prison
entrepreneurship
program

Business Plan Competition
June 26, 2026

Kastaway Express

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Kastaway Express

Business Plan
June 2026

Table of Contents

Executive Summary

Opportunity
- Lack of time to visit detail shops
- Vehicle ownership rates increase
- Mobile operations are needed based upon current market trends

Purpose
- Close the gap between quality and convenience

Solution
- Fast and efficient services without sacrificing quality
- Save customers time and effort
- Come directly to the customers location

Customers
- Luxury and performance car owners
- Families with multiple cars
- Business professionals

Differentiators
- Quality over quantity
- Customer relations
- Travel anywhere policy

Extras
- 10 plus years of experience
- Superb networking skills

Marketing
- Various social platforms
- Word of mouth

Start-up Costs

Owner investment - cash	$ 15,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	30,000
Total start up costs:	**$ 45,000**

Financials & Extras

Sales:	$ 182,600	100%
COGS	6,600	4%
Gross profit	176,000	96%
Overhead	36,500	20%
Pretax income	139,400	76%
Tax expense	34,800	19%
Owner withdrawals	40,000	22%
Net income	$ 64,500	35%

Team Leadership Statement

CEO: Darrian possesses strong leadership grounded in honor, integrity, and accountability. He has several years of hands-on experience in car detailing. He possesses practical expertise, a strong work ethic, problem solving skills, communication skills and the ability to inspire people. Darrian applies these skills in business to drive performance, foster collaboration, build trust with stakeholders and create a positive and ethical organizational culture. This will ensure both team success and sustainable growth while modeling professionalism and excellence in every task.
CMO: Alastair is a loving and caring person. He is hardworking and loves helping and teaching others for success in life. He works with you and helps build your confidence to do and say what needs to be done. His leadership skills will afford him a great opportunity to run and operate a thriving business. He specializes in landscape, irrigation and construction. He has six years of experience in those fields. He is certified in OSHA safety.
CFO: Christopher strengths as a leader consist of loyalty, respect, dependability and integrity. Mr. Wortman has care and concern for people in all walks of life. He leads with love and applies the golden rule to all his business endeavors. He believes leading this way, by example with compassion, will trickle down to employees and cultivate excellent culture at work. He has extensive experience in the construction industry trades including: plumbing, electrical, painting, landscaping, fencing, masonry and much more.
COO: Kevin is a very strong leader because he helps out anyone he can. He will lead people the right way and positive way. He tells people the right things and not what they want to hear. He leads by example. He has been cutting hair for 20 years so he knows what he doing. He is a good business man and his skills with cutting hair are great. He always knows what the customers want and he gives them the exact type of haircut they tell him. He is always accurate with his haircuts and he makes the customers happy. He is also great with kids or anyone who has a disability disorder. He has his barber licenses and also knows how to dye hair.

Product/Service Offering

Kastaway Express is a premium mobile detailing service that will launch in the summer of 2028 across the upscale areas of the DFW metroplex. We provide luxury, convenient vehicle care to busy professionals and high-end car owners.
Our services include full interior and exterior detailing, paint protection and correction, ceramic coating, monthly maintenance memberships, and add-ons like headlight restoration and odor removal. We expect about 45% of our revenue from full details, 25% from memberships, 20% from high-ticket protection services, and 10% from add-ons. Those services enhance appearance, protect paint, and help increase resale value.
We focus on the premium convenience niche. While barriers include competition, start-up costs, and building trust, our advantages are a concierge customer experience, strong branding, eco-friendly professional products, and a recurring subscription model.
Long-term, we plan to expand into paint protection film, window tinting, dealership partnerships, and multiple mobile units. By starting lean and targeting high-income communities, we plan to scale efficiently and build a consistent and high-quality brand.

Market, Competition, Differentiation

Market:

The mobile car detailing industry is a high-growth sector valued at approximately $20.2 billion a year globally, with the mobile segment expanding at nearly 20% annually. Our growth potential is significant, particularly in high-margin services like ceramic coatings and eco-friendly waterless detailing. These services can yield profit margins of 60-80%. We will leverage our internship experience with professional equipment and standardized service tiers. We will be well positioned to capitalize on the increasing consumer shift toward on demand vehicle maintenance and long-term asset protection.

Competition:

Direct competitors will be large-scale operations like Spiffy and No H20. Our indirect competition will be small regional businesses who leverage personal client relationships. These smaller express type washes lack the detail and precision of a professional detailer.

Differentiation:

We will leverage our professional grade internship's experience to provide studio level technical precision directly to our client's vehicles where they sit. We add unique value through our specialized services such as paint decontamination, interior steam sanitation and the application of long-lasting ceramic infused protectants. We will also utilize advanced diagnostic tools such as high intensity direct lighting and digital condition reports that help track vehicle health.

Marketing Strategy

Price:
We have set our pricing to be highly competitive within the Texas mobile detailing marketing while ensuring full coverage of our operational expenses including high-quality chemicals, specialized equipment maintenance, mobile fuel, and professional insurance. For our maintenance and essential services, we charge between $100 to $150 which aligns with local averages for a thorough interior and exterior refresh. Our mid-tier full detail packages are priced from $250 to $400, reflecting the increased labor for deep steam cleaning and paint decontamination. For high-end premium protection services like ceramic or graphene coatings, we will utilize our advanced internship expertise. Our rates will be from $600 to $1,200, depending on vehicle size and paint condition. This tiered structure allows us to maintain a healthy 60-80% gross profit margin, covering our fixed overhead while remaining an attractive, value-driven option compared to both entry-level franchises and expensive stationary detailing shops.

Place:
Our business will be a fully mobile unit based in the Dallas/Fort-Worth metroplex, specifically serving high-demand areas like Plano, Frisco, Southlake, and Uptown. Our customers will primarily be busy professionals, luxury vehicle owners, and families who value on-site convenience and high-end asset protection. They will discover our services through Google local service ads, Instagram, Facebook Marketplace, strategic partnerships with local luxury apartment complexes, and corporate office parks. By focusing on these affluent DFW hubs, we position our mobile brand exactly where our target demographic lives and works.

Promotion:
We will implement a mixed-model promotion strategy combining "virtually free" organic content pure paid advertising to establish our brand as a reliable high-quality leader in DFW mobile detailing market. We will use social media platforms that prioritize high impact visual story telling allowing us to convey our message of technical precision through a before and after transformation that includes a time-lapsed video of the process. On Facebook we expect to reach 5,000 to 10,000 new users monthly with a modest $200 to $300 spent on these marketing efforts. Instagram and TikTok will offer a broader reach of views 15,000 to 30,000 through viral short film reels for a similar budget. Meanwhile, Pinterest acts as a long-term discovery engine for luxury enthusiasts at a lower price per click. Our conversion rates should range between 1% to 3% for cold social media traffic. Our strategy of using condition reports and internship-backed expertise to build the trust necessary will push us towards the higher end of that bracket. We will be using these platforms because they will allow us to showcase our high-quality work visually.

Vision and Objectives

Our vision at Kastaway Express goes beyond the basics of a regular car wash. We strive to create a family kind-of atmosphere that can be displayed through our generous personalities, laughs, professionalism and customer first approach. With over ten years of experience in the mobile car detailing industry, we have an expansive knowledge that allows us to maintain success and customer satisfaction. Our idea is to build a sustainable operation through specific marketing strategies, word of mouth referrals and loyal reoccurring customers, all in the heart of DFW Metroplex. We will structure our business as an LLC to protect ourselves and our personal assets.

First Year:

We will focus on building a professionally equipped toolbox and a verified Google business profile that can help us secure local leads in our first six months. We will spend the remainder of the year transitioning first time customers into forever clients.

Third Year:

We expect our revenue to increase by approximately 30% as we optimize our fleet operations with the local market share.

Fifth Year:

We have plans to establish five more specialized vans while also introducing several premium add-ons.

Tenth Year:

We hope to manage a large fleet of vans that cover an entire region while offering top tier protection packages and full interior restoration.

Philanthropy:

We will partner with local non-profits to provide free detailing for families in need while donating a portion of our annual proceeds to community scholarship funds.

Start-Up Costs

Owner's name	Darrian
Company name	Kastaway Express
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	50
cell phone purchase	70
car/truck down payment, if leased	3,000
permits	
supplies, office & misc.	150
Cash needed for start-up expenses	3,270

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	300		300	
company trailer				
computer, printer, fax			-	
			-	
			-	
			-	
building/office deposit	15,000	N/A	N/A	
beginning cash balance	26,430	N/A	N/A	
Cash needed for start-up assets	41,730	-	300	
			60	assumed life (months)
			5	monthly depreciation

Total start up cost	**45,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	15,000	33%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	30,000	67%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	45,000	100%

Financial Statement (Pro Forma)

Darrian dba Kastaway Express
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Basic Exterior				Full Detailing				Premium Detail			
Product description	Basic wash/rim cleaning/tire shine				exterior + interior wash w/ rim + tire cleaning				exterior + interior wash w/ engine cleaning/carpet shampooing/paint protectant			
Price per unit			70.00	100%			225.00	100%			500.00	100%
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	basic soap		2.00	3%	extreme exterior		5.00	2%	premium interior		2.00	0%
cost 2 description	basic tire shine		2.00	3%	extreme interior		5.00	2%	premium exterior		2.00	0%
cost 3 description	basic rim clean		2.00	3%	rim and tire		5.00	2%	paint protector		2.00	0%
cost 4 description				0%				0%				0%
Total variable costs			6.00	9%			15.00	7%			6.00	1%
Gross profit per unit - what you see on income statement			64.00	91%			210.00	93%			494.00	99%

	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
Basic Exterior sold		30	30	30	30	30	30	30	30	30	30	30	330
Full Detailing sold		20	20	20	20	20	20	20	20	20	20	20	220
Premium Detail sold		20	20	20	20	20	20	20	20	20	20	20	220
total revenue		$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 16,600	$ 182,600
total cost of sales		$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 600	$ 6,600
total income statement gross profit (excludes owner labor)		$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 16,000	$ 176,000

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	$ 30,000	principal, beginning	30,000	29,776	29,550	29,323	29,095	28,864	28,633	28,400	28,165	27,928	27,691	
Interest rate (example 8%)	8.0%	interest expense	200	199	197	195	194	192	191	189	188	186	185	2,116
Payback period (# of months)	96	principal payment	(224)	(226)	(227)	(229)	(230)	(232)	(233)	(235)	(236)	(238)	(239)	(2,549)
Grace period (months pay delay)		principal, ending	29,776	29,550	29,323	29,095	28,864	28,633	28,400	28,165	27,928	27,691	27,451	
Monthly payment	$ 424													

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	1	1	1	1	1	1	1	1	1	1	1	
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	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	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800

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

Darrian dba Kastaway Express
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														
Basic Exterior	6	-	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	23,100	13%
Full Detailing	6	-	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	49,500	27%
Premium Detail	6	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	60%
Total revenue		-	16,600	16,600	16,600	16,600	16,600	16,600	16,600	16,600	16,600	16,600	16,600	182,600	100%
Cost of Goods Sold	2														
Basic Exterior	6	-	180	180	180	180	180	180	180	180	180	180	180	1,980	1%
Full Detailing	6	-	300	300	300	300	300	300	300	300	300	300	300	3,300	2%
Premium Detail	6	-	120	120	120	120	120	120	120	120	120	120	120	1,320	1%
Total COGS		-	600	600	600	600	600	600	600	600	600	600	600	6,600	4%
Gross profit		-	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	176,000	96%
Expenses	2														
Auto or truck lease		3,000	300	300	300	300	300	300	300	300	300	300	300	6,300	3%
Depreciation	3	-	5	5	5	5	5	5	5	5	5	5	5	55	0%
Gasoline & fuels		-	300	300	300	300	300	300	300	300	300	300	300	3,300	2%
Insurance - bonding		-												-	0%
Insurance - vehicle		-	150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Interest - equip & start up	7	-	200	199	197	195	194	192	191	189	188	186	185	2,116	1%
Marketing		50	50	50	50	50	50	50	50	50	50	50	50	600	0%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	11%
Payroll taxes (9%)	6 & 8	-	162	162	162	162	162	162	162	162	162	162	162	1,782	1%
Permits		-												-	0%
Supplies		150												150	0%
Tax service		-												-	0%
Telephone - cellular		70	70	70	70	70	70	70	70	70	70	70	70	840	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		3,270	3,037	3,036	3,034	3,032	3,031	3,029	3,028	3,026	3,025	3,023	3,022	36,593	20%
Taxable profit (loss)	1	(3,270)	12,963	12,964	12,966	12,968	12,969	12,971	12,972	12,974	12,975	12,977	12,978	139,407	76%
Tax (expense) benefit	1			(5,664)			(9,726)			(9,729)			(9,733)	(34,852)	-19%
Owner's withdrawals	1	-	-	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(40,000)	-22%
Net profit (loss)		(3,270)	12,963	3,300	8,966	8,968	(757)	8,971	8,972	(755)	8,975	8,977	(754)	64,555	35%
Depreciation	3	-	5	5	5	5	5	5	5	5	5	5	5	55	
Equipment purchases	3	(15,300)	-	-	-	-	-	-	-	-	-	-	-	(15,300)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	30,000	(224)	(226)	(227)	(229)	(230)	(232)	(233)	(235)	(236)	(238)	(239)	27,451	
Owner contribution	3	15,000	-	-	-	-	-	-	-	-	-	-	-	15,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		26,430	12,744	3,080	8,744	8,744	(982)	8,744	8,744	(985)	8,744	8,744	(989)	91,761	
Cash, period start		-	26,430	39,174	42,253	50,997	59,741	58,759	67,503	76,247	75,262	84,006	92,750	-	
Cash, period end		26,430	39,174	42,253	50,997	59,741	58,759	67,503	76,247	75,262	84,006	92,750	91,761	91,761	