

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

The Pit & Pup

Prison Entrepreneurship Program
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The Pit & Pup

Business Plan
February 2026

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> • Slowly but growing market • Only one Cajun restaurant in Tyler, TX 	<ul style="list-style-type: none"> • To bring different cultures, communities, and families together to build everlasting bonds 	<ul style="list-style-type: none"> • Bringing a Cajun-style food truck to Tyler, TX • Unique BBQ style infused with Cajun flavors • No cross-contamination with pork products 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> • Local communities • Educational institutions • BBQ enthusiasts 	<ul style="list-style-type: none"> • Offering Cajun-style BBQ compared to basic-styled BBQ • Food truck will be pork-free in all products • Family-friendly environment 																																			
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> • Utilize social media platforms such as Facebook and Instagram • Have cookout promotions to boost sales • Advertise through radio and word of mouth 	<table> <tr> <td>Owner investment - cash</td> <td>\$ 20,000</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>100,000</td> </tr> <tr> <td>Total start up costs:</td> <td><u>\$120,000</u></td> </tr> </table>	Owner investment - cash	\$ 20,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	100,000	Total start up costs:	<u>\$120,000</u>	<table> <tr> <td>Sales:</td> <td>\$ 371,100</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>163,100</td> <td>44%</td> </tr> <tr> <td>Gross profit</td> <td>208,000</td> <td>56%</td> </tr> <tr> <td>Overhead</td> <td>146,300</td> <td>39%</td> </tr> <tr> <td>Pretax income</td> <td>61,600</td> <td>17%</td> </tr> <tr> <td>Tax expense</td> <td>15,400</td> <td>4%</td> </tr> <tr> <td>Owner withdrawals</td> <td>33,000</td> <td>9%</td> </tr> <tr> <td>Net income</td> <td>\$ 13,200</td> <td>4%</td> </tr> </table>	Sales:	\$ 371,100	100%	COGS	163,100	44%	Gross profit	208,000	56%	Overhead	146,300	39%	Pretax income	61,600	17%	Tax expense	15,400	4%	Owner withdrawals	33,000	9%	Net income	\$ 13,200	4%
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LEADERSHIP STATEMENT

CEO: Travion has motivational and interpersonal skills that are great characteristics necessary to manage a business. He is recognized as a strong leader who is very detail oriented and able to communicate with others effectively. His educational background includes a bachelor's degree in Business Administration from Texas College.

CMO: Roger is a highly motivated individual. He tends to have the passion to set and achieve goals. He has also been known to take charge and be someone people can count on. He has always had a drive and motivation to work, including plumbing, pipe fitting, and other trades. He also has work experience in the oil field, as well as customer service. He has excelled at on the job training, with over 100 hours of chemical training, cashier work, and computer skills. Roger is an individual that works hard, is eager to learn, and adapts to change well. He has his GED, plumbing certification as an apprentice, and certification in computer repair.

CFO: Sheddran has good skills working with others. He loves to accomplish difficult tasks. With three years of project management experience, he knows he can organize company goals and take care of customer needs. He has past experience in putting events together for recreational centers. He is an excellent listener when others have opinions. He motivates others that work with him to achieve their full potential.

COO: Drew is a very strong leader with his training skills. He applies them by being able to pretty much teach anyone with or without previous experience. Drew has a total of 17 years of experience in this field. He earned all his experience in on the job training and is bringing top-notch quality work to this field.

PRODUCT/SERVICE OFFERING

The Pit & Pup is a family-oriented, pork free, Cajun-style barbeque restaurant that combines the comfort of homestyle meals with the flexibility of catering style service. We offer dine-in, take-out, and full-service catering for family gatherings, celebrations and community events. We project that the dine-in services will provide 50% of our total revenue. Take-out will account for 15%, and our catering services will provide 35%. We will provide family barbeque platters, signature meals, homestyle sides, signature drinks and deserts, BBQ merchandise, family take-home barbeque kits and a sauce bar. Our plan is to have our grand opening in Tyler, TX in the fall of 2028. Our barbeque will adhere to all halal and kosher preparations, with our focus being on specialty cuts of beef, chicken, turkey and other favorites such as bison, duck and lamb. We are dedicated to expanding flavors without cross-contaminating with pork and able to cater to those with specific dietary and religious preferences. We will be converting to mobile food trucks in the future. It will help us bring traction to our business and expand our network nationwide. Our way to accomplish growth is to connect with the local college students and become the forefront gameday meal for their sport activities. Also, the restaurant will host family barbeque nights, kids-eat-free Tuesdays, and pit master Sunday tastings. The customers will receive a bold, soulful and unforgettable experience.

MARKET/INDUSTRY

In 2024, there were over two billion individual food trucks statewide. They earned well over 437 million dollars making Texas a top-state for mobile food businesses. Also, Cajun-style barbecue alone was worth 4.2 billion. In 2025, barbecue alone in the United States has brought 5.1 billion dollars.

COMPETITION

Our direct competition will consist of barbecue restaurants such as Texas Roadhouse, Razoo's and Dickey's BBQ in our service area. Our indirect competitors will be local food trucks. Our advantage over Texas Roadhouse and Dickey's BBQ will be our dedication to not cross-contaminate with pork and add Cajun-style flavors to our menu while being in different locations. Our advantage over Razoo's will be our BBQ and our signature sauce bar. Our advantage over local food trucks will be our product and quantity we are offering as well as being involved with the community.

DIFFERENTIATION

We differ from our competition through commitment to doing things in the most environmentally friendly, natural way possible. Also, we will be involved with our community and educational institutions to be more of a support system.

MARKETING STRATEGY

Price:

Our pricing model will vary by product and quantity. Our beef will start off at \$5.99, chopped brisket starts at \$8.99, turkey and chicken in various forms range from \$4.99 to \$6.99. Our meats will be sold on plates and platters with an average cost of \$13 to \$17, depending on customer preferences.

Place:

The Pit & Pup will be located three miles south of Texas College, and five miles east of Tyler Junior College in the downtown area of Tyler, TX. Our customers will come from the Smith County region in east Texas. Our customers will learn about our business from local educational institutions and communities that we have developed personal relationships with, as well as advertising in the heart of Tyler.

Promotion:

Come visit us at the Pit & Pup to purchase your favorite BBQ meat, with a vibrant flair of Cajun-style cooking. We plan to utilize virtually free, mixed model, and pure promotions to reach target customers on a daily basis. We plan to strongly market our webpages, and anticipate getting 5,000 views per month that will convert into customers at a steady rate. We plan to utilize Facebook, Instagram, Twitter, TikTok, podcasts, and radio stations in our marketing efforts to gain advantages.

VISION AND OBJECTIVES

Our vision at The Pit & Pup is to offer local communities and educational institutions in east Texas with a way of life. I was that kid dealing with depression and did not have anyone to turn to. So, establishing true human connections and providing services became a huge part of what we stand for. We strive to rebuild communities and families by helping our next generation trade their negative desires for the details of devotion, discipline, and delight. Food is our way to unite families and communities back together. Our idea is to bring Cajun-style BBQ exploding with flavors but with a twist.

First Year:

We will focus on connecting with local high schools and colleges to become their forefront gameday meal.

Third Year:

We plan to purchase two more food trucks and grow in our annual cookout through communities and educational institutions.

Fifth Year:

We are aiming to open our first restaurant with an expanded menu and become one of the premier BBQ destinations in Texas.

Tenth Year:

We hope to open a second location in the Dallas area to take advantage of its growing marketplace.

Philanthropy:

We believe we can have a positive impact on these communities and educational institutions by offering annual cookoffs for the youth that are in high school or college discounts for our teachers, professors, and honor roll students.

START-UP COST

Owner's name	Travion
Company name	The Pit and Pup
NAICS Business Classification	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	722: Food Services and Drinking Places

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	200		
cell phone purchase			
car/truck down payment, if leased			
permits	1,000		
supplies, office & misc.	500		
Food Inventory	9,000		
Cash needed for start-up expenses	<u>10,700</u>		
Depreciable Costs			
company car, truck or van	40,000		40,000
company trailer	25,000		
computer, printer, fax	2,000		2,000
Kitchen Commissary	800		800
Food service equipment/Uniforms	1,500		1,500
			-
building/office deposit		N/A	N/A
beginning cash balance	40,000	N/A	N/A
Cash needed for start-up assets	<u>109,300</u>		<u>44,300</u>
			60 assumed life (months)
			<u>738</u> monthly depreciation
Total start up cost	<u>120,000</u>		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,000	17%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	100,000	83%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	<u>120,000</u>	100%

FINANCIAL STATEMENT (PRO FORMA)

Travion dba The Pit and Pup EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	One meat meal				Two meat meal				Family platter			
Product description	One meat with two sides, bread and a drink				Two meats, two sides, bread and a drink				Six meats, four sides, bread and drinks			
Price per unit	13.00 100%				16.00 100%				30.00 100%			
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	Meat	3.00	23%		Meat	6.00	38%		Meat	18.00	60%	
cost 2 description	Sides	1.00	8%		Sides	1.00	6%		Sides	2.00	7%	
cost 3 description	Bread	0.50	4%		Bread	0.50	3%		Bread	2.00	7%	
cost 4 description	Drink	0.25	2%		Drink	0.25	2%		Drinks	1.00	3%	
Total variable costs			4.75	37%			7.75	48%			23.00	77%
Gross profit per unit - what you see on income statement			8.25	63%			8.25	52%			7.00	23%

	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
One meat meal sold		1,000	1,025	1,050	1,075	1,100	1,125	1,150	1,200	1,225	1,250	1,275	12,475
Two meat meal sold		1,000	1,025	1,050	1,075	1,100	1,125	1,150	1,200	1,225	1,250	1,275	12,475
Family platter sold		24	24	26	26	28	28	30	30	32	32	34	314
total revenue		\$ 29,720	\$ 30,445	\$ 31,230	\$ 31,955	\$ 32,740	\$ 33,465	\$ 34,250	\$ 35,700	\$ 36,485	\$ 37,210	\$ 37,995	\$ 371,195
total cost of sales		\$ 13,052	\$ 13,365	\$ 13,723	\$ 14,036	\$ 14,394	\$ 14,707	\$ 15,065	\$ 15,690	\$ 16,049	\$ 16,361	\$ 16,720	\$ 163,160
total income statement gross profit (excludes owner labor)		\$ 16,668	\$ 17,081	\$ 17,507	\$ 17,920	\$ 18,346	\$ 18,759	\$ 19,185	\$ 20,010	\$ 20,437	\$ 20,849	\$ 21,276	\$ 208,036

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	\$ 100,000			96,290	95,028	93,754	92,467	91,167	89,855	88,529	87,190	
Interest rate (example 8%)	12.0%			963	950	938	925	912	899	885	872	10,306
Payback period (# of months)	60			(1,224)	(1,237)	(1,249)	(1,262)	(1,274)	(1,287)	(1,300)	(1,313)	(14,163)
Grace period (months pay delay)				95,028	93,754	92,467	91,167	89,855	88,529	87,190	85,837	
Monthly payment	\$ 2,224											

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	2	2	2	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	200	200	200	200	200	200	200	200	200	200	200	
average per hour wage	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
salary expense, excluding payroll taxes	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000

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

**Travion dba The Pit and Pup
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														
One meat meal	6	-	13,000	13,325	13,650	13,975	14,300	14,625	14,950	15,600	15,925	16,250	16,575	162,175	44%
Two meat meal	6	-	16,000	16,400	16,800	17,200	17,600	18,000	18,400	19,200	19,600	20,000	20,400	199,600	54%
Family platter	6	-	720	720	780	780	840	840	900	900	960	960	1,020	9,420	3%
Total revenue		-	29,720	30,445	31,230	31,955	32,740	33,465	34,250	35,700	36,485	37,210	37,995	371,195	100%
Cost of Goods Sold	2														
One meat meal	6	-	4,750	4,869	4,988	5,106	5,225	5,344	5,463	5,700	5,819	5,938	6,056	59,256	16%
Two meat meal	6	-	7,750	7,944	8,138	8,331	8,525	8,719	8,913	9,300	9,494	9,688	9,881	96,681	26%
Family platter	6	-	552	552	598	598	644	644	690	690	736	736	782	7,222	2%
Total COGS		-	13,052	13,365	13,723	14,036	14,394	14,707	15,065	15,690	16,049	16,361	16,720	163,160	44%
Gross profit		-	16,668	17,081	17,507	17,920	18,346	18,759	19,185	20,010	20,437	20,849	21,276	208,036	56%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3		738	738	738	738	738	738	738	738	738	738	738	8,122	2%
Gasoline & fuels	-		1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	1,600	17,600	5%
Insurance - bonding	-														0%
Insurance - vehicle	-		1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	15,400	4%
Interest - equip & start up	7		1,000	988	975	963	950	938	925	912	899	885	872	10,306	3%
Marketing	200		200		300		400		500		600		700	2,900	1%
Office - rent	-														0%
Office - insurance	-														0%
Office - telephone	-														0%
Office - utilities	-														0%
Payroll - not owner and not in COGS	8		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	12%
Payroll taxes (9%)	6 & 8		360	360	360	360	360	360	360	360	360	360	360	3,960	1%
Permits	1,000													1,000	0%
Supplies	500		200	200	200	200	200	200	200	200	200	200	200	2,700	1%
Tax service	-		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	6%
Telephone - cellular	-		50	50	50	50	50	50	50	50	50	50	50	550	0%
Start-up expenses	9,000													9,000	2%
Commissary Kitchen	-		800	800	800	800	800	800	800	800	800	800	800	8,800	2%
	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
Total expenses		10,700	12,348	12,136	12,424	12,111	12,499	12,086	12,573	12,060	12,647	12,034	12,720	146,338	39%
Taxable profit (loss)	1	(10,700)	4,320	4,944	5,083	5,808	5,847	6,673	6,612	7,950	7,790	8,815	8,555	61,698	17%
Tax (expense) benefit	1						(3,826)			(5,309)			(6,290)	(15,424)	-4%
Owner's withdrawals	1		(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(33,000)	-9%
Net profit (loss)		(10,700)	1,320	1,944	2,083	2,808	(978)	3,673	3,612	(359)	4,790	5,815	(735)	13,273	4%
Depreciation	3		738	738	738	738	738	738	738	738	738	738	738	8,122	
Equipment purchases	3	(69,300)												(69,300)	
Principle, equipment loan	7														
Repay debt financing	7	100,000	(1,224)	(1,237)	(1,249)	(1,262)	(1,274)	(1,287)	(1,300)	(1,313)	(1,326)	(1,339)	(1,353)	85,837	
Owner contribution	3	20,000												20,000	
Equity investor	3														
Net cash flow		40,000	834	1,446	1,573	2,285	(1,514)	3,124	3,051	(933)	4,202	5,215	(1,349)	57,932	
Cash, period start			40,000	40,834	42,280	43,852	46,137	44,623	47,747	50,798	49,865	54,067	59,281		
Cash, period end		40,000	40,834	42,280	43,852	46,137	44,623	47,747	50,798	49,865	54,067	59,281	57,932	57,932	