

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

Weir & Tear Welding

Prison Entrepreneurship Program
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Weir & Tear Welding

Business Plan
February 2026

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> No custom welding shops in our area of operation Lack of commitment to skill and service Lack of quality-made products 	<ul style="list-style-type: none"> Collaborate with each client on a personal level We go the above and beyond so that every one of our client's needs are met 	<ul style="list-style-type: none"> Provide all types of welding services from repairs to new projects Offer mobile services up to 200 miles Ensuring that every product is built to last 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> Ranch and home owners General contractors Engineers 	<ul style="list-style-type: none"> 24/7 on-call service Discounts for first responders, active military, and victims of natural disaster without insurance 	<ul style="list-style-type: none"> 10 plus years of experience Have cash and assets to contribute to launching business 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> Utilizing social media platforms such as Facebook, TikTok, and Instagram for photos and time-lapsed videos LinkedIn for customer testimonials Search engine optimization 	<table> <tr> <td>Owner investment - cash</td> <td>\$ 35,000</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>60,000</td> </tr> <tr> <td>Total start up costs:</td> <td>\$ 95,000</td> </tr> </table>	Owner investment - cash	\$ 35,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	60,000	Total start up costs:	\$ 95,000	<table> <tr> <td>Sales:</td> <td>\$ 297,000</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>-</td> <td>0%</td> </tr> <tr> <td>Gross profit</td> <td>297,000</td> <td>100%</td> </tr> <tr> <td>Overhead</td> <td>31,700</td> <td>11%</td> </tr> <tr> <td>Pretax income</td> <td>265,200</td> <td>89%</td> </tr> <tr> <td>Tax expense</td> <td>66,300</td> <td>22%</td> </tr> <tr> <td>Owner withdrawals</td> <td>77,000</td> <td>26%</td> </tr> <tr> <td>Net income</td> <td>\$ 121,900</td> <td>41%</td> </tr> </table>	Sales:	\$ 297,000	100%	COGS	-	0%	Gross profit	297,000	100%	Overhead	31,700	11%	Pretax income	265,200	89%	Tax expense	66,300	22%	Owner withdrawals	77,000	26%	Net income	\$ 121,900	41%
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LEADERSHIP STATEMENT

CEO/CFO: Calton is born to lead, from the way he takes charge to the way he interacts with other people. With him being who he is, any projects assigned to the company will be handled with professionalism and proficiency that every leader should possess. He has just over 10 years of experience in welding. He has spent countless hours under the hood, gaining all the necessary certifications. He also has OJT certificates in welding and metal fabrication, plus real-time experience. With his complete, extensive knowledge and understanding of this industry, he is the best choice to lead this company.

CMO: Michael is a driven individual with 10 years of experience as a head fabricator. He has excellent people skills and values other opinions and views. He is highly skilled in his trade as a welder/fabricator. He has excellent listening skills and is always pushing other to achieve their full potential to be leaders themselves.

COO: Christian is a good listener who has a very introspective mind. He is able to communicate effectively and think outside the box to solve problems in an efficient manner. He has a high school diploma and has experience in establishing and operating call centers.

PRODUCT/SERVICE OFFERING

Weir & Tear Welding is a family owned custom welding and fabrication shop. We will provide customized pipe or square tube fencing and gates. Specialized products like BBQ pits, patio furniture, custom signs or entryways. We also provide structural welding and repairs. We believe 60% of our revenue will come from fencing and gates. 20% will come from custom one-of-a-kind pieces, and the final 20% will come from structural and repair work. Our first location will be in Junction, TX. We will begin providing our services in the summer of 2029.

Our services will include but not limited to; custom fences and gates built around your specific needs and wants, not ours. Everything we do we do extremely well with pride. Need a new design? Need repairs? Need a specific weld? We'll finish in the exact shape of your problem requires.

We will use materials such as mild steel, stainless aluminum and other exotic metals if needed. If you have a part that you can't buy off of the shelf, a bracket that doesn't exist, a repair that must actually hold, or a one-of-a-kind BBQ grill that you have only seen in your dreams, we're your one stop shop for anything metal. An entry barrier we may see is obtaining funding to accommodate our startup costs and insurance; such as auto, commercial, general, liability and products. All of our employees will be certified by the American Welding Society. To add to our competitive advantage, we will be offering a 24-hour call service, as well as offering discounted repair services for first responders, active military and victims of natural disasters without insurance.

Our intentions for the future are to branch out to more locations around Texas. This way we will be able to expand our services and handle higher volume. We will have an in-house fabrication team and a separate mobile installation team with an open line of communication. By 2039, our corporation will run like a well-oiled machine. Our alliance with various iron shops around the state will allow us to maximize our profit, while keeping our prices reasonable.

MARKET/INDUSTRY

In the last year welding and fabrication has brought in \$14.5 billion in revenue in Texas alone. Our opportunity for growth is only limited to the amount of work that we are able to complete.

COMPETITION

Our direct competition is two other welding and fabrication shops that operate within a 50-mile radius of our location. Our in-direct competition will be chain stores in our area such as Tractor Supply, Home Depot and Lowes. Unlike our competition we are also mobile. This will enable us to provide installation and 24-hour repair services.

DIFFERENTIATION

What sets us apart from the competition is our commitment to our skills and service. We collaborate closely with every client to understand their goals, engineer the best solution and to deliver an on-time product while never compromising the quality of our work. We ensure that every project is built to perform and built to last. Here, metal is our medium and trust is our product. We're here to build both.

MARKETING STRATEGY

Price:

Our prices will vary between our services and our product sold. For our mobile services we will charge \$60 per hour with a three-hour minimum. Our structural and installation services will be \$60 per hour plus the cost of materials needed. Our specialty and custom products will vary by the price itself. Our prices are based on the market price right now in the industry, our pricing will also cover all expenses necessary.

Place:

Weir & Tear Welding will be located in Junction, Texas and our target customers will come from around the Texas Hill Country. We will be offering our services to the two-hundred-mile geographic radius from the Colorado River to the Gulf Coast. Our customers will learn about our services through our social media platforms. We will also be generating leads from our impact in our local community, where we will be receiving word of mouth referrals because we truly treat our customers as family.

Promotion:

Come see how we operate at Weir & Tear Welding. At our core, we specialize in high-precision welding and custom metal fabrication; from one off pieces to full scale production runs while also offering our services mobile. We have built our shop around a lean data driven production model. We take pride in the work that we do. In fabrication, quality is more than a metric, it is a safeguard. Our quality control systems, certifications and documented processes ensure that every weld, every cut, and every finish meet or exceeds industry standards. We plan on using virtually free and mixed model promotions to reach our customers. We will utilize tools such as search engine optimization to ensure that our ads and services will appear first in the algorithms. We project to reach 5,000-10,000 views monthly. We predict that 15-20% will convert into paying customers. We will also use our social media platform to influence our marketing scheme. Facebook, LinkedIn, Instagram and TikTok will all be utilized to reach a multitude of customers. We will be also showcasing before and after videos to showcase the quality of our work.

VISION AND OBJECTIVES

Our vision here at Weir & Tear Welding is to offer home owners, contractors and engineers' precision-built solutions with operational excellence at every step. I discovered welding and fabrication more than 10 years ago and always knew that this would be a lifelong passion for me. I spent time with three different companies, learning different aspects of the industry. From maintenance and repair work, to structural welding, to custom fabrication and specialty products. Our plan is to build a customer base of ranch and home owners, who may need fences, gates, cattle guards, or anything else on their property. We will also provide services to general contractors and engineers to subcontract our structural welding services. We plan to start operations first with our mobile repair, fencing and installation service. Then we will lease a small building for pre-fabrication purposes.

First Year:

We hope to increase sales by 50%. We also hope to begin opening another location.

Third Year:

We will focus on establishing a strong customer base, by charging lower prices at first, so our customers can see what kind of work we provide.

Fifth Year:

We plan to have multiple locations and add an expansion to the gas and oil sector.

Tenth Year:

We hope to have multiple locations in the state of Texas. We will also have strategic alliances with iron suppliers across the state for discounted prices.

Philanthropy:

We are sure we can have a positive impact on the community by providing discounted prices to first responders, active military personnel and victims of natural disasters without insurance. We will also look to sponsor local youth sports organizations to help with sports equipment for less fortunate families.

FINANCIAL STATEMENT (PRO FORMA)

Calton dba Weir & Tear Welding
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Welding Services											
Product description	Welding services offered for a three hour minimum.											
Price per unit	180.00 100%								0%			
Cost of <u>one</u> 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			180.00	100%			-	0%			-	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
Welding Services sold		150	150	150	150	150	150	150	150	150	150	150	1,650
total revenue		\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 297,000
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 27,000	\$ 297,000

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	\$ 60,000	60,000	60,000	60,000	60,000	60,000	59,558	59,112	58,661	58,205	57,744	57,288	
Interest rate (example 8%)	13.0%	-	-	-	-	-	650	645	640	635	631	626	3,827
Payback period (# of months)	84	-	-	-	-	-	(442)	(446)	(451)	(456)	(461)	(466)	(2,722)
Grace period (months pay delay)	6	60,000	60,000	60,000	60,000	60,000	59,558	59,112	58,661	58,205	57,744	57,288	
Monthly payment	\$ 1,092												

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

Calton dba Weir & Tear Welding
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														
Welding Services	6	-	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	297,000	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	297,000	100%
Cost of Goods Sold	2														
Welding Services	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	27,000	297,000	100%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3		117	117	117	117	117	117	117	117	117	117	117	1,283	0%
Gasoline & fuels	-		1,660	1,660	1,660	1,660	1,660	1,660	1,660	1,660	1,660	1,660	1,660	18,260	6%
Insurance - bonding	-		100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Insurance - vehicle	-		100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Interest - equip & start up	7		-	-	-	-	-	650	645	640	635	631	626	3,827	1%
Marketing		200												200	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		1,000												1,000	0%
Supplies		300	230	230	230	230	230	230	230	230	230	230	230	2,830	1%
Tax service	-													-	0%
Telephone - cellular		1,000	100	100	100	100	100	100	100	100	100	100	100	2,100	1%
Start-up expenses														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
Total expenses		2,500	2,307	2,307	2,307	2,307	2,307	2,957	2,952	2,947	2,942	2,937	2,932	31,701	11%
Taxable profit (loss)	1	(2,500)	24,693	24,693	24,693	24,693	24,693	24,043	24,048	24,053	24,058	24,063	24,068	265,299	89%
Tax (expense) benefit	1			(11,722)				(18,520)			(18,036)		(18,047)	(66,325)	-22%
Owner's withdrawals	1		(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(7,000)	(77,000)	-26%
Net profit (loss)		(2,500)	17,693	5,972	17,693	17,693	(827)	17,043	17,048	(983)	17,058	17,063	(979)	121,975	41%
Depreciation	3		117	117	117	117	117	117	117	117	117	117	117	1,283	
Equipment purchases	3	(10,500)	-	-	-	-	-	-	-	-	-	-	-	(10,500)	
Principle, equipment loan	7		-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	60,000	-	-	-	-	-	(442)	(446)	(451)	(456)	(461)	(466)	57,278	
Owner contribution	3	35,000	-	-	-	-	-	-	-	-	-	-	-	35,000	
Equity investor	3		-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		82,000	17,810	6,088	17,810	17,810	(710)	16,718	16,718	(1,318)	16,718	16,718	(1,329)	205,036	
Cash, period start		-	82,000	99,810	105,898	123,708	141,518	140,808	157,527	174,245	172,928	189,646	206,365	-	
Cash, period end		82,000	99,810	105,898	123,708	141,518	140,808	157,527	174,245	172,928	189,646	206,365	205,036	205,036	