prison entrepreneurship program

Business Plan Competition
June 26, 2026

Better Barndo Builders

Prison Entrepreneurship Program
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Better Barndo Builders

Business Plan
June 2026

Table of Contents

Executive Summary

Opportunity

- Unaffordable housing
- Interest rates to high
- Builders charging too much

Purpose

- We want to help the lower class or first-time buyers be able to own a home on their own

Solution

- Cheaper build cost
- Faster build times on turnkey ready homes

Customers

- Lower income families with low or new credit
- Investors looking to build affordable homes to rent or flip
- Individuals with land to build on
- Ages from 28-60

Differentiators

- Having the relationship with a lender
- Using metal roofs and shell to building with care by having a project manager on site to update customer
- Budget-friendly

Extras

- 10 years of experience in the construction industry
- Currently have a network of subcontractors from current company
- OSHA certified

Marketing

- All social medias to promote videos and photos
- Interact with community
- Commercials to get our name out
- Billboards
- Sponsorship and network events

Start-up Costs

Owner investment - cash	$200,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	250,000
Total start up costs:	**$450,000**

Financials & Extras

Sales:	$ 2,765,000	100%
COGS	1,896,000	69%
Gross profit	869,000	31%
Overhead	43,800	2%
Pretax income	825,100	30%
Tax expense	206,200	7%
Owner withdrawals	44,000	2%
Net income	$ 574,800	21%

Leadership Statement

CEO/CMO: Mathew is a very goal-driven individual with over five years of experience in the construction industry. He currently owns Loomis Storm Restoration. He has been managing this company for over three years now. His sales and customer relations background allow him to be down to earth, giving him the capacity to set obtainable goals for his company and his employees. Mathew's morals and great character allow him to be a very honest and helpful human being, making him a person who is very easy to work with.
CFO: David is a highly-driven individual with over nine years planning family celebrations and making sure they have a truly memory making time. He is an honest and hardworking man committed to getting the job done correctly. David will use his experience to make sure that you get all the party with none of the stress of planning.
COO: Rance is a highly-motivated individual with excellent communication skills. He is detail-oriented and prepares for the uncertain. He places an emphasis on integrity in everything he does. His leadership skills and problem-solving abilities will make him an asset to any organization.

Product/Service Offering

The name of our company is Better Barndo Builders. We are a builder of barndominiums, shops, sheds, and carports. We will offer repairs along with full builds. 75% of our revenue will come from full builds at $200,000 and down. 17% of the revenue will come from our Custom Builds. The remaining 8% of our revenue will come from any general construction repairs. We plan to open and build our first Barndo in the second quarter of 2027, in the Dallas/Fort-Worth area.
Our current focus is to bring more affordable homes to lower income families. We will do this by having a couple options for individuals that are priced under $200,000. But, we can also build fully custom homes for those wanting a full luxurious experience. Our industry is home building, but our niche is barndominiums. The only significant entry barrier we project, but also expect to find a solution for, is locating lenders that are fully capable of providing the necessary scope of funding services. What separates Better Barndo Builders is the fact that we install metals roofs which help protect your home from hail and mother nature in general. We will have extremely quick build times on turn-key ready homes. Our homes will have metal or steel frames. Also, equally important, our metal fabricator has over eight years in the industry. Ranging from building carports, all the way to 50,000 plus square foot warehouses.
Our financial and growth expectations are aggressive. We forecast a major increase for our customized barndominiums and to be able to meet home buying demands. We anticipate our growth expanding into gated community development by 2030. We will get things done more efficiently by hiring additional skilled crews and project managers. Having access to a broader talent pool of subcontractors and engineers and cultivating better relationships with material distributors and land developers. We also plan to purchase any specialty equipment to reduce operating costs from rentals. Plus, we will establish a marketing department to reach a larger audience of potential customers. In summation, our plans cover current and future home building market expectations. From any price range, we are able to provide a Barndo that supports homeowner needs, as well as homeowner wants.

Market, Competition, Differentiation

Market:

Our industry is construction and metal manufacturing. In 2024, the industry completed $130 billion. Come 2025, that number jumped to $337 billion. The growth rate expected for 2026 is 5.5%. Our industry is growing faster with more data centers being built and individuals looking to move out of cities.

Competition:

The direct competitors are Sisco Steel out of Fort Worth and Iron City Erectors out of Dallas. Both provide 3D modeling to customers. Indirect competitors are Nucor Corp. and Steel Dynamics. They are the largest in the US with big scale projects.

Differentiation:

Our biggest difference is that we can build a carport, up to a residential barndominium, all the way to a 50,000+ square foot commercial warehouse. Another difference is that we can build a lower budget friendly Barndominium or a fully Custom Barndominium. We are unique because of our speed and reliability. We also keep a project manager on site to keep the customer updated with progress photos. We also intend to have a relationship with a bank or mortgage company to help customers obtain financing.

Marketing Strategy

Price:

Our prices will vary depending on the build. For an average Barndominium that is framed and drywalled will be at accost of $80 per square foot. For our commercial and warehouse builds it will range between $30-$45 per square foot. The price will vary depending on the size. The smaller the project the more expensive it will be and the larger the project, the cheaper it will be per square foot. For our Custom Barndominiums, we expect to sell them at $225 per square foot.

Place:

Better Barndo Builders will be located in the DFW metroplex. We will build all over the DFW and the surrounding area.

Promotion:

Our customers can visit our website where they can take a virtual tour of various floor plans that we will offer. Our customers can also visit our showroom to have a sense of what their Barndos will look and feel like through material and color samples. We will also have 3D printed models of the models that we have to offer. We will also document our first Custom Build from start to finish that our customers can view in a time-lapsed video that we will have created. We will also use various social platforms to promote our products.

Vision and Objectives

Our vision at Better Barndo Builders is to become a leader in the barndominium building industry. We will achieve this by being budget-friendly to all economic classes, having better quality materials, having an experienced project manager on site, and better craftsmanship and designs than the competition. This is our passion because our owner has 10 years of construction experience. Three of these years are owning Loomis Storm Restoration – a current roofing, remodeling and restoration company. We've seen where contractors fall short and leave the homeowners heavily burdened. Part of alleviating this burden is through our communication via our on-site project manager. To take the rest of the burden away, we are building and affordable quality homes. Better Barndo Builders will be an S-Corp because in the future, we expect large land development projects with investors.

First Year:

We will establish the business, build our website and build our first Custom Barndos for in person and virtual walk throughs.

Third Year:

We expect to be building 15 complete barndos a year. We will do this by adding more crews, establishing and implementing a marketing budget.

Fifth Year:

We anticipate having a broad network of contractors that reach statewide and surrounding states.

Tenth Year:

We will be undertaking our first large scale land development project with a 200-unit gated community. Constructed on 600 acres to accommodate our custom three-acre lot ranch-style barndos.

Philanthropy:

We will dedicate a portion of our time, money and construction resources to helping Habitat for Humanity. We don't believe in just providing quality homes for those who can afford it. We believe it's a right for everyone to own a home.

Start-Up Costs

Owner's name	Mathew
Company name	Better Barndo Builders
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	1,000
cell phone purchase	
car/truck down payment, if leased	
permits	300
supplies, office & misc.	350
Cash needed for start-up expenses	1,650

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	1,000		1,000
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	447,350	N/A	N/A
Cash needed for start-up assets	448,350	-	1,000
			60 assumed life (months)
			17 monthly depreciation

Total start up cost	**450,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	200,000	44%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	250,000	56%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	450,000	100%

Financial Statement (Pro Forma)

Mathew dba Better Barndo Builders
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Budget Friendly Barndo				Custom Barndo				Commercial Warehouse			
Product description		1600 sq. ft. barndominium				2600 sq. ft. custom barndominium				50,000 sq. ft. warehouse			
Price per unit				176,000.00	100%			663,000.00	100%			1,750,000.00	100%
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		1 sq ft = $80		128,000.00	73%	1 sq ft = $150		390,000.00	59%	1 sq ft = $25		1,250,000.00	71%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				128,000.00	73%			390,000.00	59%			1,250,000.00	71%
Gross profit per unit - what you see on income statement				48,000.00	27%			273,000.00	41%			500,000.00	29%

	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
Budget Friendly Barndo sold			1								1		2
Custom Barndo sold							1						1
Commercial Warehouse sold									1				1
total revenue		$ -	$ 176,000	$ -	$ -	$ -	$ 663,000	$ -	$1,750,000	$ -	$ 176,000	$ -	$2,765,000
total cost of sales		$ -	$ 128,000	$ -	$ -	$ -	$ 390,000	$ -	$1,250,000	$ -	$ 128,000	$ -	$1,896,000
total income statement gross profit (excludes owner labor)		$ -	$ 48,000	$ -	$ -	$ -	$ 273,000	$ -	$ 500,000	$ -	$ 48,000	$ -	$ 869,000

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	229,920	209,705	189,356	168,871	148,250	127,491	106,594	85,558	64,381	43,063	
Interest rate (example 8%)	8.0%	interest expense	1,667	1,533	1,398	1,262	1,126	988	850	711	570	429	287	10,821
Payback period (# of months)	12	principal payment	(20,080)	(20,214)	(20,349)	(20,485)	(20,621)	(20,759)	(20,897)	(21,036)	(21,177)	(21,318)	(21,460)	(228,397)
Grace period (months pay delay)		principal, ending	229,920	209,705	189,356	168,871	148,250	127,491	106,594	85,558	64,381	43,063	21,603	
Monthly payment	$ 21,747													

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

Mathew dba Better Barndo Builders
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														
Budget Friendly Barndo	6	-	-	176,000	-	-	-	-	-	-	-	176,000	-	352,000	13%
Custom Barndo	6	-	-	-	-	-	-	663,000	-	-	-	-	-	663,000	24%
Commercial Warehouse	6	-	-	-	-	-	-	-	-	1,750,000	-	-	-	1,750,000	63%
Total revenue		-	-	176,000	-	-	-	663,000	-	1,750,000	-	176,000	-	2,765,000	100%
Cost of Goods Sold	2														
Budget Friendly Barndo	6	-	-	128,000	-	-	-	-	-	-	-	128,000	-	256,000	9%
Custom Barndo	6	-	-	-	-	-	-	390,000	-	-	-	-	-	390,000	14%
Commercial Warehouse	6	-	-	-	-	-	-	-	-	1,250,000	-	-	-	1,250,000	45%
Total COGS		-	-	128,000	-	-	-	390,000	-	1,250,000	-	128,000	-	1,896,000	69%
Gross profit		-	-	48,000	-	-	-	273,000	-	500,000	-	48,000	-	869,000	31%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	17	17	17	17	17	17	17	17	17	17	17	183	0%
Gasoline & fuels		-	800	800	800	800	800	800	800	800	800	800	800	8,800	0%
Insurance - bonding		-	500	500	500	500	500	500	500	500	500	500	500	5,500	0%
Insurance - vehicle		-	440	440	440	440	440	440	440	440	440	440	440	4,840	0%
Interest - equip & start up	7	-	1,667	1,533	1,398	1,262	1,126	988	850	711	570	429	287	10,821	0%
Marketing		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	0%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		300												300	0%
Supplies		350												350	0%
Tax service		-												-	0%
Telephone - cellular		-												-	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		1,650	4,523	4,389	4,255	4,119	3,982	3,845	3,707	3,567	3,427	3,286	3,144	43,895	2%
Taxable profit (loss)	1	(1,650)	(4,523)	43,611	(4,255)	(4,119)	(3,982)	269,155	(3,707)	496,433	(3,427)	44,714	(3,144)	825,105	30%
Tax (expense) benefit	1			(9,359)			3,089			(190,470)			(9,536)	(206,276)	-7%
Owner's withdrawals	1	-	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(44,000)	-2%
Net profit (loss)		(1,650)	(8,523)	30,251	(8,255)	(8,119)	(4,893)	265,155	(7,707)	301,962	(7,427)	40,714	(16,680)	574,829	21%
Depreciation	3	-	17	17	17	17	17	17	17	17	17	17	17	183	
Equipment purchases	3	(1,000)	-	-	-	-	-	-	-	-	-	-	-	(1,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	250,000	(20,080)	(20,214)	(20,349)	(20,485)	(20,621)	(20,759)	(20,897)	(21,036)	(21,177)	(21,318)	(21,460)	21,603	
Owner contribution	3	200,000	-	-	-	-	-	-	-	-	-	-	-	200,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		447,350	(28,587)	10,054	(28,587)	(28,587)	(25,498)	244,413	(28,587)	280,943	(28,587)	19,413	(38,123)	795,615	
Cash, period start		-	447,350	418,763	428,816	400,229	371,642	346,144	590,557	561,970	842,913	814,326	833,738	-	
Cash, period end		447,350	418,763	428,816	400,229	371,642	346,144	590,557	561,970	842,913	814,326	833,738	795,615	795,615	