prison entrepreneurship program

Business Plan Competition
October 17, 2025

The Center of Reform

Prison Entrepreneurship Program
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The Center of Reform

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity
- Rehabilitate youth

Purpose
- Helping the proven at-risk youth

Solution
- PTSD therapy
- Mentoring
- Business classes
-

Customers
- City
- State funding
- Federal government

Differentiators
- To help with perspective
- Positive classes

Extras
- Helping to restore families in the DFW area

Marketing
- Partnering with juvenile and other state-run facilities

Start-up Costs

Owner investment - cash	$ -
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	1,000,000
Total start up costs:	**$ 1,000,000**

Financials & Extras

Sales:	$ 352,000	100%
COGS	-	0%
Gross profit	352,000	100%
Overhead	267,500	76%
Pretax income	84,400	24%
Tax expense	21,100	6%
Owner withdrawals	55,000	16%
Net income	$ 8,300	2%

LEADERSHIP STATEMENT

CEO: Trenton is very passionate about helping others. With 11 plus years of experience in destroying his own life, he is highly suited to helping the youth of today to avoid the snares and pitfalls that can ultimately lead to incarceration. He has great communication skills. Trenton is a born leader with a vision to help others overcome adversity.
CMO: Dylan is an extremely driven individual with great leadership and communication skills that helps him to be aware on the job. He has worked in the oil field for five years, the landscaping industry for 10 years, and the food industry for 10 years as well. He obtained his GED in 2019 and has the skills needed to make him invaluable in anything he pursues.
CFO: Timothy has great empathy for and a strong desire to help others. He has been a supervisor at Astro Air and Powel's Plant Farm. He is an analog and CNC machinist with five plus years of experience in the industry. He has a CAD/CAM machining certification from Windham. He is a natural problem solver who brings many different skills to the organization.
COO: Roman is a people person and is always willing to listen to others, and lead with a sense of accountability. He has 17 years of pest control experience and leads by example. He is diverse in his skill sets and is willing to put others before himself.

PRODUCT/SERVICE OFFERING

The Center of Reform will be an organization serving the youth and not just any youth, but youth offenders termed "proven risk youth." 100% of our funding will be obtained from city, state, and government federal funding. We plan to open the center in 2030 in the heart of Fort Worth, Tx. In the city of Fort Worth, many youths are being killed by gun violence as well as drugs. Or being sentenced to decades in prison through criminal involvement and gang violence. The Center of Reform will be offering a location in which the youth can come and receive mental help through our therapy session classes, and also, they will find a sense of hope with our business classes and positive employment courses and resources. They will receive a mentor who will help them with life's struggles, providing a family feeling environment. We are different from other youth centers because we simply only deal with proven risk youths. This is a saving center, not a recreational center.

MARKET/INDUSTRY

We are in the rehabilitation market. We will serve our communities at risk youth by counseling them through tough times. We understand that keeping kids on track is a rigorous process requiring patience, persistence and more than anything, love.

COMPETITION

The Texas Youth Commission will be our biggest competitor. They are a juvenile prison and we will make it our mission to decrease their numbers each and every year. The Texas Youth Rehabilitation Center will act as an indirect competitor, but we will treat them as a partner.

DIFFERENTIATION

We offer children, especially at-risk youth, a friendly and safe environment to go, thrive and learn in. No state uniforms, because as a child that grew up in the system, we understand how debilitating to a young mind frame uniforms can be.

Marketing Strategy

Price:
We will derive our funds through government programs by charging them $2,000 per month to care for one juvenile. This includes room, board, schooling and physical education.
Place:
We will be located in Fort Worth Texas. The building will be configured in such a way that we are able to have a homeroom, classroom, weight room and cafeteria, along with other common areas
Promotion:
We will visit various juvenile facilities such as Kimbo Road. We will also promote on various social media platforms.

Vision and Objectives

It all began while in Segregation in Tarrant County Corrections fighting for my life. Hearing about life sentences and people dying was becoming normal. My school teacher’s voices started to play in my mind “you’ll be dead or in jail by 18”, and sadly, they were right. Knowing we need a plan in Fort Worth, we decided to take the initiative and form the Center of Reform. Which is a place to help young people get a chance at life and a center to find your path.
First Year:
This first year will be spent networking and securing funding.
Fifth Year:
We will be stable and flourishing in the community.
Tenth Year:
We will have centers in the whole DFW metroplex. We have chosen to target these areas because of the high percent of murders and drug use in the community.
Philanthropy:
We will continue to help these communities full time with the help of Heather Hopes, Inc. including food and back to school drives.

START-UP COST

Owner's name	Trenton
Company name	Center of Reform
NAICS Business Classification	
Sector (general classification)	_62_Health_Care_and_Social_Assistance
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	
cell phone purchase	
car/truck down payment, if leased	
permits	5,000
supplies, office & misc.	20,000
Cash needed for start-up expenses	25,000

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	30,000		30,000	
Facility	500,000		500,000	
			-	
			-	
building/office deposit		N/A	N/A	
beginning cash balance	445,000	N/A	N/A	
Cash needed for start-up assets	975,000	-	530,000	
			60	assumed life (months)
			8,833	monthly depreciation

Total start up cost	**1,000,000**	

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)	1,000,000	100%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	1,000,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Trenton dba Center of Reform
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	One Months Stay											
Product description												
Price per unit			2,000.00	100%				0%				0%
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				0%				0%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			-	0%			-	0%			-	0%
Gross profit per unit - what you see on income statement			2,000.00	100%			-	0%			-	0%

	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
One Months Stay sold		16	16	16	16	16	16	16	16	16	16	16	176
sold													-
sold													-
total revenue		$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 352,000
total cost of sales		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
total income statement gross profit (excludes owner labor)		$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 32,000	$ 352,000

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	$ 1,000,000	principal, beginning	1,000,000	1,000,000	1,000,000	995,118	990,196	985,232	980,228	975,181	970,093	964,962	959,788	
Interest rate (example 8%)	10.0%	interest expense	-	-	8,333	8,293	8,252	8,210	8,169	8,127	8,084	8,041	7,998	73,507
Payback period (# of months)	120	principal payment	-	-	(4,882)	(4,922)	(4,963)	(5,005)	(5,047)	(5,089)	(5,131)	(5,174)	(5,217)	(45,429)
Grace period (months pay delay)	3	principal, ending	1,000,000	1,000,000	995,118	990,196	985,232	980,228	975,181	970,093	964,962	959,788	954,571	
Monthly payment	$ 13,215													

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	2	2	2	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	120	120	120	120	120	120	120	120	120	120	120	
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	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800

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

Trenton dba Center of Reform
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														
One Months Stay	6	-	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	352,000	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	352,000	100%
Cost of Goods Sold	2														
One Months Stay	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	32,000	352,000	100%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	97,167	28%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	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 - vehicle		-												-	0%
Interest - equip & start up	7	-	-	-	8,333	8,293	8,252	8,210	8,169	8,127	8,084	8,041	7,998	73,507	21%
Marketing		-												-	0%
Office - rent		-												-	0%
Office - insurance		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - telephone		-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	15%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	1%
Permits		5,000												5,000	1%
Supplies		20,000												20,000	6%
Tax service		-												-	0%
Telephone - cellular		-												-	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		25,000	15,365	15,365	23,699	23,658	23,617	23,576	23,534	23,492	23,449	23,407	23,364	267,525	76%
Taxable profit (loss)	1	(25,000)	16,635	16,635	8,301	8,342	8,383	8,424	8,466	8,508	8,551	8,593	8,636	84,475	24%
Tax (expense) benefit	1			(2,067)			(6,257)			(6,350)			(6,445)	(21,119)	-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)	-16%
Net profit (loss)		(25,000)	11,635	9,567	3,301	3,342	(2,874)	3,424	3,466	(2,842)	3,551	3,593	(2,809)	8,356	2%
Depreciation	3	-	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	8,833	97,167	
Equipment purchases	3	(530,000)	-	-	-	-	-	-	-	-	-	-	-	(530,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	1,000,000	-	-	(4,882)	(4,922)	(4,963)	(5,005)	(5,047)	(5,089)	(5,131)	(5,174)	(5,217)	954,571	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		445,000	20,468	18,401	7,253	7,253	996	7,253	7,253	903	7,253	7,253	808	530,094	
Cash, period start		-	445,000	465,468	483,869	491,122	498,375	499,371	506,624	513,877	514,780	522,033	529,286	-	
Cash, period end		445,000	465,468	483,869	491,122	498,375	499,371	506,624	513,877	514,780	522,033	529,286	530,094	530,094	