prison entrepreneurship program

Business Plan Competition
June 26, 2026

APEX Truck Parking

Prison Entrepreneurship Program
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APEX Truck Parking

Business Plan
June 2026

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Executive Summary

Opportunity
- Lack of 24-hour maintenance
- Twenty-four-hour parking
- Lack of essential services and amenities

Purpose
- Safe haven for truck drivers

Solution
- Secure parking
- Convenient lodging and food services
- Certified maintenance

Customers
- Independent operators
- Port drayage contractors
- Hazmat contractors

Differentiators
- Free towing for members within 20-mile radius
- One stop shop, servicing truckers and equipment

Extras
- We have a lot of followers on social media
- Partnerships with industry experts

Marketing
- Digital ads
- Location based promotions
- Branded signage

Start-up Costs

Owner investment - cash	$ 40,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	80,000
Total start up costs:	**$120,000**

Financials & Extras

Sales:	$ 412,500	100%
COGS	132,000	32%
Gross profit	280,500	68%
Overhead	118,900	29%
Pretax income	161,500	39%
Tax expense	40,300	10%
Owner withdrawals	55,000	13%
Net income	$ 66,100	16%

Leadership Statement

CEO: Adrian is a highly-driven individual that fills niches in the port drayage and transportation industry. His work resume includes a number of responsibilities at the International Longshoremen Association. His years of experience at the waterfront working import and export operations helped him transition into operating his own transportation logistics business. He has the ability to develop a chain of command that can produce and lead in an efficient manner. He possesses an extraordinary work ethic that makes him a reliable asset to any company.

CMO: Kristopher is a great executor. He gets things done after being asked the first time. He has a very good work ethic which he gets from his 10 years' experience as a ranch hand. Cloud is kind-hearted and will stop whatever he is doing to help someone in need. He learned this compassion from his adopted mother.

CFO: Timothy is a highly-driven individual with 20 years of experience in the industry of custom flooring. His strengths as a leader include a passion for helping people grow and helping others become leaders. He has integrity and confidence in everything he does. He has been setting custom tile and hardwood floors for over 20 years. He also welds and does custom fabrication on the side. He has a technical degree in drafting and drawing blueprints that helps in every aspect of the business.

COO: Nathan's strengths as a leader begin with dependability. He cares about the customer and the completion of tasks. Nathan is an owner-operator with over 20 years of over the road experience. Nathan has a Class-A CDL with over 600,000 miles of referable experience. He is reliable, trustworthy and respectful.

Product/Service Offering

APEX Truck Parking is a driver-friendly facility that is dedicated to bringing the drivers comfort along with safety that is trustworthy. We will provide organized tractor trailer parking, tire repair and maintenance, convenient lodging and other accommodations. We predict parking to account for 50% of our revenue, lounge lodging services will account for 25% and the remaining 25% of our revenue will come from the maintenance shop. Our founder plans to open to the public by spring 2028 at our flagship location nearby the port of Houston.

The area is stabilized with gravel and asphalt along with sectioned parking lanes marked in numerical order. The property will be enclosed with an eight-foot panel fence topped with three-strand barb-wire reinforced with 7,000-volt hot wire system along with gated access for monthly members and reserved parking for overnight travelers. Our lounge and lodging services will provide brand new clean showers, high speed internet with reliable cable, vending machines, along with home cooked meals that give drivers a home away from home feel. We plan to operate a full-service truck bay for maintenance and repair. Our competitive advantage is that we'll be the first business to provide commercial drivers everything they need all in one place. In the future, we look to expand our operations in the port drayage industry dealing specifically with imports/exports as well as warehouse facility for freight storage. We will establish a chain of command that not only services our day to day status quo but also provides room to grow in niche markets we expand.

Market, Competition, Differentiation

Market:
The truck parking industry supports the movement of goods across the supply chain. This market has grown alongside e-commerce and freight demand, with the U.S. trucking industry generating over $900 billion annually. The truck parking segment remains underserved and underdeveloped. Industry reports consistently highlight a nationwide shortage of safe truck parking while demand for commerce continues to grow. As freight volumes continue to increase, the need for secure, accessible and amenity-rich parking solutions present strong growth potential and long-term sustainability for new business owners in this field.

Competition:
Our direct competitors will consist of major truck-stop chains such as Pilot, Flying J's, and Love's Travel Stops, which offer parking along with fuel and basic amenities but often face overcrowding and limited availability. Our indirect competitors include public rest areas and informal parking options such as warehouse lots or roadside parking, which are typically free but lack security, services, and reliability. Additionally, some smaller private truck parking operators exist, but many do not provide comprehensive amenities or advanced security features. This fragmented and insufficient competitive landscape highlights the gap for a more specialized and secure solution.

Differentiation:
We differentiate ourselves by prioritizing both advanced security and a full-service support experience, which are often lacking in existing options. With our features such as a fenced perimeter with barbwire and controlled gate access, we are offering a higher level of protection for both drivers and their assets. Beyond security, the addition of our maintenance and tire shop, lodging, wi-fi, and food trucks creates a convenient, all-in-one destination that supports the driver's operational and personal needs. Drivers will choose us not only for safety, but for our reliability, comfort, and efficiency that we provide allowing us to deliver great overall value while establishing a unique position in the market.

Marketing Strategy

Price:

Our pricing model for the semi-truck parking and storage facility will include daily, weekly, and monthly rates to meet the needs of both short term and long-term users. Our daily parking will range from $30-$40, weekly rates from $150-$200, and monthly reservations for $400-$600 per truck, depending on location and amenities. Additional services such as the maintenance and tire shop, lodging, and food trucks will provide supplementary revenue streams that will help offset operational costs like security, utilities, staffing, and land maintenance. Our pricing will remain competitive with local truck stops and private lots while reflecting the added value, enhanced security, and full-service amenities.

Place:

Our business will be strategically located in a central area near I-10 and the freight terminals such as the part of Houston where truck parking shortages are most prevalent. Our customers will primarily come from long-haul fleet companies traveling through or operating within the area. Our customers will learn about our business through a combination of digital platforms, partnerships with port drayage and refinery companies and visibility along key transportation routes.

Promotion:

Our promotional strategy will focus on clearly communicating our dedication to safety, reliability, competitive pricing and driving-focused amenities. Our marketing efforts will include digital advertising on platforms such as Facebook and Instagram to target driver and trucking communities as well as listings on trucker apps and GPS-based services to reach drivers in real time. Our additional promotions will include partnerships with trucking companies, word-of-mouth referrals, and highway signage with estimated monthly marketing costs ranging from $1,000-$3,000. Social media platforms are effective due to their ability to target specific audiences and generate engagement, while industry apps can convert high-intent users actively searching for parking. With our business using multiple media channels, we can potentially reach thousands of drivers monthly, with conversion driven by immediate need, location convenience, and the promise of amenities.

Vision and Objectives

Our vision at APEX Truck Parking is to build a business that can elevate the parking standard by providing a secure, full-service environment where drivers park, rest and maintain their equipment. I have personally been in the trucking industry for eight years working the freight corridors in east Houston, TX. While working, I saw the promising potential for long-term revenue. We are motivated to pursue this venture because it combines a strong business opportunity with a meaningful purpose, supporting an underserved community within a growing industry. We plan to become a trusted, secure, and full-service semi-truck parking solution starting in Houston, TX and growing to a scalable and multi-location operation that serves the major freight corridors.

First Year:

In year number one, we will start with one strategically located facility while stabilizing this location with consistent occupancy and positive cash flow.

Third Year:

By year number three, we plan to expand to an additional high-demand area with location to be determined while building a network and forming partnerships with trucking companies.

Fifth Year:

In our fifth year of operations, we will have established a strong brand recognition within the regional trucking community. We also plan to scale multiple locations across key freight markets and build partnerships with larger fleet operators for reoccurring revenue.

Tenth Year:

By our 10^{th} year, we hope to continue securing strategic locations while maintaining high safety and service standards. We plan to have a leverage over targeted marketing areas and partnerships plus reinvesting profits into expansion and building a strong reputation through consistent customer satisfaction.

Philanthropy:

We will donate a portion of our profits through charitable contributions that support local initiatives, particularly those focused on education. As part of our commitment to employee wellness, we will offer PTO incentives which include birthdays and mental health days, ensuring our team feels valued, supported and able to maintain a healthy work-life balance.

Start-Up Costs

Owner's name	Adrian
Company name	APEX Truck Parking
NAICS Business Classification	
Sector (general classification)	_48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	488: Support Activities for Transportation

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	2,500
supplies, office & misc.	
Insurance	2,500
Cash needed for start-up expenses	15,000

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			-	
Land Purchase	60,000		60,000	
Lodging Setup	25,000		25,000	
Facilities (restrooms, signage, setup)	20,000		20,000	
building/office deposit		N/A	N/A	
beginning cash balance		N/A	N/A	
Cash needed for start-up assets	105,000	-	105,000	
			60	assumed life (months)
			1,750	monthly depreciation

Total start up cost	**120,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	40,000	33%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	80,000	67%
Outside equity investment, if applicable		0%
Total start up cost, total sources	120,000	100%

Financial Statement (Pro Forma)

Adrian dba APEX Truck Parking
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Truck Parking											
Product description													
Price per unit				25.00	100%				0%				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		Cost of Goods		8.00	32%				0%				0%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				8.00	32%			-	0%			-	0%
Gross profit per unit - what you see on income statement				17.00	68%			-	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
Truck Parking sold		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500
sold													-
sold													-
total revenue		$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 37,500	$ 412,500
total cost of sales		$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 12,000	$ 132,000
total income statement gross profit (excludes owner labor)		$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 25,500	$ 280,500

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	$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	$ 80,000	principal, beginning	80,000	78,026	76,040	74,040	72,026	70,000	67,959	65,906	63,838	61,757	59,662	
Interest rate (example 8%)	8.0%	interest expense	533	520	507	494	480	467	453	439	426	412	398	5,128
Payback period (# of months)	36	principal payment	(1,974)	(1,987)	(2,000)	(2,013)	(2,027)	(2,040)	(2,054)	(2,068)	(2,081)	(2,095)	(2,109)	(22,448)
Grace period (months pay delay)		principal, ending	78,026	76,040	74,040	72,026	70,000	67,959	65,906	63,838	61,757	59,662	57,552	
Monthly payment	$ 2,507													

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	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
salary expense, exclduing payroll taxes	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800

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

Adrian dba APEX Truck Parking
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														
Truck Parking	6	-	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	412,500	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	37,500	412,500	100%
Cost of Goods Sold	2														
Truck Parking	6	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	32%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	32%
Gross profit		-	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	280,500	68%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	19,250	5%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	3%
Insurance - vehicle		-												-	0%
Interest - equip & start up	7	-	533	520	507	494	480	467	453	439	426	412	398	5,128	1%
Marketing		10,000	550	550	550	550	550	550	550	550	550	550	550	16,050	4%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	13%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	1%
Permits		2,500												2,500	1%
Supplies		-												-	0%
Tax service		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Telephone - cellular		-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Start-up expenses		2,500	-	-	-	-	-	-	-	-	-	-	-	2,500	1%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		15,000	9,515	9,502	9,489	9,476	9,462	9,449	9,435	9,421	9,408	9,394	9,380	118,930	29%
Taxable profit (loss)	1	(15,000)	15,985	15,998	16,011	16,024	16,038	16,051	16,065	16,079	16,092	16,106	16,120	161,570	39%
Tax (expense) benefit	1			(4,246)			(12,018)			(12,049)			(12,080)	(40,392)	-10%
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)		(15,000)	10,985	6,752	11,011	11,024	(980)	11,051	11,065	(970)	11,092	11,106	(959)	66,177	16%
Depreciation	3	-	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	19,250	
Equipment purchases	3	(105,000)	-	-	-	-	-	-	-	-	-	-	-	(105,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	80,000	(1,974)	(1,987)	(2,000)	(2,013)	(2,027)	(2,040)	(2,054)	(2,068)	(2,081)	(2,095)	(2,109)	57,552	
Owner contribution	3	40,000	-	-	-	-	-	-	-	-	-	-	-	40,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	10,761	6,515	10,761	10,761	(1,257)	10,761	10,761	(1,288)	10,761	10,761	(1,319)	77,980	
Cash, period start		-	-	10,761	17,277	28,038	38,799	37,542	48,303	59,064	57,776	68,537	79,298	-	
Cash, period end		-	10,761	17,277	28,038	38,799	37,542	48,303	59,064	57,776	68,537	79,298	77,980	77,980	