prison entrepreneurship program

Business Plan Competition
June 26, 2026

Bridging The Gap AI Studios

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Bridging The Gap AI Studios

Business Plan
June 2026

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Executive Summary

Opportunity

- Can reach global audiences instantly
- Create educational information for multiple cultures within minutes

Purpose

- To introduce my story to the world
- To create affordable content faster

Solution

- Faster production
- Cost efficient
- Unlimited physical restraints

Customers

- Media companies
- Advertising agencies
- Small businesses

Differentiators

- Re-entry technology programs
- Absence of language barriers
- AI characters only

Extras

- Two years of experience

Marketing

- Various social media platforms

Start-up Costs

Owner investment - cash	$ 10,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	250,000
Total start up costs:	**$260,000**

Financials & Extras

Sales:	$ 2,090,000	100%
COGS	-	0%
Gross profit	2,090,000	100%
Overhead	164,400	8%
Pretax income	1,925,500	92%
Tax expense	481,300	23%
Owner withdrawals	55,000	3%
Net income	$ 1,389,100	66%

Team Leadership Statement

CEO/CMO: Marlon has great communication skills and has a personality that can change the world. He can use his God-given talents and creativity for his business as well as his leadership skills he has with his peers. He has been certified in horticulture and urban farming for over 10 years. He also has been given an Aquaponics Association endorsement.

CFO: Pedro is a responsible person with a very friendly personality. He carries this friendliness in all aspects of life especially in business. He has five years of experience in the construction industry. Given that his primary language is Spanish, he has completed an ESL class that has allowed him to learn how to communicate in English. This alone shows his strong work ethic and dedication to tasks at hand. With these qualities that he possesses, it displays his strong character and he would be a great addition to any company that he joins.

COO: Andrew is an intelligent, natural leader. He strives to ensure quality work is being done every time by utilizing the skills of his team as well as valuing their needs. With over three years of team management, he is the man for the job. He currently possesses job training through the US Army, multiple technical certifications, and a secret security clearance with the federal government. Andrew has a high work ethic and demonstrates this in everything he pursues.

Product/Service Offering

Bridging The Gap AI Studios is an AI powered production studio that produce films, commercials, training content and digital media. We predict that majority of our income will come from companies that uses content to market their franchises.

Our AI Rendered Video package will cost $90,000. We also have audio-based Voice Advertisements for $50,000.

We will be located in the Dallas/Fort-Worth area. We specialize in digital media using only AI generated characters and voices. Our studio can prototype ideas, test audience engagements and iterate in real time. To do all of what we are offering does not consist of only casting or physical filming. What makes us different is the fact that we can reach wider audiences, innovate without traditional constraints of product, and our hybrid model of creativity and technology. In the future, we hope to become the #1 go-to production AI studio. We are not trying to replace creativity, we want to amplify it. Bridging The Gap AI Studios empowers creators and organizations to produce more content in a more advanced and effective manner. With no physical restraints, we live by the statement, “Nothing is impossible” because we create the possible.

Market, Competition, Differentiation

Market:

The AI production market is a $10 million per year industry and is rapidly growing. We are an AI studio that can and will compete with larger production companies. We have advanced technology that will help us produce faster and better than most production studios.

Competition:

Our direct competitors will be other companies that are using AI as part of their productions. Our indirect company is any company or individual that is a content creator in the Dallas/Fort Worth area. Our advantage is that we are focusing more on films and we do not have to do any casting calls.

Differentiation:
We are different from everyone else because we are only using Artificial Intelligence for characters and voices. That sets us apart from our competitors because we can produce in weeks what other production studios takes months. Our creativity and technology set us apart from our competitors. Nothing is impossible because we create the possible.

Marketing Strategy

Price:
Our AI Rendered Video package will cost $90,000. We also have audio-based Voice Advertisements for $50,000. This varies depending on what exactly they want and how long the film will be. We will also be offering contracts for individuals and businesses in the form of packages. Our pricing will cover all our expenses and then some.
Place:
Bridging The Gap AI Studios will be located in the Dallas/Fort-Worth area. Our customers will come from all over the globe due to our big influence on all social media platforms. They will learn about our studio through ads on social media and word of mouth.
Promotion:
The customers will be able to receive a 10 second demo so they can inspect the quality of our work. For our social media presence, we will be using TikTok for the short videos to promote our company. YouTube will be utilized to promote our product to over 2.3 billion potential customers. We will also use Facebook to reach our customers family and friends.

Vision and Objectives

Our vision at Bridging The Gap AI Studios is to offer advanced AI-generated digital media. We’ve noticed the world revolves around digital content. Our idea is to take creative thoughts and put them into motion. We are going to start out by telling our founder’s life story after being incarcerated for 20 years. This studio is his passion as well as the way we express our creativity. Our goal is to become one of the largest digital base production studios. We will fall under Limited Liability Corporation because it has low cost of formation and proper protection.
First Year:
We will be focusing on digital channels targeting social media and influencer partnerships in tech and film. Leadership through webinars will generate contracts with brands that will hyper-personalize story telling.
Third Year:
We hope to achieve a 150% revenue growth driven by demand from both independent creators and enterprise clients.
Fifth Year:
Our plan is for the studio to be the go-to AI production studio with a 200% revenue increase from the following year.
Tenth Year:
We will be the best AI studio globally and a billion-dollar corporation.
Philanthropy:
We will host food and toy drives and actively help with the youth by partnering with non-profits. We will also teach free classes on AI technology about AI safety.

Start-Up Costs

Owner's name	Marlon
Company name	Bridging the Gap AI Studios
NAICS Business Classification	
Sector (general classification)	
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	100
cell phone purchase	250
car/truck down payment, if leased	
permits	
supplies, office & misc.	
software and computers leased	500
subscription technology	5,000
Cash needed for start-up expenses	5,850

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			-	
computers/printer/fax	8,000		8,000	
			-	
			-	
building/office deposit	10,000	N/A	N/A	
beginning cash balance	236,150	N/A	N/A	
Cash needed for start-up assets	254,150	-	8,000	
			60	assumed life (months)
			133	monthly depreciation

Total start up cost	**260,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	10,000	4%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	250,000	96%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	260,000	100%

Financial Statement (Pro Forma)

Marlon dba Bridging the Gap AI Studios
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	AI Rendered Video				Voice Ads							
Product description	Digital media package				Audio-based advertisements							
Price per unit			90,000.00	100%			50,000.00	100%				0%
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				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			90,000.00	100%			50,000.00	100%			-	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
AI Rendered Video sold		1	1	1	1	1	1	1	1	1	1	1	11
Voice Ads sold		2	2	2	2	2	2	2	2	2	2	2	22
sold													-
total revenue		$190,000	$ 190,000	$190,000	$190,000	$ 190,000	$ 190,000	$190,000	$190,000	$ 190,000	$ 190,000	$190,000	$2,090,000
total cost of sales		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
total income statement gross profit (excludes owner labor)		$190,000	$ 190,000	$190,000	$190,000	$ 190,000	$ 190,000	$190,000	$190,000	$ 190,000	$ 190,000	$190,000	$2,090,000

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	$ -	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	$250,000	principal, beginning	250,000	250,000	250,000	246,772	243,516	240,234	236,924	233,587	230,221	226,828	223,407	
Interest rate (example 8%)	10.0%	interest expense	-	-	2,083	2,056	2,029	2,002	1,974	1,947	1,919	1,890	1,862	17,762
Payback period (# of months)	60	principal payment	-	-	(3,228)	(3,255)	(3,282)	(3,310)	(3,337)	(3,365)	(3,393)	(3,422)	(3,450)	(30,043)
Grace period (months pay delay)	3	principal, ending	250,000	250,000	246,772	243,516	240,234	236,924	233,587	230,221	226,828	223,407	219,957	
Monthly payment	$ 5,312													

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	3	3	3	3	3	3	3	3	3	3	3	
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	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200

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

Marlon dba Bridging the Gap AI Studios
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														
AI Rendered Video	6	-	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000	90,000	990,000	47%
Voice Ads	6	-	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,100,000	53%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	2,090,000	100%
Cost of Goods Sold	2														
AI Rendered Video	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Voice Ads	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	190,000	2,090,000	100%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	133	133	133	133	133	133	133	133	133	133	133	1,467	0%
Gasoline & fuels		-	600	600	600	600	600	600	600	600	600	600	600	6,600	0%
Insurance - bonding		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Insurance - vehicle		-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Interest - equip & start up	7	-	-	-	2,083	2,056	2,029	2,002	1,974	1,947	1,919	1,890	1,862	17,762	1%
Marketing		100	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,100	1%
Office - rent		-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	1%
Office - insurance		-												-	0%
Office - telephone		-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Office - utilities		-	600	600	600	600	600	600	600	600	600	600	600	6,600	0%
Payroll - not owner and not in COGS	8	-	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200	4%
Payroll taxes (9%)	6 & 8	-	648	648	648	648	648	648	648	648	648	648	648	7,128	0%
Permits		-												-	0%
Supplies		-												-	0%
Tax service		-												-	0%
Telephone - cellular		250	100	100	100	100	100	100	100	100	100	100	100	1,350	0%
Start-up expenses		5,500	-	-	-	-	-	-	-	-	-	-	-	5,500	0%
internet		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
subscription		-	20	20	20	20	20	20	20	20	20	20	20	220	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		5,850	12,801	12,801	14,885	14,858	14,831	14,803	14,776	14,748	14,720	14,692	14,663	164,427	8%
Taxable profit (loss)	1	(5,850)	177,199	177,199	175,115	175,142	175,169	175,197	175,224	175,252	175,280	175,308	175,337	1,925,573	92%
Tax (expense) benefit	1			(87,137)			(131,357)			(131,418)			(131,481)	(481,393)	-23%
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)	-3%
Net profit (loss)		(5,850)	172,199	85,062	170,115	170,142	38,813	170,197	170,224	38,834	170,280	170,308	38,856	1,389,180	66%
Depreciation	3	-	133	133	133	133	133	133	133	133	133	133	133	1,467	
Equipment purchases	3	(18,000)	-	-	-	-	-	-	-	-	-	-	-	(18,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	250,000	-	-	(3,228)	(3,255)	(3,282)	(3,310)	(3,337)	(3,365)	(3,393)	(3,422)	(3,450)	219,957	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		236,150	172,332	85,195	167,020	167,020	35,664	167,020	167,020	35,602	167,020	167,020	35,539	1,602,603	
Cash, period start		-	236,150	408,482	493,677	660,697	827,718	863,381	1,030,401	1,197,422	1,233,024	1,400,044	1,567,064	-	
Cash, period end		236,150	408,482	493,677	660,697	827,718	863,381	1,030,401	1,197,422	1,233,024	1,400,044	1,567,064	1,602,603	1,602,603	