

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

Star Resto Clean

Prison Entrepreneurship Program
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Star Resto Clean

Business Plan
February 2026

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> To clean and repair local carpets 	<ul style="list-style-type: none"> Saving my customers money by extending the life of their carpets 	<ul style="list-style-type: none"> Dye, clean and repair carpets 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> Apartment complexes Showrooms Office spaces 	<ul style="list-style-type: none"> Extending the life of your carpets as opposed to just replacing 	<ul style="list-style-type: none"> Mentors with years of experience in the industry 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> Door to door solicitation Various social media platforms 	<table> <tr> <td>Owner investment - cash</td> <td>\$ 7,000</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>-</td> </tr> <tr> <td>Total start up costs:</td> <td>\$ 7,000</td> </tr> </table>	Owner investment - cash	\$ 7,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	\$ 7,000	<table> <tr> <td>Sales:</td> <td>\$ 181,500</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>76,700</td> <td>42%</td> </tr> <tr> <td>Gross profit</td> <td>104,700</td> <td>58%</td> </tr> <tr> <td>Overhead</td> <td>11,000</td> <td>6%</td> </tr> <tr> <td>Pretax income</td> <td>93,700</td> <td>52%</td> </tr> <tr> <td>Tax expense</td> <td>23,400</td> <td>13%</td> </tr> <tr> <td>Owner withdrawals</td> <td>49,500</td> <td>27%</td> </tr> <tr> <td>Net income</td> <td>\$ 20,700</td> <td>11%</td> </tr> </table>	Sales:	\$ 181,500	100%	COGS	76,700	42%	Gross profit	104,700	58%	Overhead	11,000	6%	Pretax income	93,700	52%	Tax expense	23,400	13%	Owner withdrawals	49,500	27%	Net income	\$ 20,700	11%
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LEADERSHIP STATEMENT

CEO: David is a highly motivated individual with a can-do attitude. He brings a hard work ethic, dedication, and a get it done now mindset that keeps everyone ahead of schedule. His management experience includes over five years in the shipping and metal fabrication industries. He also has over 10 years of experience in the commercial roadside assistance industry. He is NCCER certified, and has certificates in manufacturing, agribusiness, and logistics. He also has vocational training in construction carpentry. He has all the tools needed to lead a team to success.

CMO: Gregorio is a determined individual that strives for success, overcomes adversity, and loves discipline. He can show people a better way of doing things by communicating on different levels. Starting with being a barber at 13, he has developed an eye for business that will be applied to the field of real estate. He is a high school graduate, and was enrolled in barber college up until his incarceration. He plans to get licenses in barbering and real estate upon his release.

CFO: Joseph is a quick learner and is good at following directions in everything he does. He is also a hard worker and has over seven years of experience installing appliances, furniture and shutters. Thanks to this experience he is knowledgeable in dealing with customers. He also applies himself and is adaptable.

COO: Jesus is a hard-working individual with a strong work ethic. He has five years of experience in the construction industry. He has great leadership skills and carries himself in a great manner. He contributes with a can-do attitude and is an accomplished person, he exceeds expectations by bringing good skills and a good attitude to the business. He would be a great asset to any team he becomes a part of.



PRODUCT/SERVICE OFFERING

Star Resto Clean is a carpet and floor cleaning company committed to our customers wants and needs. We deal with flood restoration, mold remediation, duck cleaning, repairs and as well las stain and odor removal. We expect that 85% of our sales revenue and customer base will be in the commercial rental property sector and the other 15% of our sales revenue will be residential. Our plan is to have a minimum of two technicians available for 24 hours on call service 365 days per a week. We will be servicing our customers in the DFW Metroplex by the fall of 2026. We will not only focus on just cleaning your carpets but prolonging the life of it. Carpet and padding are expensive and most companies would rather sell you carpet or charge you to install. We use techniques learned by years of professional service in the industry to bring old carpets back to life by getting rid of odors, stains, and even changing the colors. With us being a local business focused on local companies not only can we get there quicker than those large corporate entities, we can get to know you by establishing a professional and personal relationship with our customer base. Together we can build a strong bond and a solid, supportive community like a good neighbor should.

So, if you are looking for a local company that want to build a strong community and help you get the most out of yours, calls us at Star Resto Clean where caring starts in the company.

MARKET/INDUSTRY

Star Resto Clean is entering the commercial carpet cleaning industry. The current estimated revenue is between \$150,000 - \$200,000 per year. It has a growth potential of 6.69% over the next three years.

COMPETITION

Our direct competitors will be other carpet cleaning companies in the area. Our advantage over other small firms is that we will focus on local small businesses in our community and will be able to offer them a more pleasant customer service experience. When it comes to the do-it-yourself industry we are able to combat that through our knowledge and ability to deliver the desired results. Our direct competitors are Dal-Worth and Stanley Steemer.

DIFFERENTIATION

What makes us different here at Star Resto Clean is the level of commitment we show to our local customers. What sets us apart is not only our excellent customer service, but our other services that restore and maintain hardwood flooring and other non-carpeted flooring applications.

MARKETING STRATEGY

Price:

Our pricing model will be standard for our industry. It will stay competitive with the market which we will keep an eye on so it stays that way. Our base price will be \$.30 per square foot at a minimum of \$200 for office space, showrooms and other open area cleanups. Apartment complexes will start at \$75 for a one bedroom and increase at a rate of \$15 for each additional room. Given that those are our prices, we will try to match our competitor's prices while still maintaining profitability.

Place:

Star Resto Clean will be located in the northwest side of Fort Worth, TX. We will serve the Haslet, Saginaw, and Alliance areas. Our potential customers can learn about our residential work through social media platforms such as Facebook and X. For our commercial business, we will use a walk-in approach by going to business offices and speaking to them directly giving them information on pricing.

Promotion:

Our company will be on-call 24/7 in case of emergencies. We will always be available to schedule an appointment by phone or an easy-to-navigate website. We will offer a Net30 billing and do a no obligation walk-through on each property. We will also include a free duct cleaning on each unit where a service clean has been purchased. We specialize in commercial rental properties such as apartment complexes and office spaces. We also focus on local businesses so that we can spend less time on travel and more on customer service. So, if you see our company vehicles out in the street, feel free to stop us to find out if we can serve you or just look for us on Facebook or X.

VISION AND OBJECTIVES

Our vision at Star Resto Clean is to serve the community around us for its commercial carpet cleaning needs. Our founder started in this industry for family reasons right out of high school and was taught the best way to serve our customers was to give them a high-quality job at a competitive price with exceptional customer service. We will be a lean startup and concentrate on bootstrap marketing. By focusing on local business, we will be able to build capital which allows our company to grow without being overwhelmed.

First Year:

We plan on adding one technician.

Third Year:

We will expand into the entire DFW Metroplex.

Fifth Year:

We plan to open a new office in a new city.

Tenth Year:

We want to have three fully operational offices in two states.

Philanthropy:

We would like to ideally give 10% of our profits to St. Jude's medical centers and to veterans of America.

FINANCIAL STATEMENT (PRO FORMA)

David dba Star Resto Clean
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	1 Bedroom Apartment Clean				2 Bedroom Apartment Clean				Showroom Clean			
Product description	Clean carpet area				Clean carpet area				Clean area at .30 per sq ft at a \$300 minimum			
Price per unit	75.00 100%				90.00 100%				300.00 100%			
Cost of one unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	1.00	26.25	26.25	35%	1.00	31.50	31.50	35%	1.00	105.00	105.00	35%
Non-owner payroll tax	9.0%		2.36	3%			2.84	3%			9.00	3%
cost 1 description	Degreaser		2.00	3%	Degreaser		2.00	2%	Degreaser		10.00	3%
cost 2 description	Deodorizer		1.00	1%	Deodorizer		1.00	1%	Deodorizer		5.00	2%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			31.61	42%			37.34	41%			129.00	43%
Gross profit per unit - what you see on income statement			43.39	58%			52.66	59%			171.00	57%

	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
1 Bedroom Apartment Clean sold			80	80	80	80	80	80	80	80	80	80	80	880
2 Bedroom Apartment Clean sold			50	50	50	50	50	50	50	50	50	50	50	550
Showroom Clean sold			20	20	20	20	20	20	20	20	20	20	20	220
total revenue			\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$ 16,500	\$181,500
total cost of sales			\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 6,976	\$ 76,734
total income statement gross profit (excludes owner labor)			\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$ 9,524	\$104,766

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	\$ -											
Interest rate (example 8%)												
Payback period (# of months)												
Grace period (months pay delay)												
Monthly payment	\$ -											

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

David dba Star Resto Clean
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														
1 Bedroom Apartment Clean	6	-	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	66,000	36%
2 Bedroom Apartment Clean	6	-	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	49,500	27%
Showroom Clean	6	-	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	66,000	36%
Total revenue		-	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	16,500	181,500	100%
Cost of Goods Sold	2														
1 Bedroom Apartment Clean	6	-	2,529	2,529	2,529	2,529	2,529	2,529	2,529	2,529	2,529	2,529	2,529	27,817	15%
2 Bedroom Apartment Clean	6	-	1,867	1,867	1,867	1,867	1,867	1,867	1,867	1,867	1,867	1,867	1,867	20,537	11%
Showroom Clean	6	-	2,580	2,580	2,580	2,580	2,580	2,580	2,580	2,580	2,580	2,580	2,580	28,380	16%
Total COGS		-	6,976	6,976	6,976	6,976	6,976	6,976	6,976	6,976	6,976	6,976	6,976	76,734	42%
Gross profit		-	9,524	9,524	9,524	9,524	9,524	9,524	9,524	9,524	9,524	9,524	9,524	104,766	58%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3		67	67	67	67	67	67	67	67	67	67	67	733	0%
Gasoline & fuels	-		415	415	415	415	415	415	415	415	415	415	415	4,565	3%
Insurance - bonding	-													-	0%
Insurance - vehicle	-		200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Interest - equip & start up	7													-	0%
Marketing	100		100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-		20	20	20	20	20	20	20	20	20	20	20	220	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8													-	0%
Payroll taxes (9%)	6 & 8													-	0%
Permits	-													-	0%
Supplies	200		100	100	100	100	100	100	100	100	100	100	100	1,300	1%
Tax service	-													-	0%
Telephone - cellular	35		35	35	35	35	35	35	35	35	35	35	35	420	0%
Start-up expenses	400													400	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
Total expenses		735	937	937	937	937	937	937	937	937	937	937	937	11,038	6%
Taxable profit (loss)	1	(735)	8,588	8,588	8,588	8,588	8,588	8,588	8,588	8,588	8,588	8,588	8,588	93,728	52%
Tax (expense) benefit	1			(4,110)			(6,441)			(6,441)			(6,441)	(23,432)	-13%
Owner's withdrawals	1		(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(49,500)	-27%
Net profit (loss)		(735)	4,088	(22)	4,088	4,088	(2,353)	4,088	4,088	(2,353)	4,088	4,088	(2,353)	20,796	11%
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		-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	7,000	-	-	-	-	-	-	-	-	-	-	-	7,000	
Equity investor	3		-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		2,265	4,154	44	4,154	4,154	(2,286)	4,154	4,154	(2,286)	4,154	4,154	(2,286)	24,529	
Cash, period start		-	2,265	6,419	6,463	10,618	14,772	12,485	16,640	20,794	18,507	22,661	26,816	-	
Cash, period end		2,265	6,419	6,463	10,618	14,772	12,485	16,640	20,794	18,507	22,661	26,816	24,529	24,529	