

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

Xspanse! Solar Solutions

Prison Entrepreneurship Program
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Xspanse! Solar Solutions

Business Plan
February 2026

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
LEADERSHIP STATEMENT	2
PRODUCT/SERVICE OFFERING.....	3
MARKET/INDUSTRY	3
COMPETITION.....	3
DIFFERENTIATION	3
MARKETING STRATEGY.....	4
VISION AND OBJECTIVES	4
START-UP COST	6
FINANCIAL STATEMENT (PRO FORMA).....	7

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"> • Aging power grid • Rising utility costs • Surge in data centers 	<ul style="list-style-type: none"> • Building solar powered grids to alleviate current energy supplies 	<ul style="list-style-type: none"> • Solar fields that generate consistent energy supply • Privately owned solar farms for data centers and subdivisions • Residential EU charging station 																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"> • Trillion-dollar tech companies • Billion-dollar real estate firms • Electric vehicle owners 	<ul style="list-style-type: none"> • We donate free solar arrays to schools and hospitals • We deliver emergency batteries to home owners • We build private solar fields 	<ul style="list-style-type: none"> • Four years of experience in sales • In-depth understanding of market trends • Client-first company culture 																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"> • Demonstrations at trade shows and development firms • Fun TV commercial and radio ads • LinkedIn ad campaign 	<table> <tr> <td>Owner investment - cash</td> <td>\$ 20,000</td> </tr> <tr> <td>Owner investment - equity</td> <td>1,000,000</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>\$1,020,000</td> </tr> </table>	Owner investment - cash	\$ 20,000	Owner investment - equity	1,000,000	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	\$1,020,000	<table> <tr> <td>Sales:</td> <td>\$8,868,700</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>3,300,200</td> <td>37%</td> </tr> <tr> <td>Gross profit</td> <td>5,568,500</td> <td>63%</td> </tr> <tr> <td>Overhead</td> <td>693,900</td> <td>8%</td> </tr> <tr> <td>Pretax income</td> <td>4,874,500</td> <td>55%</td> </tr> <tr> <td>Tax expense</td> <td>1,218,600</td> <td>14%</td> </tr> <tr> <td>Owner withdrawals</td> <td>110,000</td> <td>1%</td> </tr> <tr> <td>Net income</td> <td>\$3,545,900</td> <td>40%</td> </tr> </table>	Sales:	\$8,868,700	100%	COGS	3,300,200	37%	Gross profit	5,568,500	63%	Overhead	693,900	8%	Pretax income	4,874,500	55%	Tax expense	1,218,600	14%	Owner withdrawals	110,000	1%	Net income	\$3,545,900	40%
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LEADERSHIP STATEMENT

CEO: Darcell is a uniquely insightful leader with an eye for opportunity and a knack for creativity. He has a truly artistic mind and the ability to think outside the box, giving him a very innovative approach to the most strenuous tasks. His thought process is abstract, combined with this ability to motivate others and be a true team player. These abilities give him the confidence to tackle any task at hand bringing the most efficient procedures and tactics in the industry. With five years of sales and lead generation experience and a Bachelor's Degree in both Creative Writing and Game Design, Darcell brings a progressive and competent approach to any organization or enterprise.

CMO: Michael is a highly skilled construction contractor who has been a team leader at modular specialties for the past seven years. He specializes in setting up and tearing down modular buildings with an emphasis on safety and the carpentry skills to add offices, windows, doors and security installments. He is a highly motivated individual who insists on completing projects ahead of schedule and saving money on materials and time without cutting corners on quality. He is also a valedictorian of his GED program.

CFO: Patrick is a man of integrity with moral views and principles. He's highly trusted in managing and operating a functional business. He is a very detail-oriented individual with over 15 years of experience invested in computer business information systems and environmental services. He has the can-do attitude and problem-solving skills that put him in the leadership category. This puts him in a strong position in any organization or enterprise he is involved with. He brings a combination of certified skills and on the job training that would make him an asset within any firm he is a part of.

COO: Ruben is understanding and has the situational awareness to assess any situation. Another great leadership skill is having resilience at work. He has several years of experience in construction, customer service and refinery work as well. He holds a High School Equivalency and is determined to further his education.

PRODUCT/SERVICE OFFERING

Xspanse! Solar Solutions is named as such, because there is a simply ever-expanding field of solar panels with an adjacent battery grid to effectively store the energy. 100% of our revenue is based off of the sale of the energy generated by our solar fields. Xspanse! Solar Solutions plans to open in Austin, TX by the summer of 2027.

Xspanse! Solar will operate on a vision of ours called a "decentralized power grid model."

More often than not, the customers are paying more for the transmission of the power than the power itself. We plan to turn the traditional grid model on its head by pooling and storing the collective energies from a shared network of stored and generated power. All devices including panels, batteries, and generators (residential and commercial fields) will pull from the same state of power on an as-needed basis. Imagine this, a large subdivision near one of our solar parks with 20 houses or so that have put our solar panels on their roof. Customers will draw power from our field, but they will also share power and contribute power to other nearby customers.

Our state-of-the-art software will allow us to track our customers energy consumption which will enable us to better serve our customers by anticipating their energy needs. Our AI power manager will make sure that only essential appliances are left running, so that you will have enough spare power to sell back to the company and eliminate that expensive light bill!

Our incentives will be two free hours of power a day which equals one full month of power a year. We will also offer a 15% discount on installation and a 5% rebate for EV owners. We will offer free charging stations for customers that purchase a three-point system (battery, panels and generator). In the future, we will look to expand by forming partnerships with tech companies that are looking to build and power data centers.

MARKET/INDUSTRY

Xspanse! Solar Solutions is in the energy industry that is a trillion-dollar industry. The energy industry in America alone brings in three trillion dollars per year. It is one of many renewable energy sources that continues to grow due to the ever-growing demand. The interesting thing about this industry is that although it is the most used of all utilities, it has not really changed much in the last century. Inflation for energy has grown nearly double the rate as a result of growing demand. This creates a unique opportunity for companies such as ours to flourish fairly quickly.

COMPETITION

The energy industry is a beautiful area to operate in because the demand for energy is growing rapidly. We are aware that there will always be room at the table for another venture. With the ever-growing demand, electricity will always be needed. It will feel as if there is not enough power to go around. With society becoming increasingly dependent on electricity, the opportunities are endless. There are many companies out there that we will be competing against, but they are mostly indirect. Our two indirect competitors are nuclear plants, as well as coal power plants. They provide most of the energy to the power grid. Their presence is so large, that it is their output that determines the price per kilowatt that we pay. Wind farms and other solar companies will be our direct competitors.

DIFFERENTIATION

Xspanse! Solar Solutions will operate with the customer's interest first. We will give our customers two free hours of energy a day, which amounts to a full free month per year. Another differentiator is that we construct privately-owned solar fields. For our commercial clients, we will gift them two free solar panels for every 50 panels installed, plus a free onsite EV charging station. We will pledge 5% of our total revenue to the local school district and contribute 2% to help out with meals for law enforcement. We whole-heartedly believe that with these differentiators, we will position our company as a bright, sunny companion. We will be a customer-friendly company rather than a faceless business entity.

MARKETING STRATEGY

Price:

Xspanse! Solar operates with two revenue models. The first will be the sale of energy, which will be manifested through the construction of Xspanse! solar parks. The energy generated from these parks will be sold to other energy companies and local power grids for 15 to 25 cents per kilowatt. This price is about 20% lower than the national average. Our second model will be the construction of privately-owned solar fields for data centers and other companies. We will charge a \$500,000 flat rate for the creation of a 2,500-panel field. The company we contract with must cover labor, while we cover design, development, and sourcing of the materials.

Place:

Xspanse! Solar will serve the entire state of Texas. We will operate primarily in West Texas and locations with large amounts of consistent sunshine. We will also contract with data centers and large metropolitan centers to develop solar fields near their projects.

Promotion:

Some of the biggest promotions will come through our YouTube channel, which we will use to help our company go viral. Videos with titles like “These high school kids just installed 1,000 solar panels in seven days!” and “Bringing power to a remote African village” will be more than sufficient to bring awareness to our company. These videos will contain promo codes that will allow potential customers to receive 20% off, as well as a free consultation. We will also use commercials and presentations at business conferences to get our company in front of no less than 1 million viewers per month.

VISION AND OBJECTIVES

Now more than ever society is feeling the burned of imbalance. Our aging power grid is having a hard time keeping up with demand. The emergence of new technologies such as artificial intelligence will only compound this issue due to the staggering amounts of energy these technologies use.

This issue is not only the seed from which Xspanse! Solar Solutions will grow, but it is also the soil that will nurture the company’s growth in the years to come. We intend to build Solar Fields near data centers and new developments that will feed power into the grid and prevent them from making a negative impact on the available power supply. Our relationships with developers and land-owners will be the key to unlocking opportunity, as we will be the first to know about new builds and the first to make sure these companies know how valuable our offerings will be to their project. Our founder was a solar consultant for three years, and he has watched the companies he worked for make money hand over fist by utilizing a similar model. Xspanse! will also contract with companies to build private solar fields. The energy generated from these fields can either be used to power their homes, warehouses, data centers, etc. or sold to the grid at their discretion. This is only the start of Xspanse! Solar Solutions LLC.

First Year:

Xspanse! Solar will construct its first 10-acre solar field, both as proof of concept and to generate cash flow to help finance future ventures. At the same time, we will be broadening our network, both at trade shows and door to door while landing private clients.

Third Year:

By the third year, we will have at least 100 acres of solar in our network and at least three big commercial contracts with gas stations to do the same. Customers will pay to use these on a subscription-based application.

Fifth Year:

By this time, Xspanse! will expand to residential offerings, with a focus on battery connectivity for smart homes. We will also offer, as needed, on demand energy batteries for buildings and residences that can't or won't transition to solar.

Tenth Year:

A decade after founding the company, we will attempt to leverage all of our assets to build the world's first primarily solar powered data center in the deserts of West Texas. At this stage, our founder will also be preparing to exit the company.

Philanthropy:

During our meteoric rise, Xspanse! will never shy away from giving back. We will be working to bring internet and solar energy to undeveloped nations. We offer highly discounted units for low income housing communities, and we provide free batteries and solar arrays for the schools and hospitals located in the municipalities in which we operate.

START-UP COST

Owner's name	Darcell
Company name	Xspanse! Solar Solution
NAICS Business Classification	
Sector (general classification)	_22_Utilities
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	300
cell phone purchase	
car/truck down payment, if leased	
permits	17,000
supplies, office & misc.	1,000

Cash needed for start-up expenses 18,300

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	5,000		5,000
company trailer			-
computer, printer, fax			-
Company Truck	3,000		3,000
Land	20,000		20,000
Panels, Batteries and Racking Systems	750,000		750,000
building/office deposit		N/A	N/A
beginning cash balance	223,700	N/A	N/A
Cash needed for start-up assets	<u>1,001,700</u>	<u>-</u>	<u>778,000</u>

60 assumed life (months)
12,967 monthly depreciation

Total start up cost 1,020,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,000	2%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable	1,000,000	98%
Total start up cost, total sources	<u><u>1,020,000</u></u>	100%

FINANCIAL STATEMENT (PRO FORMA)

Darcell dba Xspanse! Solar Solution EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1		Product 2		Product 3	
Product name	Energy (per Kilowatt)		Solar Park		EV Chargers	
Product description	Kilowatts of energy generated by solar panels		15 acres of land complete with panels, batteries and racking systems		Charging ports for electric vehicles	
Price per unit	0.25	100%	525,000.00	100%	12,500.00	100%
Cost of one unit	hours	rate	hours	rate	hours	rate
Non-owner payroll exp.		-		-		-
Non-owner payroll tax	9.0%	-		-		-
cost 1 description		0%	panels	40,000.00	Charging Module	3,000.00
cost 2 description		0%	10 Acres	20.00	Wiring	1,000.00
cost 3 description		0%	batteries	200,000.00	Solar Carport	2,000.00
cost 4 description		0%				
Total variable costs		-		240,020.00		6,000.00
Gross profit per unit - what you see on income statement		0.25		284,980.00		6,500.00
		100%		54%		48%

	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
Energy (per Kilowatt) sold		625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	6,875,000
Solar Park sold		1	1	1	1	1	1	1	1	1	1	1	11
EV Chargers sold		10	10	10	10	10	10	10	10	10	10	10	110
total revenue		\$806,250	\$ 806,250	\$806,250	\$806,250	\$ 806,250	\$ 806,250	\$806,250	\$806,250	\$ 806,250	\$ 806,250	\$ 806,250	\$8,868,750
total cost of sales		\$300,020	\$ 300,020	\$300,020	\$300,020	\$ 300,020	\$ 300,020	\$300,020	\$300,020	\$ 300,020	\$ 300,020	\$ 300,020	\$3,300,220
total income statement gross profit (excludes owner labor)		\$506,230	\$ 506,230	\$506,230	\$506,230	\$ 506,230	\$506,230	\$506,230	\$506,230	\$ 506,230	\$ 506,230	\$ 506,230	\$5,568,530

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	10	10	10	10	10	10	10	10	10	10	10	
avg hours each employee(s) worked per month, not in EOU above	120	120	120	120	120	120	120	120	120	120	120	
average per hour wage	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	
salary expense, excluding payroll taxes	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000

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

Darcell dba Xspanse! Solar Solution
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														
Energy (per Kilowatt)	6	-	156,250	156,250	156,250	156,250	156,250	156,250	156,250	156,250	156,250	156,250	156,250	1,718,750	19%
Solar Park	6	-	525,000	525,000	525,000	525,000	525,000	525,000	525,000	525,000	525,000	525,000	525,000	5,775,000	65%
EV Chargers	6	-	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	1,375,000	16%
Total revenue		-	806,250	8,868,750	100%										
Cost of Goods Sold	2														
Energy (per Kilowatt)	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Solar Park	6	-	240,020	240,020	240,020	240,020	240,020	240,020	240,020	240,020	240,020	240,020	240,020	2,640,220	30%
EV Chargers	6	-	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	660,000	7%
Total COGS		-	300,020	3,300,220	37%										
Gross profit		-	506,230	5,568,530	63%										
Expenses	2														
Auto or truck lease	-	-													0%
Depreciation	3	-	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	142,633	2%
Gasoline & fuels	-	-													0%
Insurance - bonding	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	0%
Insurance - vehicle	-	-													0%
Interest - equip & start up	7	-													0%
Marketing	300	-	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	165,300	2%
Office - rent	-	-													0%
Office - insurance	-	-													0%
Office - telephone	-	-													0%
Office - utilities	-	-	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	66,000	1%
Payroll - not owner and not in COGS	8	-	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000	3%
Payroll taxes (9%)	6 & 8	-	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160	23,760	0%
Permits	17,000	-												17,000	0%
Supplies	1,000	-	300	300	300	300	300	300	300	300	300	300	300	4,300	0%
Tax service	-	-													0%
Telephone - cellular	-	-													0%
Start-up expenses	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
Total expenses		18,300	61,427	61,427	61,427	61,427	61,427	61,427	61,427	61,427	61,427	61,427	61,427	693,993	8%
Taxable profit (loss)	1	(18,300)	444,803	444,803	444,803	444,803	444,803	444,803	444,803	444,803	444,803	444,803	444,803	4,874,537	55%
Tax (expense) benefit	1	-		(217,827)			(333,603)			(333,603)			(333,603)	(1,218,634)	-14%
Owner's withdrawals	1	-	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)	(110,000)	-1%
Net profit (loss)		(18,300)	434,803	216,977	434,803	434,803	101,201	434,803	434,803	101,201	434,803	434,803	101,201	3,545,903	40%
Depreciation	3	-	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	12,967	142,633	
Equipment purchases	3	(778,000)	-	-	-	-	-	-	-	-	-	-	-	(778,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	20,000	-	-	-	-	-	-	-	-	-	-	-	20,000	
Equity investor	3	1,000,000	-	-	-	-	-	-	-	-	-	-	-	1,000,000	
Net cash flow		223,700	447,770	229,943	447,770	447,770	114,168	447,770	447,770	114,168	447,770	447,770	114,168	3,930,536	
Cash, period start	-	-	223,700	671,470	901,413	1,349,183	1,796,953	1,911,121	2,358,891	2,806,661	2,920,828	3,368,598	3,816,368	-	
Cash, period end	-	223,700	671,470	901,413	1,349,183	1,796,953	1,911,121	2,358,891	2,806,661	2,920,828	3,368,598	3,816,368	3,930,536	3,930,536	