

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

Rich Yoga Studios

Prison Entrepreneurship Program
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Rich Yoga Studios

Business Plan
February 2026

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> • A lot of people have health problems • Enhance athlete's performance • Wide demographic can be potentially introduced to yoga 	<ul style="list-style-type: none"> • Help alleviate pain or stress from health problems • Improve athlete's dexterity • Bring awareness to people of the benefits from practicing yoga 	<ul style="list-style-type: none"> • Teaching yoga, which is designed to address health problems • Enhance performance while maintaining a beginner level for all ages and performance abilities 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> • People with health problems who are trying to maintain a healthy and active lifestyle • Athletes • Busy professionals 	<ul style="list-style-type: none"> • Respite area where customers can cool down and relax • Free Wifi • Snack bar 	<ul style="list-style-type: none"> • Five years of experience in practicing in yoga and three years teaching classes • Very passionate about the benefits 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> • Mixed-model • Pure promotions • Bootstrap marketing • Social media platforms 	<table> <tr> <td>Owner investment - cash</td> <td>\$ 15,000</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>75,000</td> </tr> <tr> <td>Total start up costs:</td> <td>\$ 90,000</td> </tr> </table>	Owner investment - cash	\$ 15,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	75,000	Total start up costs:	\$ 90,000	<table> <tr> <td>Sales:</td> <td>\$ 1,053,500</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>242,700</td> <td>23%</td> </tr> <tr> <td>Gross profit</td> <td>810,700</td> <td>77%</td> </tr> <tr> <td>Overhead</td> <td>66,100</td> <td>6%</td> </tr> <tr> <td>Pretax income</td> <td>744,600</td> <td>71%</td> </tr> <tr> <td>Tax expense</td> <td>186,100</td> <td>18%</td> </tr> <tr> <td>Owner withdrawals</td> <td>55,000</td> <td>5%</td> </tr> <tr> <td>Net income</td> <td>\$ 503,400</td> <td>48%</td> </tr> </table>	Sales:	\$ 1,053,500	100%	COGS	242,700	23%	Gross profit	810,700	77%	Overhead	66,100	6%	Pretax income	744,600	71%	Tax expense	186,100	18%	Owner withdrawals	55,000	5%	Net income	\$ 503,400	48%
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LEADERSHIP STATEMENT

CEO: Javon displays love and passion for the practice of yoga. He's very detail oriented, and he properly plans every yoga flow out making sure the participant has full satisfaction while remaining in a safe and comfortable environment. He has five years of experience practicing and three years teaching. With his experience and 200 hours of yoga teacher training, he looks forward to guiding you as you fully connect mind, body and spirit.

CMO: Juan is a strong, firm leader because he is trustworthy, humble and courageous. He has a passion for the flooring industry, and he has eight years of experience in it. He will take the time to help you train and guide to his level. He is a very dedicated participant with an open heart. He will bring respect, accountability and execution to every situation.

CFO: Triston is a highly determined leader that not only demands, but commands greatness out of his peers. He possesses a strong leadership mentality that supports his business. Triston has worked in the trucking business for five plus years prior to his time in the construction field. He has experience driving forklifts, skid steers, back hoes and tractors.

COO: John is a highly driven individual, with the skills and experience to be a great leader. He is detail-oriented, openminded, and always willing to learn. He has over 25 years of experience in sales and warehousing. He also has forklift experience, and has owned or managed several businesses.

PRODUCT/SERVICE OFFERING

Rich Yoga Studios is a community friendly yoga studio committed to building a community that helps the community and that is focused on the holistic health of all people. We will provide multiple classes daily teaching a variety of yoga flows that are all designed to build us up. We'll offer meditation classes, flows for beginners, and power vinyasa flows for the advanced yogis. Water, yoga mats, and towels will be available to rent as needed. We predict that 95% of our revenue will come from our classes. Our rental items will account for the other 5%. Our plan is to open our doors to the public in the beginning of 2027 at our flagship location in Dallas' Bishop Arts District.

We will create a safe space for yogis to come be themselves and practice. Our yoga flows will be modified to ensure everybody will be able to participate no matter what level. All of our instructors have completed at the minimum a 200-hour yoga teacher training course which licensed to teach others the art of yoga and self-healing. We are also insured to protect ourselves as well as the client if any injuries occur. Rich Yoga promotes holistic health. We don't only want you to leave physically fit, we also focus on building sound minds and balanced emotions. To contribute to our competitive advantage our flagship location will be open seven days a week teaching eight in person classes and one class uploaded via YouTube. Our intentions are to build a community that is willing to get out and help the community. We don't want to be the only ones growing. We will be listed on the Mind Body app making each class accessible and easy to find. By the summer of 2028 we expect to host our First Annual Rich Yoga Day which will allow the community to come together and learn the importance of mental health and giving back. Namaste.

MARKET/INDUSTRY

Health and wellness are a growing industries, with everyone looking to grow mentally, physically and emotionally. This multi-million-dollar industry has the room to grow exponentially, due to the fact that there's a lot of people wanting help on their wellness journey but didn't know where to begin. Especially with yoga. There is a whole untapped demographic that's waiting to be introduced to the holistic lifestyle.

COMPETITION

Our direct competitors will be any yoga studios or gym that people prefer to visit over us. Our indirect competitors will be personal trainers and YouTube workout videos. Our advantage over other yoga studios will be the family friendly vibes that we bring. Our advantage over workout videos are our judgment free zones and the ability to interact with other people in the community.

DIFFERENTIATION

We differ from our competitors because we have a cool down area with free Wi-fi that serves smoothies and fruit bowls to our customers. Our cool down area is unique because it allows yogis a place to rest before and after class mingling and making new connections or just relaxing.

MARKETING STRATEGY

Price:

Our pricing model will be fairly simple, staying in line with other yoga studios. Our cash flow will come from charging \$20 per yoga class, while offering fruit bowls and smoothies that range from 5-\$10 based on size. We also have bottled water for \$1, and \$5 rental fees for mats. We also offer memberships at \$80 per month which allows you access to all classes, 50% discounts for guests, and one free small smoothie or fruit parfait.

Place:

We will be located in the Bishop Arts District of Dallas, and we will be open seven days a week from 6AM to 9PM. Our customers will come from the Dallas/Fort-Worth area, and they will learn about us through word of mouth, social media, and the mind body app.

Promotion:

Our studio is designed to create a safe space that's conducive and enriching to meeting multiple needs, free of judgment. We offer a variety of classes daily, online, and in-person, as well as yoga instructor training and one-on-one sessions. We plan to utilize social media platforms, exercise apps, and community outreach for our marketing efforts.

VISION AND OBJECTIVES

You may ask, why yoga? Our founder asked himself the same question before his first-time practicing. In the beginning, it was just a thought that was pushed aside. Years went by and through certain circumstances he found himself alone and the thought came again to do yoga. With no equipment or knowledge, he grabbed a blanket, found a YouTube video and recorded himself on Facebook Live practicing. He was inexperienced and clumsy, but he fell in love with it. We want to provide instruction to a community that lacks the knowledge of the benefits yoga possesses. We want to become a group of people to call or look up to when they want to start their journey into yoga.

First Year:

In our first year we want to build a community of yogis and maintain a positive cash flow.

Third Year:

In our third year, we hope to be cash flow positive from our online classes and begin hosting Rich Yoga Days.

Fifth Year:

By our fifth year, we hope to reach our breakeven point and be fully functional, as well as hosting yoga instructor training classes twice a year.

Philanthropy:

We will volunteer at youth homes and juvenile facilities. We will offer troubled teens full scholarships to train to become a yoga instructor and have a job with us upon completion. Any funds that we acquire from Rich Yoga Day will be donated to the Prison Entrepreneurship Program.

START-UP COST

Owner's name	Javon
Company name	Rich Yoga Studios
NAICS Business Classification	
Sector (general classification)	_62 Health_Care_and_Social_Assistance
Sub-sector (more specific classification)	624: Social Assistance

Start-up Costs Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	11,100		
cell phone purchase	2,700		
car/truck down payment, if leased			
permits			
supplies, office & misc.	10,850		
Cash needed for start-up expenses	24,650		

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	6,750		6,750
	600		600
	12,500		12,500
			-
building/office deposit	41,000	N/A	N/A
beginning cash balance	4,500	N/A	N/A
Cash needed for start-up assets	65,350	-	19,850

			60 assumed life (months)
			<u>331</u> monthly depreciation

Total start up cost	90,000	
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	15,000	17%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	75,000	83%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	90,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Javon dba Rich Yoga Studios EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1			Product 2			Product 3		
Product name	Yoga class			smoothies			fruit bowls		
Product description	One hour yoga flow			small medium and large sizes			small medium and large sizes		
Price per unit		20.00	100%		22.50	100%		22.50	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	one hour yoga		0%	one hour yoga		0%	one hour yoga		0%
cost 2 description	small smoothie	2.50	13%	medium smoothie	2.50	11%	large smoothie	2.50	11%
cost 3 description	small fruitbowl	2.50	13%	medium fruitbowl	2.50	11%	large fruitbowl	2.50	11%
cost 4 description			0%			0%			0%
Total variable costs		5.00	25%		5.00	22%		5.00	22%
Gross profit per unit - what you see on income statement		15.00	75%		17.50	78%		17.50	78%

	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
Yoga class sold		500	750	1,250	1,550	1,630	1,635	1,635	1,635	1,640	1,680	1,680	15,585
smoothies sold		1,100	1,150	1,250	1,400	1,600	1,600	1,600	1,650	1,680	1,720	1,750	16,500
fruit bowls sold		1,100	1,150	1,250	1,400	1,600	1,600	1,600	1,650	1,680	1,720	1,720	16,470
total revenue	\$	59,500	\$ 66,750	\$ 81,250	\$ 94,000	\$ 104,600	\$ 104,700	\$ 104,700	\$ 106,950	\$ 108,400	\$ 111,000	\$ 111,675	\$ 1,053,525
total cost of sales	\$	13,500	\$ 15,250	\$ 18,750	\$ 21,750	\$ 24,150	\$ 24,175	\$ 24,175	\$ 24,675	\$ 25,000	\$ 25,600	\$ 25,750	\$ 242,775
total income statement gross profit (excludes owner labor)	\$	46,000	\$ 51,500	\$ 62,500	\$ 72,250	\$ 80,450	\$ 80,525	\$ 80,525	\$ 82,275	\$ 83,400	\$ 85,400	\$ 85,925	\$ 810,750

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	\$ 75,000	principal, beginning	75,000	73,979	72,952	71,917	70,876	69,828	68,773	67,710	66,641	65,565	64,481
Interest rate (example 8%)	8.0%	interest expense	500	493	486	479	473	466	458	451	444	437	430
Payback period (# of months)	60	principal payment	(1,021)	(1,028)	(1,034)	(1,041)	(1,048)	(1,055)	(1,062)	(1,069)	(1,076)	(1,084)	(1,091)
Grace period (months pay delay)		principal, ending	73,979	72,952	71,917	70,876	69,828	68,773	67,710	66,641	65,565	64,481	63,390
Monthly payment	\$ 1,521												

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

Javon dba Rich Yoga Studios
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														
Yoga class	6	-	10,000	15,000	25,000	31,000	32,600	32,700	32,700	32,700	32,800	33,600	33,600	311,700	30%
smoothies	6	-	24,750	25,875	28,125	31,500	36,000	36,000	36,000	37,125	37,800	38,700	39,375	371,250	35%
fruit bowls	6	-	24,750	25,875	28,125	31,500	36,000	36,000	36,000	37,125	37,800	38,700	38,700	370,575	35%
Total revenue		-	59,500	66,750	81,250	94,000	104,600	104,700	104,700	106,950	108,400	111,000	111,675	1,053,525	100%
Cost of Goods Sold	2														
Yoga class	6	-	2,500	3,750	6,250	7,750	8,150	8,175	8,175	8,175	8,200	8,400	8,400	77,925	7%
smoothies	6	-	5,500	5,750	6,250	7,000	8,000	8,000	8,000	8,250	8,400	8,600	8,750	82,500	8%
fruit bowls	6	-	5,500	5,750	6,250	7,000	8,000	8,000	8,000	8,250	8,400	8,600	8,600	82,350	8%
Total COGS		-	13,500	15,250	18,750	21,750	24,150	24,175	24,175	24,675	25,000	25,600	25,750	242,775	23%
Gross profit		-	46,000	51,500	62,500	72,250	80,450	80,525	80,525	82,275	83,400	85,400	85,925	810,750	77%
Expenses	2														
Auto or truck lease	-	-													0%
Depreciation	3	-	331	331	331	331	331	331	331	331	331	331	331	3,639	0%
Gasoline & fuels	-	-													0%
Insurance - bonding	-	-													0%
Insurance - vehicle	-	-													0%
Interest - equip & start up	7	-	500	493	486	479	473	466	458	451	444	437	430	5,118	0%
Marketing	11,100	-	200	200	200	200	200	200	200	200	200	200	200	13,300	1%
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	-	-													0%
Office - telephone	-	-													0%
Office - utilities	-	-	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%
Payroll - not owner and not in COGS	8	-													0%
Payroll taxes (9%)	6 & 8	-													0%
Permits	-	-													0%
Supplies	10,850	-	75	75	75	75	75	75	75	75	75	75	75	11,675	1%
Tax service	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Telephone - cellular	2,700	-	100	100	100	100	100	100	100	100	100	100	100	3,800	0%
Start-up expenses	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
Total expenses		24,650	3,806	3,799	3,792	3,785	3,778	3,771	3,764	3,757	3,750	3,743	3,736	66,132	6%
Taxable profit (loss)	1	(24,650)	42,194	47,701	58,708	68,465	76,672	76,754	76,761	78,518	79,650	81,657	82,189	744,618	71%
Tax (expense) benefit	1	-		(16,311)			(50,961)			(58,008)			(60,874)	(186,154)	-18%
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)	-5%
Net profit (loss)		(24,650)	37,194	26,390	53,708	63,465	20,711	71,754	71,761	15,510	74,650	76,657	16,315	503,463	48%
Depreciation	3	-	331	331	331	331	331	331	331	331	331	331	331	3,639	
Equipment purchases	3	(60,850)	-	-	-	-	-	-	-	-	-	-	-	(60,850)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	75,000	(1,021)	(1,028)	(1,034)	(1,041)	(1,048)	(1,055)	(1,062)	(1,069)	(1,076)	(1,084)	(1,091)	63,390	
Owner contribution	3	15,000	-	-	-	-	-	-	-	-	-	-	-	15,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		4,500	36,504	25,693	53,004	62,754	19,993	71,029	71,029	14,771	73,904	75,904	15,555	524,643	
Cash, period start		-	4,500	41,004	66,697	119,702	182,456	202,449	273,478	344,508	359,279	433,183	509,087	-	
Cash, period end		4,500	41,004	66,697	119,702	182,456	202,449	273,478	344,508	359,279	433,183	509,087	524,643	524,643	