prison entrepreneurship program

Business Plan Competition
June 26, 2026

Secure Specter Technologies

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Secure Specter Technologies

Business Plan
June 2026

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Executive Summary

Opportunity

- Cybersecurity that does all the work for users of all ages
- AI offline automated mobile security

Purpose

- We offer AI automated offensive cybersecurity as the ultimate solution

Solution

- Offline AI automated cybersecurity
- Offensive cybersecurity
- Hacks then tracks digital threats eventually eliminating said threats

Customers

- Corporate executives
- Average people
- Anyone who needs privacy

Differentiators

- Custom algorithms
- Offline AI
- Fully automated security software that runs in the background

Extras

- 15 years of experience in the industry

Marketing

- Google lead service
- Facebook ads

Start-up Costs

Owner investment - cash	$ 10,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	140,000
Total start up costs:	**$150,000**

Financials & Extras

Sales:	$ 1,430,000	100%
COGS	1,012,000	71%
Gross profit	418,000	29%
Overhead	154,000	11%
Pretax income	263,900	18%
Tax expense	65,900	5%
Owner withdrawals	55,000	4%
Net income	$ 142,900	10%

Leadership Statement

CEO/CMO: Lee's strengths as a leader consist of compassion and care for the greater good of all humanity. Lee is goal-oriented with a proven track record of over 14 years successfully completing projects. With over 22 years of experience, he brings unmatched versatility to this industry.

COO: Devin has excellent communication skills and is coherent to constructive criticism, which he understands is part of character development and only making him a stronger leader in his community. He understands what it takes to get the job done efficiently and safely in the landscaping business. He possesses over ten years of experience in this field which relatively makes him an expert in this industry. He is the true definition of a team player and can put his own personal pride and ego aside to ensure that all tasks at hand are complete.

CFO: Spencer brings well-defined leadership skills that have been meticulously crafted and forged. With seven years as a non-commissioned officer in the US Army and several leadership positions over various industries to include construction, shipyards and oilfield, his knowledge and leadership is extensive. He has direct application in real-world and combat situations, proving a consistent and continuous ability to appropriate an intentional and high-level of control in any circumstance. How this translates in business means he carries an unbeatable and innate work ethic acting as the very driver behind his leadership skills.

Product/Service Offering

Secure Specter Technologies is a hardware and software cyber security company. The two products that we offer are cybersecurity for your cell phone and laptop. We believe that our automated cybersecurity services for cell phones will bring in 65% of our revenue. Our automated cybersecurity service for laptops will bring in the remaining 35% of our total revenue. We plan to launch our business by June of 2026 in the DFW area.

Our niche is that we will focus on promoting our services to business owners as well as high net worth individuals. Both of our products offer the end-all automated cybersecurity solutions. The onboard automated script uses advanced algorithms to detect and eliminate any threats without a network connection even if the device has not encountered this threat before. This software truly thinks on its own, even while being offline. Possible entry barriers in to this field will be the lack of startup capital for various expenditures such as marketing. What sets us apart from our competitors is our offensive cybersecurity systems that do not require a network or internet connection.

In the future we hope to offer fully-automated home security services. We will get things done efficiently with advanced security algorithms and custom AI.

Market/Industry

Our industry is cybersecurity. This is a $2 billion a year industry with an expected 10% annual growth rate. We believe our yearly revenue will be around $800,000 with an annual increase of 3%.

Competition

Our direct competitors will most likely be other cybersecurity firms such as Cerin Labs located in Europe and McAfee Security located here in the United States. Indirect competition will consist of software companies like Nord VPN and LifeLock 360.

Differentiation

What makes our company special is our capability to work without an internet connection. Our company adds value to our target customer by being fully automated. We will be unique due to our pricing and effectiveness.

Marketing Strategy

Price:
Our pricing model will consist of two products. Our cybersecurity phone will be priced between $1,200.00 to $1,400.00 depending on what model phone the customer prefers. Our cybersecurity laptop will be priced between $1,800.00 and $5,000.00 depending on extra features the customer wants. Our price is consistent with the market for similar offerings.

Place:
Our business will be in Dallas, Texas. Our local customers will come from a 30-mile range mostly from downtown Dallas but we ship our product worldwide. Our customers will learn about our products from Google leads services as well as social media.

Promotion:
Our company will use virtually free promotion advertising. Our virtually free advertising will consist of YouTube and TikTok video's showing field testing and satisfied customer testimonials. We anticipate up to 5,000 views monthly with around 200 converting into paying customers.

Vision and Objectives

At Secure Specter Technologies, it is our vision and objective to bring our customers the most affordable and best AI-driven automated offline/online offensive cyber security experience with zero need of the client to implement or initiate the software.

First Year:
We will get the foundation in place for our business location for production and marketing to new customers.

Third Year:
We will grow business through global advertising and expand production.

Fifth Year:
We will become a multimillion-dollar market leader in AI-driven automated cyber security smart phone and laptop sales. We will add quick, practical smart phone ROMS and cell rooting.

Tenth Year:
We will show the world how important privacy is and why we should all have it and how user-friendly automation makes it.

Philanthropy:
We will spread awareness of the growing need to use more technology and the need for it to be safe for all types of users regardless of skill or ability. We will donate $500 a month to the Dallas food bank.

Start-Up Costs

Owner's name	Lee
Company name	Secure Specter Technology
NAICS Business Classification	
Sector (general classification)	_54_Professional_Scientific_and_Technical_Services
Sub-sector (more specific classification)	541: Professional, Scientific, and Technical Services

Start-up Costs
Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	5,000
cell phone purchase	
car/truck down payment, if leased	
permits	15,000
supplies, office & misc.	40,000
Cash needed for start-up expenses	60,000

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	10,000		10,000	
			-	
			-	
			-	
building/office deposit	20,000	N/A	N/A	
beginning cash balance	55,000	N/A	N/A	
Cash needed for start-up assets	90,000	-	15,000	
			60	assumed life (months)
			250	monthly depreciation

Total start up cost	**150,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	10,000	7%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	140,000	93%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	150,000	100%

Financial Statement (Pro Forma)

Lee dba Secure Specter Technology
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Cell phone				Laptop							
Product description	AI automated cell phone security phone				AI automated security laptop							
Price per unit			$1,000	100%			1,500.00	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	Cost		680.00	68%	Cost		1,200.00	80%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			680.00	68%			1,200.00	80%			-	0%
Gross profit per unit - what you see on income statement			320.00	32%			300.00	20%			-	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
Cell phone sold		100	100	100	100	100	100	100	100	100	100	100	1,100
Laptop sold		20	20	20	20	20	20	20	20	20	20	20	220
sold													-
total revenue		$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 130,000	$ 1,430,000
total cost of sales		$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 92,000	$ 1,012,000
total income statement gross profit (excludes owner labor)		$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 38,000	$ 418,000

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	$ 140,000	principal, beginning	140,000	137,516	135,014	132,497	129,962	127,411	124,842	122,257	119,654	117,034	114,396	
Interest rate (example 8%)	8.0%	interest expense	933	917	900	883	866	849	832	815	798	780	763	9,337
Payback period (# of months)	48	principal payment	(2,484)	(2,501)	(2,518)	(2,534)	(2,551)	(2,568)	(2,586)	(2,603)	(2,620)	(2,638)	(2,655)	(28,259)
Grace period (months pay delay)	-	principal, ending	137,516	135,014	132,497	129,962	127,411	124,842	122,257	119,654	117,034	114,396	111,741	
Monthly payment	$ 3,418													

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, exclduing 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

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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														
Cell phone	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	77%
Laptop	6	-	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	330,000	23%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	1,430,000	100%
Cost of Goods Sold	2														
Cell phone	6	-	68,000	68,000	68,000	68,000	68,000	68,000	68,000	68,000	68,000	68,000	68,000	748,000	52%
Laptop	6	-	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000	18%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	92,000	92,000	92,000	92,000	92,000	92,000	92,000	92,000	92,000	92,000	92,000	1,012,000	71%
Gross profit		-	38,000	38,000	38,000	38,000	38,000	38,000	38,000	38,000	38,000	38,000	38,000	418,000	29%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	250	250	250	250	250	250	250	250	250	250	250	2,750	0%
Gasoline & fuels		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Insurance - bonding		-												-	0%
Insurance - vehicle		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Interest - equip & start up	7	-	933	917	900	883	866	849	832	815	798	780	763	9,337	1%
Marketing		5,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	27,000	2%
Office - rent		-	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000	2%
Office - insurance		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - telephone		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities		-	350	350	350	350	350	350	350	350	350	350	350	3,850	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		15,000												15,000	1%
Supplies		40,000												40,000	3%
Tax service		-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	1%
Telephone - cellular		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		60,000	8,633	8,617	8,600	8,583	8,566	8,549	8,532	8,515	8,498	8,480	8,463	154,037	11%
Taxable profit (loss)	1	(60,000)	29,367	29,383	29,400	29,417	29,434	29,451	29,468	29,485	29,502	29,520	29,537	263,963	18%
Tax (expense) benefit	1			-			(21,750)			(22,101)			(22,140)	(65,991)	-5%
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)	-4%
Net profit (loss)		(60,000)	24,367	24,383	24,400	24,417	2,684	24,451	24,468	2,384	24,502	24,520	2,397	142,972	10%
Depreciation	3	-	250	250	250	250	250	250	250	250	250	250	250	2,750	
Equipment purchases	3	(35,000)	-	-	-	-	-	-	-	-	-	-	-	(35,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	140,000	(2,484)	(2,501)	(2,518)	(2,534)	(2,551)	(2,568)	(2,586)	(2,603)	(2,620)	(2,638)	(2,655)	111,741	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		55,000	22,132	22,132	22,132	22,132	382	22,132	22,132	31	22,132	22,132	(8)	232,463	
Cash, period start		-	55,000	77,132	99,264	121,397	143,529	143,911	166,043	188,175	188,207	210,339	232,471	-	
Cash, period end		55,000	77,132	99,264	121,397	143,529	143,911	166,043	188,175	188,207	210,339	232,471	232,463	232,463	