

prison  
entrepreneurship  
program

**Business Plan Competition  
January 23, 2026**

Jerald, Miguel, Jalen  
Dreamscapes CLD

Prison Entrepreneurship Program  
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# ***Dreamscapes CLD***

Business Plan  
January 2026

*Jerald*  
Owner & Founder

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## Executive Summary

Opportunity
<ul style="list-style-type: none"> <li>• Expansion in Good Fellow AFB</li> <li>• Rise in new development home and commercial</li> <li>• Need for lawn and garden reform</li> </ul>
Customers
<ul style="list-style-type: none"> <li>• New &amp; existing homeowners</li> <li>• Real estate firms</li> <li>• Multi-unit apartment complexes</li> <li>• Commercial business locations</li> </ul>
Marketing
<ul style="list-style-type: none"> <li>• Website</li> <li>• Trifold pamphlet business cards flyers</li> <li>• Social media</li> <li>• Wrapped company vehicles</li> </ul>

Purpose										
<ul style="list-style-type: none"> <li>• Provide quality and custom landscape and construction to San Angelo and the Cancho Valley</li> </ul>										
Differentiators										
<ul style="list-style-type: none"> <li>• Pesticide &amp; chemical fertilizer free</li> <li>• Our own fully functional nursery</li> <li>• Vegetable/fruit gardens</li> </ul>										
Start-up Costs										
<table> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 75,000</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;">-</td> </tr> <tr> <td><b>Total startup costs:</b></td> <td style="text-align: right;"><b><u>\$ 75,000</u></b></td> </tr> </table>	Owner investment - cash	\$ 75,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total startup costs:</b>	<b><u>\$ 75,000</u></b>
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Owner investment - equipment	-									
Vehicle and/or equipment loan	-									
Start up financing	-									
<b>Total startup costs:</b>	<b><u>\$ 75,000</u></b>									

Solution																											
<ul style="list-style-type: none"> <li>• Custom landscape, hardscape &amp; construction design and development</li> <li>• General maintenance</li> </ul>																											
Extras																											
<ul style="list-style-type: none"> <li>• Seasonal specials (Christmas tree, pumpkin patch, summer melons)</li> <li>• Farmers market</li> </ul>																											
Financials & Extras																											
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## **Team Leadership Statement**

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### **CEO/CFO: Jerald**

Jerald brings his leadership skills to the company being a former branch and operations manager and owner/operator of JF and JV Valori Construction. Acquiring 25+ years in the industry and hauling completed courses in Advanced Horticulture, Architectural & Construction Design and CADD. Specializing in exterior design & development and regenerative agriculture. He has developed skills in public relations and problem solving and has 30+ years training in various areas of martial arts and disciplines, team leading and working for various aspects of the design & development industry.

### **COO: Miguel**

Miguel brings leadership, problem solving and workplace structural skills to the company having completed and worked in the heavy machinery and equipment operations industry working on various development projects. He has over 10 years' experience in the construction/industrial development industry being certified to a development crew. He also has attained 5+ years in the trucking and logistics field as a driver and crew member. He specializes in the study, logistics and operations of industrial machinery and being an exceptional factor to any project he is assigned to.

### **CMO: Jalen**

Jalen brings leadership public relational and educational skills to the company having 10+ years' experience in forklift operations dealing in the fields of shipping and receiving and logistics. Being a certified lead operator, he specializes in people skills and the daily operations and supervision of crew members. He also has 10+ years' experience in sales and marketing working for a private firm where he developed his skills in public relations, marketing strategies and affiliate marketing.

## **Product/Service Offering**

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Dreamscapes Custom Landscape Design Will offer custom landscaping and design. We have developed the latest designs and offer a verity of custom landscaping and construction designed for bushes, lawn and garden reform. We create a personal, ideal environment for your family to enjoy. We will also provide basic lawn and garden maintenance and deck and fencing and color repair/remodel. The landscaping and custom construction will be 100% of our revenue. With over 25 years of experience we train all of our employees in horticulture and property management. We will also train in computer aided drafting and design methods and other design courses. 100% of our plants are grown fully in functional private nurseries and greenhouses. We will service new and existing home owners, commercial business and restaurants, public and private schools and anyone close who is ready to wake up from an ugly lawn. What distinguishes Dreamscapes CLD is that we incorporate custom decks, fences, patios, fountains and compounds in our designs to make any house a dream. The market is expanding every day and we are ready to grow with it! So, if you're ready to wake up from the nightmare of an ugly lawn. Dreamscapes CLD is not just a good investment but a dream come true.

## **Market, Competition, Differentiation**

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### **MARKET**

Dreamscapes CLD is clearing a pathway in the growing business of custom landscaping and design. Landscaping and hardscaping design is a part of the multi-million industry.

The city of San Antonio, TX is expanding with new development in and around the surrounding area. This is the perfect opportunity to implement and expand our business.

Being that landscaping is done during the warm months of the year, our winter vegetable gardens and Christmas tree farm will bring winter month revenue. Start-up costs are very low and with our extra revenue areas we will indeed be a part of and help this industry thrive.

### **COMPETITION**

Rurally our main competitors will be Landscape Co. and Farmers Daughter Landscape. We believe will accrue over 50% of customers from these two companies.

Being able to present our family business on a personal level with our customers presents an advantage to us. With the larger companies they lack a large measure of intimacy with customers that can be conducive to building relationships, networking opportunities, and retaining long lasting clientele.

New competition will always be a factor in this industry due to low startup costs and the rate of new development opening lots of opportunities.

### **DIFFERENTIATION**

With numerous companies that provide landscaping in our area our differentiation will be our custom construction option. We will be building and designing decks and fencing arbors and ponds. Also, we will be growing, preparing and germinating all of our plants in our own fully functional nurseries without the use of harmful pesticides or chemically manufactured fertilizers.

Honesty, courtesy and integrity and our core values will distinguish us from the rest and our attention to detail and creativity will show our pride in work. All of our clients will receive gift baskets and holiday treats, compliments of our company and we will be generous in helping and building up other companies in our area.

## **Marketing Strategy**

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### **PRICE:**

Dreamscapes CLD will have competitive pricing ranging from \$1,250 to \$1,500 for full landscape design projects depending on the scope of the project. Our basic lawn services will range from \$40-\$65 depending on the size of area serviced. Being that we grow our own plants we can offer them to our clients for an extremely low rate.

### **PLACE:**

We will be located in San Angelo, TX and serving the Concho Valley Area of West Central Texas. This will allow us to serve those who don't get reached by other companies working within the next 5-mile radius of San Angelo.

### **PROMOTION:**

Initial promotion will be through flyers and word of mouth. Further promotion will be through synergy approach with home builders and real estate firms. We will also be attending home and garden expos around the area. Pens, t-shirts, hats and tri-fold color brochures will be given as gifts to all of our clients and business associates.

## **Vision and Objectives**

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### **Two Months Before Starting**

- File DBA
- Create LLC
- Obtain General Liability insurance
- Hire development and design teams
- Start website

### **First Two Months After Starting**

- Begin general maintenance/construction design options
- Start promoting custom design options
- Start saving for nursery expansion and farm/grow acreage

### **First Year**

- Maintain 25+ jobs per month
- Accrue sales revenue of \$175,000
- Expand nursery

### **Second Year**

- Attain 3 general lands. 1 construction per day and 3 design jobs per month
- Generate \$350,000 in sales revenue
- Have acquired 3-5 solid commercial accounts, hire 2 more employees

### **Fifth Year**

- Be top competitor in custom landscape & construction industry in west central Texas
- Have fully functional nurseries and farmland in growing in full force
- 3+ crews in rotation, full design team and nursery crew

### **Tenth Year**

- Have a fully functional self-sustaining regenerative farming firm
- Open branches in Abilene and Victoria area and become avid investor in new entrepreneurial opportunities

### **Philanthropy**

I will tithe 10% of all profits at day one. Begin growing gardens 4 helping hunger at 6 months. Teach regenerative farming principles to community. Become a community leader and volunteer. Donate time and resources to PEP and hire PEP alumni.

### **Community Impact**

Be a leader and servant to my community teaching our members regenerative techniques for character development and for a healthier future.

# START-UP COST

Owner's name	Jerald
Company name	Dreamscapes
<b>NAICS Business Classification</b>	
Sector (general classification)	11_Agriculture_Forestry_Fishing_and_Hunting
Sub-sector (more specific classification)	111: Crop Production

## 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	100		
car/truck down payment, if leased			
permits	275		
supplies, office & misc.			
insurance	1,000		
LLC	300		
<b>Cash needed for start-up expenses</b>	<b>1,975</b>		

  

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			-
tool upgrade/supplies	10,000		10,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	63,025	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>73,025</b>		<b>10,000</b>
			<u>60 assumed life (months)</u>
			<u>167 monthly depreciation</u>

  

<b>Total start up cost</b>	<b>75,000</b>		
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### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	75,000	100%
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		0%
<b>Total start up cost, total sources</b>	<b>75,000</b>	<b>100%</b>

# FINANCIALS STATEMENT (PRO FORMA)

**Jerald dba Dreamscapes**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

**Assumption 6 - Revenue Model (Economics of One Unit)**

	Product 1				Product 2				Product 3			
Product name	Basic HOA package				Basic home package							
Product description	exterior design				exterior design							
Price per unit			1,500.00	100%			2,750.00	100%				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	building materials		200.00	13%	building materials		400.00	15%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			200.00	13%			400.00	15%			-	0%
<b>Gross profit per unit - what you see on income statement</b>			1,300.00	87%			2,350.00	85%			-	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
Basic HOA package sold		4	4	5	6	8	8	8	9	9	10	10	81
Basic home package sold		2	2	2	3	3	3	3	5	5	6	6	40
total revenue		\$ 11,500	\$ 11,500	\$ 13,000	\$ 17,250	\$ 20,250	\$ 20,250	\$ 20,250	\$ 27,250	\$ 27,250	\$ 31,500	\$ 31,500	\$ 231,500
total cost of sales		\$ 1,600	\$ 1,600	\$ 1,800	\$ 2,400	\$ 2,800	\$ 2,800	\$ 2,800	\$ 3,800	\$ 3,800	\$ 4,400	\$ 4,400	\$ 32,200
total income statement gross profit (excludes owner labor)		\$ 9,900	\$ 9,900	\$ 11,200	\$ 14,850	\$ 17,450	\$ 17,450	\$ 17,450	\$ 23,450	\$ 23,450	\$ 27,100	\$ 27,100	\$ 199,300

**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	\$ -	-	-	-	-	-	-	-	-	-	-	-
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	2	2	2	4	4	4	4	4	4	4	4	
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	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	
salary expense, excluding payroll taxes	5,120	5,120	5,120	10,240	10,240	10,240	10,240	10,240	10,240	10,240	10,240	97,280

**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

**Jerald dba Dreamscapes  
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
<b>Revenue</b>	2														
Basic HOA package	6	-	6,000	6,000	7,500	9,000	12,000	12,000	12,000	13,500	13,500	15,000	15,000	121,500	52%
Basic home package line not used	6	-	5,500	5,500	5,500	8,250	8,250	8,250	8,250	13,750	13,750	16,500	16,500	110,000	48%
	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	11,500	11,500	13,000	17,250	20,250	20,250	20,250	27,250	27,250	31,500	31,500	231,500	100%
<b>Cost of Goods Sold</b>	2														
Basic HOA package	6	-	800	800	1,000	1,200	1,600	1,600	1,600	1,800	1,800	2,000	2,000	16,200	7%
Basic home package line not used	6	-	800	800	800	1,200	1,200	1,200	1,200	2,000	2,000	2,400	2,400	16,000	7%
	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	1,600	1,600	1,800	2,400	2,800	2,800	2,800	3,800	3,800	4,400	4,400	32,200	14%
<b>Gross profit</b>		-	9,900	9,900	11,200	14,850	17,450	17,450	17,450	23,450	23,450	27,100	27,100	199,300	86%
<b>Expenses</b>	2														
Auto or truck lease		-													0%
Depreciation	3	-	167	167	167	167	167	167	167	167	167	167	167	1,833	1%
Gasoline & fuels		-	400	400	400	500	500	500	500	500	600	600	600	5,500	2%
Insurance - bonding		-	260	260	260	260	260	260	260	260	260	260	260	2,860	1%
Insurance - vehicle		-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	300	100	50	50	50	50	50	50	50	50	50	50	50	900	0%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	5,120	5,120	5,120	10,240	10,240	10,240	10,240	10,240	10,240	10,240	10,240	97,280	42%
Payroll taxes (9%)	6 & 8	-	461	461	461	922	922	922	922	922	922	922	922	8,755	4%
Permits	275													275	0%
Supplies		-	150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Tax service		-												-	0%
Telephone - cellular	100		65	65	65	65	65	65	65	65	65	65	65	750	0%
Start-up expenses	1,300													1,300	1%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
<b>Total expenses</b>		1,975	6,907	6,922	6,922	12,603	12,603	12,603	12,603	12,603	12,703	12,703	12,703	123,854	54%
<b>Taxable profit (loss)</b>	1	(1,975)	2,993	2,978	4,278	2,247	4,847	4,847	4,847	10,847	10,747	14,397	14,397	75,446	33%
Tax (expense) benefit	1			(999)			(2,843)			(5,135)		(9,885)		(18,862)	-8%
Owner's withdrawals	1													-	0%
<b>Net profit (loss)</b>		(1,975)	2,993	1,979	4,278	2,247	2,004	4,847	4,847	5,712	10,747	14,397	4,512	56,585	24%
Depreciation	3	-	167	167	167	167	167	167	167	167	167	167	167	1,833	
Equipment purchases	3	(10,000)	-	-	-	-	-	-	-	-	-	-	-	(10,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	75,000	-	-	-	-	-	-	-	-	-	-	-	75,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		63,025	3,159	2,145	4,444	2,413	2,171	5,013	5,013	5,878	10,913	14,563	4,678	123,418	
Cash, period start		-	63,025	66,184	68,330	72,774	75,187	77,358	82,371	87,385	93,263	104,176	118,740	-	
<b>Cash, period end</b>		63,025	66,184	68,330	72,774	75,187	77,358	82,371	87,385	93,263	104,176	118,740	123,418	123,418	

