

prison
entrepreneurship
program

**Business Plan Competition
January 23, 2026**

Chayce, Oscar
Coastal Crane Academy

Prison Entrepreneurship Program
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Coastal Crane Academy

Business Plan
January 2026

Chayce
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> To fill the gaps associated with the lack of quality training and testing solutions for the NCCO certification requirements. NCCO: The National center for certification of crane operators 	<ul style="list-style-type: none"> To educate and properly prepare candidates to successfully complete the NCCO written and practical exam. To produce qualification to the industry 	<ul style="list-style-type: none"> provide a quality and experience through our 3-5 workshop with hands on training allowing the customer to To become familiar with the task associated with the practical exam 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> Our target customers are current crane operator seeking re-certification and rigger looking to advance in there career also commercial and industrial contractors looking to certify employees. 	<ul style="list-style-type: none"> 20 Years of experience in the field working with cranes we offer evening classes as well as on the weekend. We offer an entry level operators program 	<ul style="list-style-type: none"> NCCO contacts such as Sam Rogers and Jo Bob Williams who provide mentorship. Incentives for referrals and discount for those who are paying for multiple candidates. 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> We will promote through all social media platforms that contain a line to our website showing our class schedule and availability. Business cards and Brochures along with promotional T-shirts caps vehicle wraps 	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 30,000</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;">70,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Total startup costs:</td> <td style="text-align: right;"><u>\$ 100,000</u></td> </tr> </table>	Owner investment - cash	\$ 30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	70,000	Start up financing	-	Total startup costs:	<u>\$ 100,000</u>	<p>Year one summary income statement:</p> <table border="0"> <tr> <td>Sales</td> <td style="text-align: right;">\$ 1,003,700</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;"><u>149,500</u></td> <td style="text-align: right;"><u>15%</u></td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">854,200</td> <td style="text-align: right;">85%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;"><u>67,600</u></td> <td style="text-align: right;"><u>7%</u></td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">786,600</td> <td style="text-align: right;">78%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">196,600</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;"><u>88,000</u></td> <td style="text-align: right;"><u>9%</u></td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 501,900</u></td> <td style="text-align: right;"><u>50%</u></td> </tr> </table>	Sales	\$ 1,003,700	100%	COGS	<u>149,500</u>	<u>15%</u>	Gross profit	854,200	85%	Overhead	<u>67,600</u>	<u>7%</u>	Pretax income	786,600	78%	Tax expense	196,600	20%	Owner withdrawals	<u>88,000</u>	<u>9%</u>	Net income	<u>\$ 501,900</u>	<u>50%</u>
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TEAM LEADERSHIP STATEMENT

CEO/CFO/CMO: Chayce

Chayce Contributes his leadership skills and passion for construction education while being well versed through 20 years of experience in the construction industry. He specializes in heavy crane and rigging, Project supervision as certified Industrial Ironworker, Rigger, Crane Operator and practical examiner. He will be bringing management skills to the company.

COO: Oscar

Oscar brings his leadership & team building skills to the daily operations of the company with nearly 10 years. In the construction industry specializing in heavy equipment along with craft certification as an ironworker & Rigger. He will be bringing his communication skills to the company.

PRODUCT/SERVICE OFFERING

Coastal Crane Academy provides affordable training, and testing solutions for crane operators and riggers and with nearly 20 years of hands on experience in the field. We are dedicated to the crane and rigging industry. We are conveniently located in Freeport Texas within the largest industrial region on the gulf coast with a constant demand for crane and rigging services. We plan to start classes in the first quarter of 2028. Our program will consist of a five-day work shop that will educate and properly prepare candidates to successfully complete the written and practical examinations for crane operators. We will administer the written exam on the third day and the remainder of the work shop will consist of hands on training allowing the candidates to become familiar with the tasks associated with the practical exam. We offer online computer testing with same day results for candidates not attending the work shop or needing to re-certify. Unlike our competitors we offer flexible and affordable financing to our candidates. We hope to expand in the near future by providing a mobile training facility that allows us to bring our test site and equipment to companies needing to certify several employees at the same time at their convenience. Additionally, we hope to provide crane and rigging contract services as well. We look forward to working with you.

MARKET/INDUSTRY

Coastal Crane Academy is in the ever-growing business of construction education with the ability to target several markets within the multi-billion-dollar industry of crane & rigging rather it be commercial or industrial construction & crane rental. Our service of providing training and testing solutions for the NCCCO is in constant demand due to the fact that it is required to be legally employed as a crane operator and it must be maintained and renewed every five years. The national requirement for the NCCCO is fairly new and this allows us to be one of the few that offer our services. The start-up and material cost are low making our business very feasible with the ability to expand in many directions.

COMPETITION

Our two biggest competitors are CICB and the ABC which are larger corporations within the greater Houston area. CICB is located 50 miles away in Houston while the ABC located in Freeport only offers limited options for training and testing crane operators. We believe that 50% of our customers will come from those existing companies and since our overhead is low we will be able to become more personable with our customers. We also have the advantage of networking within the crane and rigging communities due to my solid reputation and 20 years of experience among our biggest target customers

DIFFERENTIATION

Our two biggest competitors are CICB and the ABC which are larger corporations within the greater Houston area. CICB is located 50 miles away in Houston while the ABC located in Freeport only offers limited options for training and testing crane operators. We believe that 50% of our customers will come from those existing companies and since our overhead is low we will be able to become more personable with our customers. We also have the advantage of networking within the crane and rigging communities due to my solid reputation and 20 years of experience among our biggest target customers

MARKETING STRATEGY

PRICE:

The pricing strategy for Coastal Crane Academy will be set on a package deal basis since several factors play a part into the price of our services. These factors play a part into the NCCO written and practical exam for each crane classification, the required core exam and practical exams / seat time. Our mobile crane training will consist of a two-day prep course with two cranes for \$2,350 and our five-day course will cost \$ 3,150. Practical exams will cost \$700 per crane classification and practical practice/ seat time will cost \$125 per hour. The more a package contains, the more our customer will save.

PLACE:

We will be located in Freeport TX, supporting along the gulf coast and all of Houston.

PROMOTION:

Initial promotion of Coastal Crane Academy will be made through all social media platforms that contain a link to our official website. We will use business cards and high-quality brochures along with promotional T-shirt, caps, pens and scratch pads as marketing materials I plan to promote our services through a combination of publicity and advertising by joining trade associations such as the NCCO, ABC and safety council.

VISION AND OBJECTIVES

TWO MONTHS BEFORE STARTING:

- Form LCC
- Obtain general liability insurance/liability waiver
- Begin pure promotion and mixed model promotion
- Schedule class room and crane rental
- Purchase utility trailer and materials needed for practical exam

FIRST TWO MONTHS AFTER STARTING:

- Hire a CPA for bookkeeping/tax purpose
- Schedule evening classes to accommodate target customer schedule
- Promote business on NCCO.org list of directories

FIRST YEAR:

- Start saving to purchase 15-ton fixed cab crane or boom truck
- Network at crane /equipment action's- begin shopping
- Purchase a 15-ton crane or boom truck

SECOND YEAR:

- Provide crane and rigging service to supplement cost of training and crane
- Establish permanent training and testing facility. Purchase computers/ VR crane simulators

FIFTH YEAR:

- Purchase 30- or 50-ton crane
- Provide industrial crane and rigging services in chemical plants/refineries
-

TENTH IMPACT YEAR:

- Purchase lattice boom crane

PHILANTHROPY:

To tithe 10 % of my net profit at the end of our first month of business. Donate time and finances to PEP

COMMUNITY IMPACT:

I intended too continually sponsor local sports teams and volunteer time to continually sponsor local sports teams and donate funds to St Johns lodge # 5 in West Columbia TX

START-UP COST

Owner's name	Chayce
Company name	Coastal Crane Academy
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	300		
cell phone purchase	300		
car/truck down payment, if leased			
permits	300		
supplies, office & misc.	5,000		
Cash needed for start-up expenses	5,900		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer	300		
computer, printer, fax	1,500		1,500
Copy machine	1,000		1,000
Crane 15 Ton down payment	10,000	70,000	80,000
			-
building/office deposit	1,500	N/A	N/A
beginning cash balance	9,800	N/A	N/A
Cash needed for start-up assets	24,100	70,000	82,500
			60 assumed life (months)
			1,375 monthly depreciation
Total start up cost	100,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	30%
Vehicle loan and other equipment debt (see note 7 for financing)	70,000	70%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	100,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Chayce dba Coastal Crane Academy
 EOU, Financing, and Payroll Assumptions
 Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	NCCCO Certification				written/practical exam				Practice time			
Product description	2 Day Prep Course for written core & exam and two specialties				written/practical exam and practical exam				Practical exam practice/equipment seat time			
Price per unit	2,500.00		100%		500.00		100%		125.00		100%	
Cost of <u>one</u> 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	NCCCO fees		400.00	16%	NCCCO fee		50.00	10%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			400.00	16%			50.00	10%			-	0%
Gross profit per unit - what you see on income statement			2,100.00	84%			450.00	90%			125.00	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
NCCCO Certification sold		20	20	20	30	30	30	40	40	40	40	40	350
written/practical exam sold		15	15	15	15	15	15	20	20	20	20	20	190
Practice time sold		20	20	20	20	20	20	30	30	30	30	30	270
total revenue		\$ 60,000	\$ 60,000	\$ 60,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 113,750	\$ 113,750	\$ 113,750	\$ 113,750	\$ 113,750	\$ 1,003,750
total cost of sales		\$ 8,750	\$ 8,750	\$ 8,750	\$ 12,750	\$ 12,750	\$ 12,750	\$ 17,000	\$ 17,000	\$ 17,000	\$ 17,000	\$ 17,000	\$ 149,500
total income statement gross profit (excludes owner labor)		\$ 51,250	\$ 51,250	\$ 51,250	\$ 72,250	\$ 72,250	\$ 72,250	\$ 96,750	\$ 96,750	\$ 96,750	\$ 96,750	\$ 96,750	\$ 854,250

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	\$ 70,000	70,000	68,247	66,484	64,710	62,926	61,132	59,327	57,512	55,686	53,849	52,002	
Interest rate (example 8%)	7.0%	408	398	388	377	367	357	346	335	325	314	303	3,919
Loan term (# of months)	36	(1,753)	(1,763)	(1,774)	(1,784)	(1,794)	(1,805)	(1,815)	(1,826)	(1,837)	(1,847)	(1,858)	(19,856)
Monthly payment	2,161	68,247	66,484	64,710	62,926	61,132	59,327	57,512	55,686	53,849	52,002	50,144	
Start-up financing, see Start-up Costs sheet													
Amount borrowed	\$ -	-	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		-	-	-	-	-	-	-	-	-	-	-	-
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												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, excluding payroll taxes												

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

Chayce Jacobsen dba Coastal Crane Academy
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														
NCCCO Certification	6	-	50,000	50,000	50,000	75,000	75,000	75,000	100,000	100,000	100,000	100,000	100,000	875,000	87%
written/practical exam	6	-	7,500	7,500	7,500	7,500	7,500	7,500	10,000	10,000	10,000	10,000	10,000	95,000	9%
Practice time	6	-	2,500	2,500	2,500	2,500	2,500	2,500	3,750	3,750	3,750	3,750	3,750	33,750	3%
Total revenue		-	60,000	60,000	60,000	85,000	85,000	85,000	113,750	113,750	113,750	113,750	113,750	1,008,750	100%
Cost of Goods Sold	2														
NCCCO Certification	6	-	8,000	8,000	8,000	12,000	12,000	12,000	16,000	16,000	16,000	16,000	16,000	140,000	14%
written/practical exam	6	-	750	750	750	750	750	750	1,000	1,000	1,000	1,000	1,000	9,500	1%
Practice time	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	8,750	8,750	8,750	12,750	12,750	12,750	17,000	17,000	17,000	17,000	17,000	149,500	15%
Gross profit		-	51,250	51,250	51,250	72,250	72,250	72,250	96,750	96,750	96,750	96,750	96,750	859,250	85%
Expenses	2														
Auto or truck lease	-	-													0%
Depreciation	3	-	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	15,125	2%
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	1%
Insurance - bonding	-	-													0%
Insurance - vehicle	-	-													0%
Interest - equip & start up	7	-	408	398	388	377	367	357	346	335	325	314	304	3,919	0%
Marketing	800	-												800	0%
Office - rent	-	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	2%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Office - telephone	-	-													0%
Office - utilities	-	-	300	300	300	300	300	300	300	300	300	300	300	3,600	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	800	-												800	0%
Supplies	5,000	-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Tax service	-	-		500			500			500			500	2,000	0%
Telephone - cellular	800	-	200	200	200	200	200	200	200	200	200	200	200	2,500	0%
Start-up expenses	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
Total expenses		5,900	5,483	5,974	5,463	5,452	5,942	5,442	5,421	5,910	5,400	5,389	5,878	67,644	7%
Taxable profit (loss)	1	(5,900)	45,767	45,277	45,287	66,298	66,308	66,318	91,329	90,840	91,350	91,361	90,872	786,606	78%
Tax (expense) benefit	1	-		(21,286)			(44,723)			(62,247)			(68,396)	(196,651)	-20%
Owner's withdrawals	1	-	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(88,000)	-9%
Net profit (loss)		(5,900)	37,767	35,991	37,287	58,298	58,308	58,318	83,329	82,840	83,350	83,361	82,872	501,954	50%
Depreciation	3	-	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375	15,125	
Equipment purchases	3	(84,800)	-	-	-	-	-	-	-	-	-	-	-	(84,800)	
Principle, equipment loan	7	-	(1,753)	(1,763)	(1,774)	(1,784)	(1,794)	(1,805)	(1,815)	(1,826)	(1,837)	(1,847)	(1,858)	50,144	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	80,000	-	-	-	-	-	-	-	-	-	-	-	80,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		9,800	37,389	35,603	37,389	58,389	58,389	58,389	82,889	82,442	82,889	82,889	82,389	512,923	
Cash, period start	-	-	9,800	47,189	62,791	100,180	158,569	171,733	230,123	313,011	333,153	416,042	498,930	-	
Cash, period end		9,800	47,189	62,791	100,180	158,569	171,733	230,123	313,011	333,153	416,042	498,930	512,923	512,923	

