

prison  
entrepreneurship  
program

**Business Plan Competition  
February 20, 2026**

Mr. Season's Landscape

Prison Entrepreneurship Program  
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# *Mr. Season's Landscape*

Business Plan  
February 2026

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none"> <li>Weeds and allergies</li> <li>Maintain a beautiful yard</li> <li>Serve community</li> </ul>	<ul style="list-style-type: none"> <li>Provide service to residential and commercial customers</li> </ul>	<ul style="list-style-type: none"> <li>Lawn care</li> <li>Landscaping design and installation services</li> </ul>																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none"> <li>Residential and commercial property owners</li> </ul>	<ul style="list-style-type: none"> <li>We understand how to put nutrients back into the soil</li> <li>Provide digital images of what the property will look like</li> <li>We will use plants that are native to promote environmental stability</li> </ul>	<ul style="list-style-type: none"> <li>15 years of experience</li> <li>Water displays and firepits</li> </ul>																																							
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none"> <li>Door to door solicitation</li> <li>Business cards and flyers</li> <li>Various social media platforms</li> </ul>	<table> <tr> <td>Owner investment - cash</td> <td>\$</td> <td>-</td> </tr> <tr> <td>Owner investment - equity</td> <td></td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td></td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td></td> <td>60,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td></td> <td><b>\$ 60,000</b></td> </tr> </table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		60,000	<b>Total start up costs:</b>		<b>\$ 60,000</b>	<table> <tr> <td>Sales:</td> <td>\$ 605,000</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>242,000</td> <td>40%</td> </tr> <tr> <td>Gross profit</td> <td>363,000</td> <td>60%</td> </tr> <tr> <td>Overhead</td> <td>43,600</td> <td>7%</td> </tr> <tr> <td>Pretax income</td> <td>319,300</td> <td>53%</td> </tr> <tr> <td>Tax expense</td> <td>79,800</td> <td>13%</td> </tr> <tr> <td>Owner withdrawals</td> <td>55,000</td> <td>9%</td> </tr> <tr> <td>Net income</td> <td>\$ 184,400</td> <td>30%</td> </tr> </table>	Sales:	\$ 605,000	100%	COGS	242,000	40%	Gross profit	363,000	60%	Overhead	43,600	7%	Pretax income	319,300	53%	Tax expense	79,800	13%	Owner withdrawals	55,000	9%	Net income	\$ 184,400	30%
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## **LEADERSHIP STATEMENT**

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**CEO/COO:** Tyrrence has great energy when it comes to meeting new people. He knows how to lead a team to victory, while bringing the best out of you. He has the ability to keep you focused and relaxed. He has 15 years of experience running and maintain the family business. Although he has not obtained any degrees or certificates, he has a bond with customers that is unmatched.

**CMO:** Travis is a great leader with a passion for helping others using healthy foods. He's got almost 20 years of experience in the food industry and an extensive knowledge in food production creating an environment for success and dependability. Food safety certifications are up to date and quality control is a main priority of his whether, it's his own business he's representing or another's. Top notch produce and energy efficiency go hand in hand when it comes to Travis and his operational standards.

**CFO:** Brandon strengths consist of being dedicated and driven in everything he does including communicating with people to get the job in a timely and efficient manner. He has 15 years of experience in parts delivery. He also has his CDL and can perform hotshot deliveries as well as commercial deliveries.

## **PRODUCT/SERVICE OFFERING**

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At Mr. Season's Landscape, we're not your average landscapers. We're here offering tree trimming, tree removal, garden beds, xeriscape, waterfalls, shrubs, and lawncare. We understand that there is always some work to do around the yard year 'round! 45% of our revenue will be lawncare, 5% will be tree removal. The other 50% revenue will be these remaining five services; trimming, garden beds, xeriscape, shrubs and waterfalls.

We plan to be open by June 2026 in and around the Odessa, TX area. We are willing to travel up to 30 miles away from our home base before any extra fees are included. We'll arrive with clean and sanitized equipment at every job ready to perform. We take pride in our work know that each job requires ultimate care and precision while considering safety first. We will be bonded and insured by a liable provider. Our company will be a valuable new member of your family.

Xeriscape yards are great for people with allergies. They are unique and beautiful. Our lawn services will cut your lawn, bag your grass, and blow your property clean. We specialize in working with the average person. We offer payment plans for customers who are on fixed incomes or low budgets. If a disaster occurs we will give back by helping with the communities clean up. Together we will thrive; not only as a company, but as a family.

## **MARKET/INDUSTRY**

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We will be working in the landscaping industry. Which is a fragmented market with many providers both big and small. There is plenty of work available to become a competitor in this industry.

## **COMPETITION**

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My competition will mainly come from other landscapers in the industry such as Greenworks and Trees & Lawns. The do it yourself lawn care people will be indirect competitors as well.

## **DIFFERENTIATION**

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The biggest difference between us and the competition will be our ability to start and stay lean. Keeping our overhead low means we can keep our prices as competitive as possible. I will be conducting the bulk of the work myself until our business takes off.

## **MARKETING STRATEGY**

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### **Price:**

Standard tree removal starts at \$1,200. Our lawn care minimum is \$175 per month, and flower bed installations are over \$500.

### **Place:**

We will be located in Odessa, Texas and my customers will be local residents. I will advertise by going door-to-door, use platforms such as Facebook and TikTok, and upload DIY videos to YouTube.

### **Promotion:**

Our founder is a landscaper by trade. We offer high quality service on custom rock yards, ponds, waterfalls, and firepits. We also trim trees.

## **VISION AND OBJECTIVES**

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This business idea came about when the owner was about 19 years of age. We have a passion for nature, planting things and watching them grow. We have many goals for our business and to help our community. We plan to become a name brand when you think of lawns or landscaping.

### **First Year:**

In our first year, we plan to reach out to multiple small communities, build a customer base and show them that every yard matter to us as if they are our own.

### **Third Year:**

By our third year, we will have our customer base established and will have as many repeat customers as possible.

### **Fifth Year:**

By our fifth year of operations, we will reach out to other surrounding cities, building another location for expansion.

### **Tenth Year:**

By our tenth year, we will be servicing multiple cities all across the state of Texas, providing a high-quality service.

### **Philanthropy:**

We will clean and landscape play areas in city parks for free. Providing clean and beautiful environments for children to play in and have great memories with their families.

# START-UP COST

Owner's name	
Company name	Mr. Season's Landscape
<b>NAICS Business Classification</b>	
Sector (general classification)	_23_ Construction
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	200		
car/truck down payment, if leased			
permits	500		
supplies, office & misc.	200		
<b>Cash needed for start-up expenses</b>	<b>1,200</b>		

  

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer	2,000		-
computer, printer, fax	2,000		2,000
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	54,800	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>58,800</b>	<b>-</b>	<b>2,000</b>
			<b>60 assumed life (months)</b>
			<b>33 monthly depreciation</b>

  

<b>Total start up cost</b>	<b>60,000</b>		
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### 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)	60,000	100%
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 Mr. Season's Landscape**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

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

	Product 1			Product 2			Product 3			
Product name	Lawncare			Garden			Tree Service			
Product description	Mow, trim, edge and blow for one month			Built awesome garden			Service trees			
Price per unit	100.00	100%		400.00	100%		1,000.00	100%		
Cost of <u>one</u> unit	hours	rate		hours	rate		hours	rate		
Non-owner payroll exp.			-	0%					-	0%
Non-owner payroll tax	9.0%		-	0%					-	0%
cost 1 description	materials cost	20.00	20%	materials cost	200.00	50%				0%
cost 2 description			0%			0%				0%
cost 3 description			0%			0%				0%
cost 4 description			0%			0%				0%
Total variable costs		20.00	20%	200.00	50%				-	0%
<b>Gross profit per unit - what you see on income statement</b>		80.00	80%	200.00	50%				1,000.00	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
Lawncare sold			100	100	100	100	100	100	100	100	100	100	100	1,100
Garden sold			100	100	100	100	100	100	100	100	100	100	100	1,100
Tree Service sold			5	5	5	5	5	5	5	5	5	5	5	55
total revenue		\$	55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 605,000
total cost of sales		\$	22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 242,000
total income statement gross profit (excludes owner labor)		\$	33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 363,000

## 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	\$ 60,000	principal, beginning	60,000	57,686	55,357	53,013	50,652	48,277	45,885	43,477	41,053	38,613	36,157
Interest rate (example 8%)	8.0%	interest expense	400	385	369	353	338	322	306	290	274	257	241
Payback period (# of months)	24	principal payment	(2,314)	(2,329)	(2,345)	(2,360)	(2,376)	(2,392)	(2,408)	(2,424)	(2,440)	(2,456)	(2,473)
Grace period (months pay delay)		principal, ending	57,686	55,357	53,013	50,652	48,277	45,885	43,477	41,053	38,613	36,157	33,684
Monthly payment	\$ 2,714												

## 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	1	1	1	1	1	1	1	1	1	1	1	1
avg hours each employee(s) worked per month, not in EOU above	160	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	15.00
salary expense, excluding payroll taxes	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	26,400

## 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 Mr. Season's Landscape**  
**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														
Lawn care	6	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	18%
Garden	6	-	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	440,000	73%
Tree Service	6	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	9%
<b>Total revenue</b>		-	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	55,000	605,000	100%
Cost of Goods Sold	2														
Lawn care	6	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	4%
Garden	6	-	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000	36%
Tree Service	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	242,000	40%
<b>Gross profit</b>		-	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	363,000	60%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3		33	33	33	33	33	33	33	33	33	33	33	367	0%
Gasoline & fuels	-		500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Insurance - bonding	-													-	0%
Insurance - vehicle	-		200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Interest - equip & start up	7		400	385	369	353	338	322	306	290	274	257	241	3,534	1%
Marketing	300		500	200			500	200				500	200	2,400	0%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8		2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	26,400	4%
Payroll taxes (9%)	6 & 8		216	216	216	216	216	216	216	216	216	216	216	2,376	0%
Permits	500													500	0%
Supplies	200													200	0%
Tax service	-													-	0%
Telephone - cellular	200													200	0%
Start-up expenses	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
<b>Total expenses</b>		1,200	4,249	3,934	3,718	3,703	4,187	3,871	3,655	3,639	3,623	4,107	3,790	43,677	7%
<b>Taxable profit (loss)</b>	1	(1,200)	28,751	29,066	29,282	29,297	28,813	29,129	29,345	29,361	29,377	28,893	29,210	319,323	53%
Tax (expense) benefit	1			(14,154)			(21,848)			(21,959)		(21,870)		(79,831)	-13%
Owner's withdrawals	1		(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(55,000)	-9%
<b>Net profit (loss)</b>		(1,200)	23,751	9,912	24,282	24,297	1,965	24,129	24,345	2,402	24,377	23,893	2,340	184,492	30%
Depreciation	3		33	33	33	33	33	33	33	33	33	33	33	367	
Equipment purchases	3	(4,000)	-	-	-	-	-	-	-	-	-	-	-	(4,000)	
Principle, equipment loan	7		-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	60,000	(2,314)	(2,329)	(2,345)	(2,360)	(2,376)	(2,392)	(2,408)	(2,424)	(2,440)	(2,456)	(2,473)	33,684	
Owner contribution	3		-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3		-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		54,800	21,470	7,616	21,970	21,970	(378)	21,770	21,970	12	21,970	21,470	(100)	214,543	
Cash, period start			54,800	76,270	83,887	105,857	127,827	127,450	149,220	171,190	171,202	193,173	214,643	-	
<b>Cash, period end</b>		54,800	76,270	83,887	105,857	127,827	127,450	149,220	171,190	171,202	193,173	214,643	214,543	214,543	