

prison
entrepreneurship
program

**Business Plan Competition
January 23, 2026**

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All About Motion Hauling & Transportation

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All About Motion Hauling & Transportation

Business Plan
January 2026

Joshua
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
PERSONAL FIT	ERROR! BOOKMARK NOT DEFINED.
TEAM LEADERSHIP STATEMENT	ERROR! BOOKMARK NOT DEFINED.
PRODUCT/SERVICE OFFERING.....	ERROR! BOOKMARK NOT DEFINED.
MARKET/INDUSTRY	5
COMPETITION.....	5
DIFFERENTIATION	5
MARKETING STRATEGY.....	6
VISION AND OBJECTIVES	7
START-UP COST	8
FINANCIAL STATEMENT (PRO FORMA).....	9
RÉSUMÉ	11

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> Towing a car to a showroom floor. Come get your vehicle at a cheap price. 	<ul style="list-style-type: none"> My business is to help those in need with affordable prices. 	<ul style="list-style-type: none"> We will offer 1 flat bed and 2 wreckers. Be on a 24/7 on call tow service along with roadside assistance. 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> We will target the college campus as well as auction sites. Guarantee work as well and secure a contract from the city of Waco. 	<ul style="list-style-type: none"> We will offer a 24/7 service Monday through Sunday as well as to have an app to track your vehicle and see your vehicle as well on a body cam. 	<ul style="list-style-type: none"> We will offer free lessons on how the job is done at our shop. 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> Offer a free tow on the first go around. Give a discount on your third time using our services as well as telling a friend. 	<table> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 33,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right;">16,000</td> </tr> <tr> <td>Total startup costs:</td> <td style="text-align: right;"><u>\$ 49,000</u></td> </tr> </table>	Owner investment - cash	\$ 33,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	16,000	Total startup costs:	<u>\$ 49,000</u>	<p>Year one summary income statement:</p> <table> <tr> <td>Sales</td> <td style="text-align: right;">\$ 358,400</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;"><u>62,700</u></td> <td style="text-align: right;"><u>17%</u></td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">295,600</td> <td style="text-align: right;">82%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;"><u>101,400</u></td> <td style="text-align: right;"><u>28%</u></td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">194,200</td> <td style="text-align: right;">54%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">48,500</td> <td style="text-align: right;">14%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;"><u>16,500</u></td> <td style="text-align: right;"><u>5%</u></td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 129,200</u></td> <td style="text-align: right;"><u>36%</u></td> </tr> </table>	Sales	\$ 358,400	100%	COGS	<u>62,700</u>	<u>17%</u>	Gross profit	295,600	82%	Overhead	<u>101,400</u>	<u>28%</u>	Pretax income	194,200	54%	Tax expense	48,500	14%	Owner withdrawals	<u>16,500</u>	<u>5%</u>	Net income	<u>\$ 129,200</u>	<u>36%</u>
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TEAM LEADERSHIP STATEMENT

CEO: Joshua

Joshua brings 10 years of experience of towing family business he specialized in problem solving and sales management.

CMO: Fredrick

Fredrick brings problem solving organized skills with over 10 years of TSU Radio Broadcaster he specialized communication skills with people.

CFO: Brandon

Brandon brings organized financial literacy skills and money managing with over 10 years' experience in manufacturing and masonry.

COO: Jacob

Jacob organized multitask persistent with over 15 years in the oil rigs he specialized in pipeline.

PRODUCT/SERVICE OFFERING

All About Motion Hauling and Transportation will provide a safe and timely executed route to a destination of your choice. We seek to assist our customers near college campuses, job sites and auction lots. By us operating in those areas, we will bring 100% of our revenue. We plan to start operating in 2028. We will provide live body camera and dash board camera footage from our vehicle using our mobile app to secure the safety of your possessions and feelings, while you monitor our location. We plan to expand to include mobile detailing where you will receive a free wash while we're in route to get your ride.

MARKET/INDUSTRY

Market:

All About Motion Hauling & Transportation is in a booming industry. The hauling industry is a multi-million-dollar business, with everyone needing a tow or something hauled off their property or from a job site. There are an estimated six companies working in Waco, Tx. One of the features about this industry is the fact someone or some job site needs something to be moved.

Competition:

Our two biggest competitors in Waco are Two King and JDrop. We believe that an estimated 50% of our customers will come from these two companies. We believe since we will be providing on body footage that our customers will have nothing to worry about when working with us. We will take pride in ultimately saving our customers more money with our low mileage packages.

Differentiation:

Our differentiation will be very important to our business due to the fact that we will provide live footage and also tracking systems so our customers can check and also see where their vehicle is located from point A to point B. We believe the safety and the concerns of our customer vehicle is very important to us. We will execute on our efficiency speed, and quality of our services. We know that an average tow per mile is \$5 so we will provide a \$3.50 per mile to help those with a budget.

MARKETING STRATEGY

Price:

All About Motion Hauling and Transportation will be a cheap and affordable towing company who can benefit anyone in need of a tow on a tight budget range from \$40 to \$80 at this rate would allow us to help many people in need of a tow.

Place:

We will be located in Waco, Tx near Baylor University which will allow us to move around the college campus to help college students who love to party to move their car so it won't be so many accidents to occur.

Promotion:

We plan to strategize our promotion by doing a door to door business card drop off as well as giving the first tow for free to see if you would like to continue to do business with us in the near future. We will also use the network and media to upload every tow and a person reaction so you can see how we will operate.

VISION AND OBJECTIVES

Two Months Before Starting

- Obtain LLC and DBA
- Ensuring insurance for company/company trucks
- Get business cards made
- Securing contract with city/contractors
- Ensuring and auction licenses

First Two Months After Starting

- Get the company on radio/all social media platforms
- Find out what customers enjoy about all about motions
- Get 360 body/vehicle cams for truck

First Year

- Get another flatbed to have a total of 2 flatbeds
- Get cars on the lot to be sold or lease out space
- Create an app for customers to use

Second Year

- Make merch to sell hats, shirts, etc.
- Create a membership for customers to subscribe
- Get contract with auction bidders who need their car moved

Fifth Year

- Find another city to open a lot for business
- Drop prices for tows

Tenth Year

- Past business down to my children
- Donate free lessons to people who don't know nothing about cars

Philanthropy

1. Holiday giveaways/lessons on how to change a tire.
2. Raise money to give out free gas.
3. Teach people the basics on maintaining a vehicle.

Community Impact

Once a week we will create tow day allowing people to come to the shop and learn how to keep your vehicle in motion by learning the engine or learn how to sell a car or learn how to tow a vehicle for free.

START-UP COST

Owner's name	Joshua
Company name	All About Motion Hauling & Transportation
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	2,000		
cell phone purchase	1,000		
car/truck down payment, if leased			
permits	2,000		
supplies, office & misc.			
Commercial Insurance	1,200		
Cash needed for start-up expenses	<u>6,200</u>		
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			-
Winch	300		300
Ropes/chain	100		100
Lights	100		100
building/office deposit		N/A	N/A
beginning cash balance	42,300	N/A	N/A
Cash needed for start-up assets	<u>42,800</u>	<u>-</u>	<u>500</u>
			<u>60</u> assumed life (months)
			<u>8</u> monthly depreciation
Total start up cost	<u>49,000</u>		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	33,000	67%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	16,000	33%
Outside equity investment, if applicable		0%
Total start up cost, total sources	<u>49,000</u>	100%

FINANCIALS STATEMENT (PRO FORMA)

Joshua dba All About Motion Hauling & Transportation
 EOU, Financing, and Payroll Assumptions
 Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Flatbed towing				Towing				Exotic Hauling			
Product description	Flatbed towing				Towing				Exotic Hauling			
Price per unit	100.00 100%				100.00 100%				100.00 100%			
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	Diesel		17.50	18%	Diesel		17.50	18%	Diesel		17.50	18%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			17.50	18%			17.50	18%			17.50	18%
Gross profit per unit - what you see on income statement			82.50	83%			82.50	83%			82.50	83%

	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
Flatbed towing sold		112	112	112	112	112	112	112	112	112	112	112	1,232
Towing sold		112	112	112	112	112	112	112	112	112	112	112	1,232
Exotic Hauling sold			112	112	112	112	112	112	112	112	112	112	1,120
total revenue		\$ 22,400	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 33,600	\$ 358,400
total cost of sales		\$ 3,920	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 5,880	\$ 62,720
total income statement gross profit (excludes owner labor)		\$ 18,480	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 27,720	\$ 295,680

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	\$ 16,000			15,285	15,044	14,801	14,556	14,310	14,062	13,813	13,561	
Interest rate (example 8%)	8.0%			102	100	99	97	95	94	92	90	1,085
Payback period (# of months)	56			(241)	(243)	(245)	(246)	(248)	(250)	(251)	(253)	(2,691)
Grace period (months pay delay)				15,044	14,801	14,556	14,310	14,062	13,813	13,561	13,309	
Monthly payment	\$ 343											

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	240	240	240	240	240	240	240	240	240	240	240	
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, excluding payroll taxes	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200

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

Joshua dba All About Motion Hauling & Transportation
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														
Flatbed towing	6	-	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	123,200	34%
Towing	6	-	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	123,200	34%
Exotic Hauling	6	-	-	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	11,200	112,000	31%
Total revenue		-	22,400	33,600	33,600	33,600	33,600	33,600	33,600	33,600	33,600	33,600	33,600	358,400	100%
Cost of Goods Sold	2														
Flatbed towing	6	-	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	21,560	6%
Towing	6	-	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	21,560	6%
Exotic Hauling	6	-	-	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	1,960	19,600	5%
Total COGS		-	3,920	5,880	5,880	5,880	5,880	5,880	5,880	5,880	5,880	5,880	5,880	62,720	18%
Gross profit		-	18,480	27,720	27,720	27,720	27,720	27,720	27,720	27,720	27,720	27,720	27,720	295,680	83%
Expenses	2														
Auto or truck lease	-	-													0%
Depreciation	3	-	8	8	8	8	8	8	8	8	8	8	8	92	0%
Gasoline & fuels	-	-													0%
Insurance - bonding	-	-													0%
Insurance - vehicle	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Interest - equip & start up	7	-	107	105	104	102	100	99	97	95	94	92	90	1,085	0%
Marketing	2,000	-												2,000	1%
Office - rent	-	-													0%
Office - insurance	-	-													0%
Office - telephone	-	-													0%
Office - utilities	-	-													0%
Payroll - not owner and not in COGS	8	-	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200	22%
Payroll taxes (9%)	6 & 8	-	648	648	648	648	648	648	648	648	648	648	648	7,128	2%
Permits	2,000	-	150	150	150	150	150	150	150	150	150	150	150	3,650	1%
Supplies	-	-													0%
Tax service	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Telephone - cellular	1,000	-	50	50	50	50	50	50	50	50	50	50	50	1,550	0%
Start-up expenses	1,200	-												1,200	0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
Total expenses		6,200	8,663	8,661	8,660	8,658	8,657	8,655	8,653	8,652	8,650	8,648	8,647	101,404	28%
Taxable profit (loss)	1	(6,200)	9,817	19,059	19,060	19,062	19,063	19,065	19,067	19,068	19,070	19,072	19,073	194,276	54%
Tax (expense) benefit	1	-		(5,669)			(14,296)			(14,300)			(14,304)	(48,569)	-14%
Owner's withdrawals	1	-	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(1,500)	(16,500)	-5%
Net profit (loss)		(6,200)	8,317	11,890	17,560	17,562	3,267	17,565	17,567	3,268	17,570	17,572	3,270	129,207	36%
Depreciation	3	-	8	8	8	8	8	8	8	8	8	8	8	92	
Equipment purchases	3	(500)	-	-	-	-	-	-	-	-	-	-	-	(500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	16,000	(237)	(238)	(240)	(241)	(243)	(245)	(246)	(248)	(250)	(251)	(253)	13,309	
Owner contribution	3	33,000	-	-	-	-	-	-	-	-	-	-	-	33,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		42,300	8,089	11,660	17,329	17,329	3,032	17,329	17,329	3,029	17,329	17,329	3,025	175,107	
Cash, period start	-	-	42,300	50,389	62,049	79,377	96,706	99,738	117,067	134,396	137,424	154,753	172,082	-	
Cash, period end		42,300	50,389	62,049	79,377	96,706	99,738	117,067	134,396	137,424	154,753	172,082	175,107	175,107	

