

prison  
entrepreneurship  
program

**Business Plan Competition  
February 20, 2026**

Stanford & Sons LLC

Prison Entrepreneurship Program  
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# *Stanford & Sons LLC*

Business Plan  
February 2026

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> <li>Small to medium sized grocery stores have to rely on load boards because they do not have their own freight departments</li> </ul>	<ul style="list-style-type: none"> <li>Grocery stores and markets would be better serviced if they had a dedicated freight carrier to prioritize needs</li> </ul>	<ul style="list-style-type: none"> <li>We will become a contracted carrier for stores and consistently fill inventory needs</li> </ul>																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> <li>Small to medium stores and markets without freight departments</li> <li>Amazon Relay</li> </ul>	<ul style="list-style-type: none"> <li>Frequent Freight Miles reward program that allows customers to earn points towards discounted loads</li> <li>Ensuring client needs are met with new levels of dedication and service</li> </ul>	<ul style="list-style-type: none"> <li>Valid CDL with multiple endorsements</li> <li>College education in business management</li> </ul>																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> <li>Load board apps and websites</li> <li>LinkedIn</li> <li>Facebook Marketplace</li> <li>Face-to-face with store managers</li> </ul>	<table> <tr> <td>Owner investment - cash</td> <td>\$ 30,000</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>200,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b><u>\$230,000</u></b></td> </tr> </table>	Owner investment - cash	\$ 30,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	200,000	<b>Total start up costs:</b>	<b><u>\$230,000</u></b>	<table> <tr> <td>Sales:</td> <td>\$ 500,000</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>273,800</td> <td>55%</td> </tr> <tr> <td>Gross profit</td> <td><u>226,200</u></td> <td><u>45%</u></td> </tr> <tr> <td>Overhead</td> <td>93,600</td> <td>19%</td> </tr> <tr> <td>Pretax income</td> <td><u>132,500</u></td> <td><u>27%</u></td> </tr> <tr> <td>Tax expense</td> <td>33,100</td> <td>7%</td> </tr> <tr> <td>Owner withdrawals</td> <td>55,000</td> <td>11%</td> </tr> <tr> <td>Net income</td> <td><u>\$ 44,300</u></td> <td><u>9%</u></td> </tr> </table>	Sales:	\$ 500,000	100%	COGS	273,800	55%	Gross profit	<u>226,200</u>	<u>45%</u>	Overhead	93,600	19%	Pretax income	<u>132,500</u>	<u>27%</u>	Tax expense	33,100	7%	Owner withdrawals	55,000	11%	Net income	<u>\$ 44,300</u>	<u>9%</u>
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## **LEADERSHIP STATEMENT**

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**CEO:** Domanic is a highly motivated and a result-driven leader with an excellent positive attitude and an efficient level of communication. These qualities make him an asset to any organization that his involved with. He is committed to everything he touches and maintains an extremely high level of excellence. He is a team player and takes initiative when he sees something that needs to be done. He holds a valid CDL with multiple endorsements and will be completing his Associates Degree in Business Management in the following year.

**CMO:** Herbert is a dedicated and hardworking leader who possesses many qualities such as honor, courage and integrity. With over 15 years of experience in the construction field, he can be utilized in various roles such as concrete, foundation work, and operating heavy equipment. He holds many certification and clearances such as TSA while being properly trained to handle hazardous chemicals. He is a highly driven and motivated individual who is committed to being a team player and a vital asset to any organization he becomes a part of.

**CFO:** Antwain is one of the best barbers ever. He trains his students to become great barbers as well. He has 28 years of experience, and has a barber's license. If he trains you at his school, you will be one of the best barbers in the world.

**COO:** Ronaldo is a highly-driven individual that is always striving for excellence. This enables him to thoroughly plan all events and actions required to meet the objectives. Ronaldo loves to lead by example while providing all those around him with the confidence needed to meet their goals in a timely manner. He has four years of experience in construction and two years of experience in trucking and logistics. He has learned how to identify and exploit all patterns and areas of difficulty to assure that each goal and objective is being met according to plan in a timely manner.

## **PRODUCT/SERVICE OFFERING**

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Stanford & Sons LLC is a top tier freight transportation company that is dedicated to setting a higher standard for quality, consistency, and reliability in the transportation industry. 100% of our revenue will be brought in by the transportation of freight across several different industries. Our start-up location will be based in Dallas, TX and we plan to open mid-to-late 2027. Initially we will be utilizing load board apps and websites to make contacts in industries such as heavy equipment hauling, farm and agriculture, and the oil field industry. We will be offering our customers the chance to become members of our Frequent Freight Club and build points to be used towards earning discounted loads. We will dedicate several trucks solely to building a reputation in the Amazon Relay Program, thus earning a chance to become an Amazon Freight Partner. We will have a custom app that allows customers to book loads 24/7, track their loads in real-time, and contact live customer support anytime. Our customers will feel like family when doing business with us, and their loyalty will grow as much as their rewards.

## **MARKET/INDUSTRY**

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The freight and logistics industry have an estimated value of \$139.19 billion for 2025. The trucking industry is projected to grow to \$1.49 trillion by 2035.

## **COMPETITION**

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Our direct competition will consist of owner operators and other small-scale trucking companies in our region. Our advantage over these competitors will be the variety of services that we offer. Our in-direct competitors will be large scale companies that have contracts with major distributors.

## **DIFFERENTIATION**

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We will differ from our competitors by the variety of freight that we able to move. Our biggest differentiator is our frequent freight reward miles program.

## **MARKETING STRATEGY**

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### **Price:**

Our pricing system will be similar to the other businesses in our industry. Our prices will fluctuate to meet the variables in the industry such as competitor pricing and economic impacts such as inflation. Prices will also vary on the type of cargo that we are hauling plus the distance of the delivery.

### **Place:**

Our business will be located in the Dallas/Fort-Worth area. Our target customers will be commercial businesses but we will extend our services to other customers in the region. We will connect with customers through a customized website, our company app and through social media to build our reputation.

### **Promotion:**

You can rely on Stanford & Sons for all your freight transportation needs because our quality will ensure your satisfaction. Not only will we have competitive pricing, but you will be considered family by becoming a member of our Frequent Freight Miles loyalty program. Loyalty goes a long way with us meaning we will go the distance for you. We plan to utilize LinkedIn to meet customers as well as recruit employees. Facebook will be used to stay in contact with customers to ensure repeat customers and continued business growth.

## **VISION AND OBJECTIVES**

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Our vision at Stanford & Sons is to build a family atmosphere for our employees and customers alike. Our founder's grandpa was a cattle hauler, and growing up in the cab of that truck, he developed a love for the transportation industry. Our loyalty rewards program will change the truck driving industry. Our frequent freight miles program will allow us to build a continually growing customer base, offering a chance for customers to build points and earned discounted loads.

We plan to target small to medium sized grocery stores and markets that do not have their own trucking or freight transportation departments. We will provide them with a direct supplier to store service, and their consistent demand for inventory will keep us busy year-round. We will also be joining the Amazon Relay program in pursuit of an Amazon Freight partnership.

Our business will be an LLC providing us a secure model for operations.

### **First Year:**

By the end of our first year, we will have three trucks on the road and looking at options to continue expanding our network of grocery stores.

### **Third Year:**

We will have a leased yard where our office is located and our fleet is maintained as it grows.

### **Fifth Year:**

Become debt free, grown to 10 trucks, be established in the Amazon Relay program and have an in-house dispatch and brokerage service.

### **Tenth Year:**

Have a second yard specifically for managing our Amazon Freight operations.

### **Philanthropy:**

We will be extending job offers to previously incarcerated individuals who utilized their time and earned their CDL while in TDC.

# START-UP COST

Owner's name	Domanic
Company name	Stanford & Sons LLC
<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	500
cell phone purchase	150
car/truck down payment, if leased	
permits	10,000
supplies, office & misc.	

Cash needed for start-up expenses 10,650

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	55,000		55,000
company trailer	20,000		
computer, printer, fax	1,000		1,000
Reefer Trailer	30,000		30,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	113,350	N/A	N/A
Cash needed for start-up assets	<u>219,350</u>	<u>-</u>	<u>86,000</u>

60 assumed life (months)  
1,433 monthly depreciation

**Total start up cost** 230,000

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	13%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	200,000	87%
Outside equity investment, if applicable	-	0%
<b>Total start up cost, total sources</b>	<u><u>230,000</u></u>	100%

# FINANCIAL STATEMENT (PRO FORMA)

## Domanic dba Stanford & Sons LLC EOU, Financing, and Payroll Assumptions Year 1

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

	Product 1				Product 2				Product 3			
Product name	Freight Transport #1				Freight Transport #2							
Product description	Transportation of cargo by owner priced per mile				Transportation of cargo by additional driver priced per mile							
Price per unit			\$2.50	100%			\$2.50	100%				0%
Cost of one unit	hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.			-	0%	\$1.00	0.75	0.75	30%			-	0%
Non-owner payroll tax	9.0%		-	0%			0.07	3%			-	0%
cost 1 description	Fuel per mile		\$1.00	40%	Fuel per mile		\$1.00	40%			-	0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			1.00	40%			1.82	73%			-	0%
<b>Gross profit per unit - what you see on income statement</b>			1.50	60%			0.68	27%			-	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
Freight Transport #1 sold		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000
Freight Transport #2 sold				10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	90,000
total revenue		\$ 25,000	\$ 25,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 500,000
total cost of sales		\$ 10,000	\$ 10,000	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 28,200	\$ 273,800
total income statement gross profit (excludes owner labor)		\$ 15,000	\$ 15,000	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 21,800	\$ 226,200

### 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	\$200,000	200,000	200,000	200,000	196,594	193,160	189,697	186,205	182,685	179,134	175,555	
Interest rate (example 8%)	10.0%				1,667	1,638	1,610	1,581	1,552	1,522	1,493	1,463
Payback period (# of months)	48				(3,406)	(3,434)	(3,463)	(3,492)	(3,521)	(3,550)	(3,580)	(3,610)
Grace period (months pay delay)	4											
Monthly payment	\$ 5,073				196,594	193,160	189,697	186,205	182,685	179,134	175,555	171,945

### 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
Truck			55,000									
Dry Van Trailer			20,000									
Reefer Trailer				30,000.00								

**Domanic dba Stanford & Sons LLC**  
**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														
Freight Transport #1	6	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	275,000	55%
Freight Transport #2	6	-	-	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	225,000	45%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	25,000	25,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	500,000	100%
Cost of Goods Sold	2														
Freight Transport #1	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	22%
Freight Transport #2	6	-	-	-	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	163,800	33%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	10,000	10,000	28,200	28,200	28,200	28,200	28,200	28,200	28,200	28,200	28,200	273,800	55%
<b>Gross profit</b>		-	15,000	15,000	21,800	21,800	21,800	21,800	21,800	21,800	21,800	21,800	21,800	226,200	45%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,433	1,433	2,683	2,683	3,183	3,183	3,183	3,183	3,183	3,183	3,183	30,517	6%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	1,000	1,000	1,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	19,000	4%
Interest - equip & start up	7	-	-	-	-	1,667	1,638	1,610	1,581	1,552	1,522	1,493	1,463	12,525	3%
Marketing	500	-												500	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	10,000	-												10,000	2%
Supplies	-	-												-	0%
Tax service	-	-	50	50	100	100	100	100	100	100	100	100	100	1,000	0%
Telephone - cellular	150	-												150	0%
Start-up expenses	-	-												-	0%
Maintainance	-	-	1,000	1,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	20,000	4%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
<b>Total expenses</b>		10,650	3,483	3,483	5,783	8,450	8,922	8,893	8,864	8,835	8,806	8,776	8,746	93,692	19%
<b>Taxable profit (loss)</b>	1	(10,650)	11,517	11,517	16,017	13,350	12,878	12,907	12,936	12,965	12,994	13,024	13,054	132,508	27%
Tax (expense) benefit	1	-		(3,096)			(10,561)			(9,702)			(9,768)	(33,127)	-7%
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)	-11%
<b>Net profit (loss)</b>		(10,650)	6,517	3,421	11,017	8,350	(2,683)	7,907	7,936	(1,737)	7,994	8,024	(1,714)	44,381	9%
Depreciation	3	-	1,433	1,433	2,683	2,683	3,183	3,183	3,183	3,183	3,183	3,183	3,183	30,517	
Equipment purchases	3	(106,000)	-	-	(75,000)	-	(30,000)	-	-	-	-	-	-	(211,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	200,000	-	-	-	(3,406)	(3,434)	(3,463)	(3,492)	(3,521)	(3,550)	(3,580)	(3,610)	171,945	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		113,350	7,950	4,854	(61,300)	7,627	(32,934)	7,627	7,627	(2,074)	7,627	7,627	(2,140)	65,843	
Cash, period start	-	-	113,350	121,300	126,154	64,854	72,482	39,548	47,175	54,803	52,728	60,356	67,983	-	
<b>Cash, period end</b>		113,350	121,300	126,154	64,854	72,482	39,548	47,175	54,803	52,728	60,356	67,983	65,843	65,843	