

prison
entrepreneurship
program

Business Plan Competition
February 20, 2026

Star Pointe Performing Arts Academy

Prison Entrepreneurship Program
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Star Pointe Performing Arts Academy

Business Plan
February 2026

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> Lack of creative expression and originality Professional development and assistance for different paths in the industry A need for performance experience 	<ul style="list-style-type: none"> To elevate dancers through performance-based training, creative expression and professional development 	<ul style="list-style-type: none"> We provide opportunities for performance experience We provide help to build a student portfolio and audition preparations 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> Children and teens Young adults 	<ul style="list-style-type: none"> In house media production and studio portfolio building Performance focused based training, rather than recreational only instruction 	<ul style="list-style-type: none"> Performance experience Competition experience Connections with dancers, dance groups/teams who also have connections 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> Sponsor local businesses, host and attend events Signs/brochures Social media 	<table> <tr> <td>Owner investment - cash</td> <td>\$100,000</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>550,000</td> </tr> <tr> <td>Total start up costs:</td> <td><u>\$650,000</u></td> </tr> </table>	Owner investment - cash	\$100,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	550,000	Total start up costs:	<u>\$650,000</u>	<table> <tr> <td>Sales:</td> <td>\$ 434,700</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>-</td> <td>0%</td> </tr> <tr> <td>Gross profit</td> <td>434,700</td> <td>100%</td> </tr> <tr> <td>Overhead</td> <td>319,000</td> <td>73%</td> </tr> <tr> <td>Pretax income</td> <td>115,700</td> <td>27%</td> </tr> <tr> <td>Tax expense</td> <td>28,900</td> <td>7%</td> </tr> <tr> <td>Owner withdrawals</td> <td>55,000</td> <td>13%</td> </tr> <tr> <td>Net income</td> <td>\$ 31,700</td> <td>7%</td> </tr> </table>	Sales:	\$ 434,700	100%	COGS	-	0%	Gross profit	434,700	100%	Overhead	319,000	73%	Pretax income	115,700	27%	Tax expense	28,900	7%	Owner withdrawals	55,000	13%	Net income	\$ 31,700	7%
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LEADERSHIP STATEMENT

CEO: Ronald is a highly energized, passionate, inspiring individual that has over five years of experience in the barbering profession. He also has experience as a dancing performer and competitor. The two of these give the still combination of precision, execution and problem solving while providing great customer service. He will then be able to lead others into executing work with perfection while inspiring them to hold on to the passion they have for the company.

CMO: Dennis is a highly motivated individual with an extensive knowledge and over ten years of experience in the fitness industry. Acquiring a personal training certification has allowed him to develop great communication skills as well as time management. He is great at identifying problems and proactively achieving a resolution. He is also goal oriented, confident and dependable in everything he does. Dennis is knowledgeable with social media marketing and understands how to attract market share by targeting specific demographics.

CFO: Eric is a great leader. Driving trucks for over 10 years has given him real passion for his craft. He has also taken up trades such as welding, pipefitting, construction fundamentals, and diesel mechanics while being incarcerated. Eric loves talking to the youth about getting CDLs and changing their lives.

COO: Salvador will follow instructions as given with a high level of integrity and dedication. He possesses many great leadership qualities including communication skills are that of the highest standard, always performing his due diligence and bringing an innovative thought process while always being a team-oriented player. With 15 years of experience and holding many certificates, he will always be a top candidate and be a vital asset to any organization and his community.

PRODUCT/SERVICE OFFERING

Star Pointe Performing Arts Academy is a performing arts and dance school that is committed to teaching people how to confidently express themselves while building strong technique. We plan to open in Houston, TX in May 2029. The services we offer are dance classes and lessons that will consist of 40% of the accumulated revenue. Membership tiers and packages will bring in an additional 20%. Online and digital subscriptions will also bring in 20%. Merchandise sales will bring in 10% and lastly, brand collaborations will bring in the last 10% of revenue. The classes and lessons will consist of different styles of dance that carry their own payment package. We also offer a variety package for people who wish to learn multiple styles. Digital subscriptions are services that are offered for people who wish to participate in online classes and performances. Membership tiers which consist of solo, family, and intergenerational, are offered for people who wish to use open space rooms for solo practicing. We collaborate our brands with lifestyle and culture-fused companies. We sell ethically made dancewear for comfortability and top-performance. Our versatile instructors and additional faculty will be safety trained, bilingual child care professionals, all the while providing technique and inspiration. Additional competitive factors include our experienced teams, online classes, performances, competitions, and VR technology to enhance these digital experiences and collaborations. Our main focus will be consisting of people learning to express themselves while learning strong technique. In the future, we plan to expand our spacing in order to provide services, classes and lessons for visual and musical artists. In doing so, we look forward to becoming one big fine arts and performance academy. We plan to network with companies, schools and corporations who are willing to support our performances and workshops. Last but not least, we plan to create scholars who wish to pursue their creative profession. Our vision is to grow swiftly, steadily and efficiently by creating a safe but fun environment for the community.

MARKET/INDUSTRY

Star Pointe will be operating in the dance education industry. The industry standard net profit margins average from 15-25%. The dance education industry is a million-dollar industry and continues to grow due to youth activities and social media influence.

COMPETITION

Our competition will be all local dance studios. Dance studios that focus on competitive teams are our more direct competitors as well as dance studios that have been in the communities for a long time.

DIFFERENTIATION

We provide professional dance training and prepare dancers to get them ready for commercial work, auditions, college programs and competitions. We have in house media production for livestreams, dance reels and digital student portfolios. We are a school that hosts quarterly showcases, so our students can perform for their families.

MARKETING STRATEGY

Price:

Silver Memberships will be sold at \$145 per month, Gold Memberships will be sold at \$200 per month, and Star Memberships will be sold at \$300 per month. Private lessons are \$125 per hour, and digital subscriptions are \$11.99 per month. The pricing is similar to those also in the dance education industry.

Place:

Our business will be located in the Heights area of Houston, TX. Our customers will come from inner Houston, and they will learn about our business from locals in the community and social media.

Promotion:

We will be using digital marketing to reach our customers monthly. We can reach thousands of customers at any given time. We will be using platforms like TikTok and Instagram to reach our target audience.

VISION AND OBJECTIVES

Our vision at Star Pointe is to create a well-recognized dance academy that produces skilled performers equipped for commercial work, theater, college programs and competition circuits. Our founder has personally spent five years as a performing dancer and two years participating in local competitions. He has seen dancers unsuccessful in pursuing dance as a career due to the lack of creativity and originality, professional development assistance or performance experience. We plan to help young passionate dancers become successful in the industry. We plan to provide solutions for those specific problems.

Upon launch, we plan to spend our first year focusing on building our clientele. We plan to make this our priority until we reach full operations. We will lease a 2,250 square foot space to provide dance classes and lessons. We will begin with four to five experienced instructors to teach high quality technique in different styles of dance.

First Year:

We will focus on building clientele and credibility. Beginning our operations in the heights area of Houston, Texas.

Third Year:

We expect to have been in full operation for a year, seeing positive cash flow. We plan to add competitive teams and in-house quarterly events to our products and services.

Fifth Year:

We expect to have a complete staff including six versatile experienced dance instructors. We expect to be at maximum operations capacity and coming closer to our true revenue potential.

Tenth Year:

We plan to prepare expansion. Adding an additional Star Pointe Academy in the Woodlands area to take advantage of the potential for business in the area.

Philanthropy:

We plan to find a child care service to partner with to create a summer camp for low income families. Secondly, Star Pointe will annually donate to the Homes for Heroes nonprofit organization to help provide homes for disabled veterans.

START-UP COST

Owner's name	Ronald
Company name	Star Pointe Performing Arts Academy
NAICS Business Classification	
Sector (general classification)	71 Arts Entertainment and Recreation
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	10,000
cell phone purchase	
car/truck down payment, if leased	
permits	
supplies, office & misc.	3,000

Cash needed for start-up expenses 13,000

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	4,700		4,700
Speakers	2,000		2,000
Cameras	2,000		2,000
Remodeling	100,000		100,000
building/office deposit	10,000	N/A	N/A
beginning cash balance	518,300	N/A	N/A
Cash needed for start-up assets	<u>637,000</u>	<u>-</u>	<u>108,700</u>

60 assumed life (months)
1,812 monthly depreciation

Total start up cost 650,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	100,000	15%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	550,000	85%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	<u><u>650,000</u></u>	100%

FINANCIAL STATEMENT (PRO FORMA)

Ronald dba Star Pointe Performing Arts Academy EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Silver Package				Gold Package				Star Package			
Product description	One class a week for a month				Three classes a week for a month				Three advanced classes a week for a month, student portfolio			
Price per unit	145.00 100%				200.00 100%				300.00 100%			
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				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%
Gross profit per unit - what you see on income statement			145.00	100%			200.00	100%			300.00	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
Silver Package sold		45	45	45	45	45	45	45	45	45	45	45	495
Gold Package sold		75	75	75	75	75	75	75	75	75	75	75	825
Star Package sold		60	60	60	60	60	60	60	60	60	60	60	660
total revenue		\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 434,775
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 39,525	\$ 434,775

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	\$550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000
Interest rate (example 8%)	8.0%											
Payback period (# of months)	96											
Grace period (months pay delay)	12											
Monthly payment	\$ 7,775											

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	4	4	4	4	4	4	4	4	4	4	4	4
avg hours each employee(s) worked per month, not in EOU above	140	140	140	140	140	140	140	140	140	140	140	140
average per hour wage	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00
salary expense, excluding payroll taxes	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	184,800

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

Ronald dba Star Pointe Performing Arts Academy
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														
Silver Package	6	-	6,525	6,525	6,525	6,525	6,525	6,525	6,525	6,525	6,525	6,525	6,525	71,775	17%
Gold Package	6	-	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	165,000	38%
Star Package	6	-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	198,000	46%
Total revenue		-	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	434,775	100%
Cost of Goods Sold	2														
Silver Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gold Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Star Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	39,525	434,775	100%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	19,928	5%
Gasoline & fuels	-														0%
Insurance - bonding	-														0%
Insurance - vehicle	-														0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	10,000	-	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	37,500	9%
Office - rent	-	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	10%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Payroll - not owner and not in COGS	8	-	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	184,800	43%
Payroll taxes (9%)	6 & 8	-	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	16,632	4%
Permits	-														0%
Supplies	3,000	-												3,000	1%
Tax service	-														0%
Telephone - cellular	-														0%
Start-up expenses	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
Total expenses		13,000	27,824	27,824	27,824	27,824	27,824	27,824	27,824	27,824	27,824	27,824	27,824	319,060	73%
Taxable profit (loss)	1	(13,000)	11,701	11,701	11,701	11,701	11,701	11,701	11,701	11,701	11,701	11,701	11,701	115,715	27%
Tax (expense) benefit	1	-		(2,601)			(8,776)			(8,776)			(8,776)	(28,929)	-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)	-13%
Net profit (loss)		(13,000)	6,701	4,101	6,701	6,701	(2,075)	6,701	6,701	(2,075)	6,701	6,701	(2,075)	31,786	7%
Depreciation	3	-	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	1,812	19,928	
Equipment purchases	3	(118,700)	-	-	-	-	-	-	-	-	-	-	-	(118,700)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	550,000	-	-	-	-	-	-	-	-	-	-	-	550,000	
Owner contribution	3	100,000	-	-	-	-	-	-	-	-	-	-	-	100,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		518,300	8,513	5,912	8,513	8,513	(263)	8,513	8,513	(263)	8,513	8,513	(263)	583,014	
Cash, period start		-	518,300	526,813	532,725	541,238	549,751	549,488	558,001	566,514	566,251	574,764	583,277	-	
Cash, period end		518,300	526,813	532,725	541,238	549,751	549,488	558,001	566,514	566,251	574,764	583,277	583,014	583,014	