prison entrepreneurship program

Business Plan Competition
October 17, 2025

This Little Light of Mine

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This Little Light of Mine

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity

- Seasonal safety height risks
- Customers need decorative lights
  Outdated lighting technology is more expensive to operate

Purpose

- Installing long lasting decorative lights
- Save customers money

Solution

- Install only once
- LED lighting is cheaper
- Smart-LED is adjustable

Customers

- Middle-upper income homeowners
- Remodelers
- Commercial properties

Differentiators

- Smart-LED adjustable lighting safe
- Permanent
- Energy efficient
- HOA friendly
- Cheaper to operate

Extras

- Family experience in industry

Marketing

- YouTube, TikTok, Facebook
- Business cards, doorhangers
- SEO
- 10% off promo for referrals

Start-up Costs

Owner investment - cash	$ -
Owner investment - equity	300,000
Vehicle and/or equipment loan	-
Start up financing	-
Total start up costs:	**$300,000**

Financials & Extras

Sales:	$2,288,000	100%
COGS	1,144,000	50%
Gross profit	1,144,000	50%
Overhead	182,000	8%
Pretax income	961,900	42%
Tax expense	240,400	11%
Owner withdrawals	66,000	3%
Net income	$ 655,400	29%

LEADERSHIP STATEMENT

CEO: Micah is a good communicator. He truly cares about his team and their goals. He keeps everyone on track and is always willing to provide help. He does things right the first time which eliminates any margin for error and he completes each task with excellence. What he lacks is experience but he makes it up with a hard work ethic, dedication, integrity and his due diligence. Whatever task he approaches he completes it in a timely manner while utilizing his down time to continue to stay ahead of his projected schedule. His past experience as a team lead for 4 years at a distribution center which helps him know how to motivate people and get a job done properly. He graduated high school in the top of his class and plans to continue to further his education upon his release.

CMO: Phillip is a very compassionate person that is dedicated in helping change their lives. With over seven years in the ministry, he has helped numerous people grow. He is a person that leads by example, and also knows how to listen with an open mind. Dorsey has fantastic problem-solving skills that makes him a great leader. He is a fast learner which makes him a must have in any business.

CFO: Danny is very knowledgeable and experienced when it comes to cooking. He is a great cook that takes his time to ensure that everything is cooked to perfection. He possesses great leadership skills as well as managerial experience. He has two plus years of experience as a manager in a landscaping company.

COO: Rohn is a man of integrity, respect and courage. He knows what needs to be done and how to do it. He has experience in HVAC, running a restaurant, and customer service. He has 5 years of experience in all three fields. He has a GED and some college credits. He is certified in HVAC as a service tech.

PRODUCT/SERVICE OFFERING

This Little Light of Mine is a company that offers unique lighting services. We will be providing a lighting system that not only serves as daily security lighting, but also as a decoration for multiple holidays. Our predictions show 35% of revenue will be generated from our LED lights. Our unique customization and installation will provide the other 65% of our revenue.

Our customizable weatherproof LED lights will be able to fit our customer's unique taste and needs. They will be provided with a licensed electrician as well as design team to guarantee their desires are met. This sets us apart from the competition due to our prioritization of the customers individual needs. We will be able to branch out into surrounding areas and eventually state wide in the future! Our customers will be able to contact us through our website as well as our social media. Allowing us to service their needs efficiently. We will be able to help that little light shine bright!

Market/Industry

U.S. holiday lighting and landscape lighting market is a $5 billion industry. Smart-home integration is growing at 20% yearly. All-in-one platforms are very new to the industry which will enable ample opportunity in the market and plenty of room for growth in our company.

Competition

Our biggest direct competitor is Jellyfish. Other direct competitors are fairly new to the industry. We will also have indirect competition with Christmas light companies which are companies that offer the hanging and taking down of Christmas and holiday lights as a service. This will include landscape lighting companies as well.

Differentiation

What makes us different from our competition is that we offer a permanent HOA-friendly, smart-technology lighting solution. We also focus on community by truly giving a personal experience for our customers. Our focus isn't just on advancing technology, but providing our customers with something they truly love and enjoy.

MARKETING STRATEGY

Price:
Our cost of our service will remain competitive in this industry, it is an industry standard but we will bring in more competition by utilizing all the tools available in our marketing scheme. This includes providing a professional standard of service that is expected.

Place:
Servicing local residential properties will generate most of our sales revenue in our competitive pricing model. We will look to expand our services not only in Longview but all of the greater East Texas and Piney Woods National Forest. Our company will be very involved in our community, which is how we plan on bringing in most of our business, through a word of mouth referral-based system.

Promotion:
This Little Light of Mine is more than just another business, we want to be the shining light in our community by being a philanthropic impact and leaving a footprint in our community that will last generations. We truly love our community, and our company will show our lovely residents that they come first. We will be utilizing virtually free and mixed marketing strategies in our marketing scheme, we will stay true to these services and offer top of the line products whose image and performance speak for themselves. We will post in depth before and after videos of the properties we truly illuminate while brightening the faces of our customers. We will utilize Facebook Marketplace, YouTube, LinkedIn and TikTok.

VISION AND OBJECTIVES

This venture is a labor of love. I remember my mother struggling with hanging Christmas lights in the attempt to make the holidays special for me and my siblings. We will impact our community positively with this business as well as put smiles on people's faces. We will structure as an LLC to protect us from any liabilities.

First Year:
We will expand from operations in Longview to cover as much of East Texas as we can.

Third Year:
After three years, we have plans to open a warehouse in the DFW area and begin working from there.

Tenth Year:
We will take this business statewide after a decade of building goodwill and reputation from our hard work.

START-UP COST

Owner's name	Micah
Company name	This Little Light of Mine
NAICS Business Classification	
Sector (general classification)	
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	1,000
cell phone purchase	200
car/truck down payment, if leased	
permits	
supplies, office & misc.	250
Cash needed for start-up expenses	1,450

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	10,000		10,000	
company trailer	5,000			
computer, printer, fax	1,000		1,000	
tools	2,000		2,000	
software apps & CRM	1,200		1,200	
			-	
building/office deposit	3,000	N/A	N/A	
beginning cash balance	276,350	N/A	N/A	
Cash needed for start-up assets	298,550	-	14,200	
			60	assumed life (months)
			237	monthly depreciation

Total start up cost	**300,000**

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)		0%
Outside equity investment, if applicable	300,000	100%
Total start up cost, total sources	300,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Micah dba This Little Light of Mine
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		lighting installation											
Product description		160 ft. of LED lighting											
Price per unit				5,200.00	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		materials		2,600.00	50%				0%				0%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				2,600.00	50%			-	0%			-	0%
Gross profit per unit - what you see on income statement				2,600.00	50%			-	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
lighting installation sold		40	40	40	40	40	40	40	40	40	40	40	440
sold													-
sold													-
total revenue		$208,000	$ 208,000	$208,000	$208,000	$ 208,000	$ 208,000	$208,000	$208,000	$208,000	$ 208,000	$ 208,000	$2,288,000
total cost of sales		$104,000	$ 104,000	$104,000	$104,000	$ 104,000	$ 104,000	$104,000	$104,000	$104,000	$ 104,000	$ 104,000	$1,144,000
total income statement gross profit (excludes owner labor)		$104,000	$ 104,000	$104,000	$104,000	$ 104,000	$ 104,000	$104,000	$104,000	$104,000	$ 104,000	$ 104,000	$1,144,000

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	$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Monthly payment	$ -													

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	5	5	5	5	5	5	5	5	5	5	5	
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	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
salary expense, exclduing payroll taxes	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000

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

Micah dba This Little Light of Mine
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														
lighting installation	6	-	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	2,288,000	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	2,288,000	100%
Cost of Goods Sold	2														
lighting installation	6	-	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	1,144,000	50%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	1,144,000	50%
Gross profit		-	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	104,000	1,144,000	50%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	237	237	237	237	237	237	237	237	237	237	237	2,603	0%
Gasoline & fuels		-	800	800	800	800	800	800	800	800	800	800	800	8,800	0%
Insurance - bonding		-	250	250	250	250	250	250	250	250	250	250	250	2,750	0%
Insurance - vehicle		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing		1,000	150	150	150	150	150	150	150	150	150	150	150	2,650	0%
Office - rent		-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	1%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-	300	300	300	300	300	300	300	300	300	300	300	3,300	0%
Payroll - not owner and not in COGS	8	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	6%
Payroll taxes (9%)	6 & 8	-	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	11,880	1%
Permits		-												-	0%
Supplies		250												250	0%
Tax service		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Telephone - cellular		200	100	100	100	100	100	100	100	100	100	100	100	1,300	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		1,450	16,417	16,417	16,417	16,417	16,417	16,417	16,417	16,417	16,417	16,417	16,417	182,033	8%
Taxable profit (loss)	1	(1,450)	87,583	87,583	87,583	87,583	87,583	87,583	87,583	87,583	87,583	87,583	87,583	961,967	42%
Tax (expense) benefit	1			(43,429)			(65,688)			(65,688)			(65,688)	(240,492)	-11%
Owner's withdrawals	1	-	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(66,000)	-3%
Net profit (loss)		(1,450)	81,583	38,154	81,583	81,583	15,896	81,583	81,583	15,896	81,583	81,583	15,896	655,475	29%
Depreciation	3	-	237	237	237	237	237	237	237	237	237	237	237	2,603	
Equipment purchases	3	(22,200)	-	-	-	-	-	-	-	-	-	-	-	(22,200)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	300,000	-	-	-	-	-	-	-	-	-	-	-	300,000	
Net cash flow		276,350	81,820	38,391	81,820	81,820	16,133	81,820	81,820	16,133	81,820	81,820	16,133	935,878	
Cash, period start		-	276,350	358,170	396,561	478,381	560,201	576,333	658,153	739,973	756,106	837,926	919,746	-	
Cash, period end		276,350	358,170	396,561	478,381	560,201	576,333	658,153	739,973	756,106	837,926	919,746	935,878	935,878	