours	rate		
Non-owner payroll tax			-	0%			-	0%			-	0%
cost 1 description			-	0%			-	0%			-	0%
cost 2 description	labor and jar	0.20	20%		labor and materials	5.00	31%		Labor and gas	15.00	43%	
cost 3 description			0%				0%				0%	
cost 4 description			0%				0%				0%	
Total variable costs		0.20	20%			5.00	31%			15.00	43%	
Gross profit per unit - what you see on income statement		0.80	80%			11.00	69%			20.00	57%	

	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
Honey sold		14,000	14,000	14,000	14,000	14,000	14,000	14,000	14,000	7,000	7,000	7,000	133,000
Beeswax sold		500	500	500	500	500	500	500	500	250	250	250	4,750
Pollination sold		400	400	400	400	400	400	400	400	-	-	-	3,200
total revenue		\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 321,000
total cost of sales		\$ 11,300	\$ 11,300	\$ 11,300	\$ 11,300	\$ 11,300	\$ 11,300	\$ 11,300	\$ 11,300	\$ 2,650	\$ 2,650	\$ 2,650	\$ 98,350
total income statement gross profit (excludes owner labor)		\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700	\$ 8,350	\$ 8,350	\$ 8,350	\$ 222,650

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	\$250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	-
Interest rate (example 8%)	10.0%	-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	60	-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	12	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	-
Monthly payment	\$ 5,312												

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	1	1	1	1	1	1	1	1	1	1	1	
avg hours each employee(s) worked per month, not in EOU above	20	20	20	20	20	20	20	20	20	20	20	
salary expense, excluduig payroll taxes	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
	300	300	300	300	300	300	300	300	300	300	300	3,300

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

Galen dba Honey Street
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														
Honey	6	-	14,000	14,000	14,000	14,000	14,000	14,000	14,000	14,000	7,000	7,000	7,000	133,000	41%
Beeswax	6	-	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	4,000	4,000	4,000	76,000	24%
Pollination	6	-	14,000	14,000	14,000	14,000	14,000	14,000	14,000	14,000	-	-	-	112,000	35%
Total revenue		-	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	11,000	11,000	11,000	321,000	100%
Cost of Goods Sold	2														
Honey	6	-	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	1,400	1,400	1,400	26,600	8%
Beeswax	6	-	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	1,250	1,250	1,250	23,750	7%
Pollination	6	-	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	-	-	-	48,000	15%
Total COGS		-	11,300	11,300	11,300	11,300	11,300	11,300	11,300	11,300	2,650	2,650	2,650	98,350	31%
Gross profit		-	24,700	24,700	24,700	24,700	24,700	24,700	24,700	24,700	8,350	8,350	8,350	222,650	69%
Expenses	2														
Auto or truck lease	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Depreciation	3	-	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	35,200	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Insurance - vehicle	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	2%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	200	-	-	-	-	-	-	-	-	-	-	-	-	200	0%
Office - rent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - telephone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - utilities	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Payroll - not owner and not in COGS	8	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Payroll taxes (9%)	6 & 8	-	27	27	27	27	27	27	27	27	27	27	27	297	0%
Permits	1,000	-	100	100	100	100	100	100	100	100	100	100	100	2,100	1%
Supplies	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Tax service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Telephone - cellular	1,500	-	250	250	250	250	250	250	250	250	250	250	250	4,250	1%
Start-up expenses	6,200	-	-	-	-	-	-	-	-	-	-	-	-	6,200	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total expenses		8,900	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	5,727	71,897	22%
Taxable profit (loss)	1	(8,900)	18,973	18,973	18,973	18,973	18,973	18,973	18,973	18,973	2,623	2,623	2,623	150,753	47%
Tax (expense) benefit	1		(7,262)				(14,230)			(14,230)			(1,967)	(37,688)	-12%
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)	-17%
Net profit (loss)		(8,900)	13,973	6,712	13,973	13,973	(257)	13,973	13,973	(257)	(2,377)	(2,377)	(4,344)	58,065	18%
Depreciation	3	-	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	35,200	
Equipment purchases	3	(202,000)	-	-	-	-	-	-	-	-	-	-	-	(202,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	250,000	-	-	-	-	-	-	-	-	-	-	-	250,000	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		69,100	17,173	9,912	17,173	17,173	2,943	17,173	17,173	2,943	823	823	(1,144)	171,265	
Cash, period start		-	69,100	86,273	96,185	113,358	130,531	133,474	150,647	167,820	170,763	171,586	172,409	-	
Cash, period end		69,100	86,273	96,185	113,358	130,531	133,474	150,647	167,820	170,763	171,586	172,409	171,265	171,265	