

prison  
entrepreneurship  
program

**Business Plan Competition  
February 20, 2026**

Level Up Dispatching

Prison Entrepreneurship Program  
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# *Level Up Dispatching*

Business Plan  
February 2026

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> <li>Finding loads that drivers want regarding weight, pay, and terrain preferences</li> <li>Take responsibility off the driver to find next load</li> <li>Perform back office services</li> </ul>	<ul style="list-style-type: none"> <li>Help drivers get what they want</li> </ul>	<ul style="list-style-type: none"> <li>Using the top tier subscription load boards</li> </ul>																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> <li>Semi-truck owner/operators who want to unload dispatching responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>Build driver's preference file and meet or exceed expectations</li> <li>We also offer optional back office services for my clients</li> </ul>	<ul style="list-style-type: none"> <li>Passion</li> <li>Knowledge</li> </ul>																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> <li>Facebook</li> <li>Google</li> </ul>	<table> <tr> <td>Owner investment - cash</td> <td>\$ 10,000</td> </tr> <tr> <td>Owner investment - equity</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td>50,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b>\$ 60,000</b></td> </tr> </table>	Owner investment - cash	\$ 10,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	50,000	<b>Total start up costs:</b>	<b>\$ 60,000</b>	<table> <tr> <td>Sales:</td> <td>\$ 526,200</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>-</td> <td>0%</td> </tr> <tr> <td>Gross profit</td> <td>526,200</td> <td>100%</td> </tr> <tr> <td>Overhead</td> <td>228,300</td> <td>43%</td> </tr> <tr> <td>Pretax income</td> <td>297,900</td> <td>57%</td> </tr> <tr> <td>Tax expense</td> <td>74,400</td> <td>14%</td> </tr> <tr> <td>Owner withdrawals</td> <td>66,000</td> <td>13%</td> </tr> <tr> <td>Net income</td> <td>\$ 157,400</td> <td>30%</td> </tr> </table>	Sales:	\$ 526,200	100%	COGS	-	0%	Gross profit	526,200	100%	Overhead	228,300	43%	Pretax income	297,900	57%	Tax expense	74,400	14%	Owner withdrawals	66,000	13%	Net income	\$ 157,400	30%
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## **LEADERSHIP STATEMENT**

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**CEO:** Cipriano is a driven and task-oriented individual with over 10 years of experience in the food and beverage industry. He is highly motivated in his due diligence to providing professional service standards that are unparalleled in the industry. His educational background includes a dual Associates Degree of Applied Science; first in Culinary Arts and the second in Business Management. He works well with others and is a dedicated team player who puts his team first while ensuring he meets his customer's demands.

**CMO:** Clayton is a self-motivated individual who will do what it takes to get the job done. He believes in leading by example. He bases his decisions off his Christian morals, and believes everyone should be treated with love. He has 20 years of experience in various industries and brings a variety of skills to the business.

**CFO:** Bryian is a strong leader who is always there to encourage people to get to the next level because you never know when someone needs some words of encouragement. He has worked at Little Caesar's Pizza, a plastic cup factory, and a landscaping company. He also has a GED.

**COO:** Justin is a goal-oriented, organized, self-starting individual who is driven towards success. With more than 25 years of experience in fabrication, manufacturing and construction industries. He brings a plethora of knowledge and experience to any company. 10 years of that he managed multiple crews on various projects simultaneously. His diagnostics, trouble shooting and problem-solving skills are unsurpassed. His work ethic and passion for whatever he puts his mind to sets him a head above the rest.

## **PRODUCT/SERVICE OFFERING**

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Level Up Dispatching will offer load procurement services to independent owner operators, and small fleet owners for a dispatch fee of 9% of the gross pay for the load. This will represent 100% of our revenue. We plan to open in Dallas, TX in June of 2027.

Our main service is load procurement. Our benefit to our customers will be finding them the best paying loads on the top tier subscription load boards. Such as: DAT One Pro, Truckstop Carrier Pro, 123 Load Board Premium, Truck Path, etc. We will be focusing on dispatching over the road (OTR) owner/operators hauling 53' dry vans, 53' temperature-controlled reefers, and 48 and 53' flatbeds. There are no potential barriers to entry to start our company like licenses or certifications. We will have general liability insurance. We will apply for a motor carrier number with the Department of Transportation to get access to the load boards. Our company is different because we will reach a new generation of truckers using social media such as YouTube, TikTok, etc., to start a podcast aimed at owner/operator education. We will also have an e-mail list to send out a newsletter.

In the future, we hope to include services to help owner/operators with DOT audits, creating invoices for their factoring companies, and eventually offering factoring services through our company. We will get things done efficiently by creating systems and spread sheets that will consistently make reminders until the load is delivered. Level Up Dispatching is committed to finding the best paying loads for customers for long lasting mutually beneficial business relationships.

## **MARKET/INDUSTRY**

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We are an independent dispatching service in the trucking industry. The trucking industry in the USA is a \$980 billion industry. So, a 10% dispatching fee is a lot. We plan to grow by starting a freight brokerage and a truck investor division.

## **COMPETITION**

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There are thousands of brokerage companies in the USA.

## **DIFFERENTIATION**

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Our company is different. We offer personalized services. We build a preference section in our carrier file management system based on how much they want to make per load, how much max weight they want to haul and what area of the country are they willing to travel.

## **MARKETING STRATEGY**

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### **Price:**

The price for our dispatching service is 10% of the gross pay per load that we negotiate for the carrier. Ideally, we want to bring in \$36,400 annually per truck, and we plan to have four dispatchers do four trucks each, for a total of \$582,400 annually. We also offer back office services for an additional 5% of the gross pay.

### **Place:**

We will work remotely from a home office in Dallas, TX. Our customers will come from drivers who listen to social media or podcasts on how to properly own and operate a semi-truck. We will use these platforms to grow our podcast and advertise our services.

### **Promotion:**

We will use virtually free promotion. It will not cost a lot of money to distribute information through our podcast that will help people run trucking businesses. We will also attempt to convert listeners into customers. If we can get 1,000 views or streams per month on our social media platforms and land 50 customers per month, that will cover ad and labor costs.

## **VISION AND OBJECTIVES**

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Our vision at Level Up Dispatching is to offer a personalized service to find the best paying loads for semitruck owner/operators that meet their preferences for how much weight they want to haul, how much they would like to get paid per load, and the type of terrain that is ideal. Using the ten top tier subscription load boards, we will be able to meet or exceed our client's expectations for the loads they want to haul. Using our professional sales techniques of highlighting our truck driver's safety records, years driving, and minimum records of claims against them. We will be able to negotiate the best pay per loads for our clients.

### **First Year:**

We will focus on building positive relationships with freight brokers to build a reputation for being a dispatching service that represents the truck drivers and gets the loads to their destination on time and without damage.

### **Third Year:**

We hope to have begun our own freight brokerage. This may increase each load profits by up 30% by dealing directly with the shippers themselves. We also hope to have hired two full-time dispatchers to work with us to increase the amount of trucks we dispatch.

### **Fifth Year:**

We will have 10 full time employees, eight dispatchers, and two broker agents to find shipping loads. We also will have to have five trucks operating under our Truck Investor Program where we have 20% equity in an investor's trucking company to provide them loads, drivers, and back office services.

### **Tenth Year:**

We hope to have Level Up Dispatching, Level Up Freight, and Level Up Investments operating autonomously with managers running daily operations.

### **Philanthropy:**

Level Up Dispatching will have a positive impact on the semitruck owner/operator community by offering free social media channels, podcasts, and pages with helpful hints, tips, and trucks to help them successfully comply with all federal safety and tax regulations.

# START-UP COST

Owner's name	
Company name	Level Up Dispatching
<b>NAICS Business Classification</b>	
Sector (general classification)	_48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	484: Truck Transportation

## 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	1,000		
car/truck down payment, if leased			
permits			
supplies, office & misc.			
<b>Cash needed for start-up expenses</b>	<b>1,000</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	2,000		2,000
office furniture	2,000		2,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	55,000	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>59,000</b>	<b>-</b>	<b>4,000</b>
			<b>60 assumed life (months)</b>
			<b>67 monthly depreciation</b>
<b>Total start up cost</b>	<b>60,000</b>		

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	10,000	17%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	50,000	83%
Outside equity investment, if applicable	-	0%
<b>Total start up cost, total sources</b>	<b>60,000</b>	<b>100%</b>

# FINANCIAL STATEMENT (PRO FORMA)

## dba Level Up Dispatching EOU, Financing, and Payroll Assumptions Year 1

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

	Product 1				Product 2				Product 3				
Product name	Dispatching												
Product description	Finding loads on a load board												
Price per unit	230.00		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%	
<b>Gross profit per unit - what you see on income statement</b>			230.00	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
Dispatching sold		208	208	208	208	208	208	208	208	208	208	208	2,288
total revenue		\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 526,240
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 47,840	\$ 526,240

### 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	\$ 50,000			50,000	48,803	47,597	46,380	45,153	43,916	42,669	41,411	37,574
Interest rate (example 8%)	10.0%			417	407	397	386	376	366	356	345	313
Payback period (# of months)	36			(1,197)	(1,207)	(1,217)	(1,227)	(1,237)	(1,247)	(1,258)	(1,268)	(1,300)
Grace period (months pay delay)	-			48,803	47,597	46,380	45,153	43,916	42,669	41,411	40,143	36,274
Monthly payment	\$ 1,613											4,021
												(13,726)

### 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	3	3	3	3	3	3	3	3	3	3	3	
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	36.95	36.95	36.95	36.95	36.95	36.95	36.95	36.95	36.95	36.95	36.95	
salary expense, excluding payroll taxes	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	195,096

### 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

**dba Level Up Dispatching**  
**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														
Dispatching	6	-	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	526,240	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	526,240	100%
Cost of Goods Sold	2														
Dispatching	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Gross profit</b>		-	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	47,840	526,240	100%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	67	67	67	67	67	67	67	67	67	67	67	733	0%
Gasoline & fuels	-													-	0%
Insurance - bonding	-		50	50	50	50	50	50	50	50	50	50	50	550	0%
Insurance - vehicle	-													-	0%
Interest - equip & start up	7	-	417	407	397	386	376	366	356	345	335	324	313	4,021	1%
Marketing	-		50	50	50	50	50	50	50	50	50	50	50	550	0%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8	-	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	17,736	195,096	37%
Payroll taxes (9%)	6 & 8	-	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	17,559	3%
Permits	-													-	0%
Supplies	-													-	0%
Tax service	-													-	0%
Telephone - cellular	1,000													1,000	0%
Start-up expenses	-													-	0%
Internet	-		200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Loadboard Subscription	-		600	600	600	600	600	600	600	600	600	600	600	6,600	1%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
<b>Total expenses</b>		1,000	20,716	20,706	20,696	20,685	20,675	20,665	20,654	20,644	20,633	20,623	20,612	228,309	43%
<b>Taxable profit (loss)</b>	1	(1,000)	27,124	27,134	27,144	27,155	27,165	27,175	27,186	27,196	27,207	27,217	27,228	297,931	57%
Tax (expense) benefit	1			(13,315)			(20,366)			(20,389)		(20,413)		(74,483)	-14%
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)	-13%
<b>Net profit (loss)</b>		(1,000)	21,124	7,820	21,144	21,155	799	21,175	21,186	807	21,207	21,217	815	157,448	30%
Depreciation	3	-	67	67	67	67	67	67	67	67	67	67	67	733	
Equipment purchases	3	(4,000)	-	-	-	-	-	-	-	-	-	-	-	(4,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	50,000	(1,197)	(1,207)	(1,217)	(1,227)	(1,237)	(1,247)	(1,258)	(1,268)	(1,279)	(1,289)	(1,300)	36,274	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		55,000	19,994	6,680	19,994	19,994	(372)	19,994	19,994	(395)	19,994	19,994	(419)	200,456	
Cash, period start		-	55,000	74,994	81,674	101,668	121,663	121,291	141,286	161,280	160,885	180,880	200,874	-	
<b>Cash, period end</b>		55,000	74,994	81,674	101,668	121,663	121,291	141,286	161,280	160,885	180,880	200,874	200,456	200,456	