prison entrepreneurship program

Business Plan Competition
June 26, 2026

Lone Star Rough Riders

Prison Entrepreneurship Program
P.O. Box 2767
Houston, TX 77252
(832) 767-0928
www.pep.org

Lone Star Rough Riders

Business Plan
June 2026

Table of Contents

Executive Summary

Opportunity

- High demand for high-level baseball
- Family-oriented teams
- True development of children

Purpose

- We will bring high-level coaching and show families that we are developing their children

Solution

- Coaches with experience
- Close relationships with families
- Private lessons

Customers

- Middle to upper middle-class families
- Children ages seven to 18
- People that play baseball

Differentiators

- Focus on player development
- Family first
- Future coach's program

Extras

- 20 years of playing experience
- Four years of coaching experience

Marketing

- Paid promotions
- Social media
- Word of mouth

Start-up Costs

Owner investment - cash	$ 25,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	125,000
Total start up costs:	**$150,000**

Financials & Extras

Sales:	$ 372,000	100%
COGS	132,000	35%
Gross profit	240,000	65%
Overhead	158,600	43%
Pretax income	81,300	22%
Tax expense	20,300	5%
Owner withdrawals	49,500	13%
Net income	$ 11,500	3%

Team Leadership Statement

CEO: Nathan is a very driven individual with great conflict resolution and communication skills. His education background includes a high school diploma. He also brings five years of coaching experience as well as three years of sales and management, which allows him to adapt and work with adults and children effectively.

CMO: James is a strong leader because he is willing to take the extra step when it comes to giving advice to another brother. He has great characteristics such as integrity and execution and is punctual. All these characteristics will ensure his business stays productive and provides good and timely service. He earned his GED in prison. He has worked in the oil field and an online game room.

CFO: Roberto's leadership strengths comes from his 36 years of experience. He has the ability to lead a man to success. His 36 years in the oil field will allow him to serve customers with excellence. His mistake minimization helps him when loading and securing the loads.

COO: Traylon is a very trustworthy individual. He has an incomparable work ethic and is honest and has integrity. He knows how to solve difficult problems and is a team player capable of operating in any workplace. He knows how to get people to see the bigger picture and motivate them to be the best version of themselves. He does not have extensive work history but what he does has proven a lot about his character. He has obtained a GED and ASE certification.

Product/Service Offering

Lone Star Rough Riders is an organization committed to encouraging children and young adults to strive for greatness. We will provide different services such as elite coaching and player development as well as offering equipment and merchandise. Our travel teams will provide 50% of our total revenue, our private lessons will account for 30%, and our merchandise and equipment will account for the final 20%. We plan to open to the public in 2027 in the North Dallas area.

These players will be receiving elite training from coaches with a ton of high-level experience and demand their best at all times. These players will be expected to push for excellence and aim to become the best they can be. We will also have private one-on-one lessons available for those players who might need a little more attention. Our facilities will help these children become elite. To contribute to our competitive advantage, we will also offer a future-coaches training program.

In order to keep our facilities and teams running without a hitch, we will create an app for all scheduling and availability for coaches and training facilities. We plan to open two more locations by 2030 as well as being able to offer sports rehab to injured athletes. This organization is committed to helping children reach their dreams and become the best version of themselves.

Market, Competition, Differentiation

Market:
Select/travel sports has a massive growth sector. It has been estimated that in 2026 it has reached $40 billion nationally. With Texas making over 9% of that market at roughly $3.7 billion, this industry is growing rapidly every year. Small teams and single coaches can't compete with teams that have facilities and financial backing. The market opportunity available to us is highly favorable and is growing more and more every year in North Texas.
Competition:
Our direct competition will be other travel teams such as D-bat and Texas Lightning. Our indirect competitors will be individual coaches offering private lessons and little league teams. Our advantage over teams like D-bat is that they are not local and have families driving over an hour to and from practices. Individual coaches cannot compete due to our offering of an indoor facility, bad weather is a heavily reduced factor for us because we will have a facility for teams to practice in.
Differentiation:
We differ from our competition through our commitment to our players, putting them before anything else. We will strive every day to push the youth to reach their dreams and also offer other benefits as well. Our Future Coaches program is something not offered by other teams. We want to be more than just a baseball team and training facility, we want to be a family that others won't be able to mimic.

Marketing Strategy

Price:
The pricing model we will use is very simple. We will take account for all uniform and tournament fees, plus a fee for joining our team. Our private lessons will vary, depending on age and the time of the lesson ranging from $30-$60 for half an hour to full hour lessons. Our summer and winter camps will be priced a little higher due to the high level of coaches that we will have running these camps. Our prices are slightly above market value for a reason, but will cover all expenses.
Place:
The Lone Star Rider Facility will be located in Garland, TX. Our customers will come from the surrounding cities such as Dallas, Mesquite, and Rowlett. Our customers will learn about us through multiple social media platforms like Facebook, Instagram, TikTok and word of mouth as well. We are prepared to be up front and available for any questions that families will have for us.
Promotion:
Our customers can tour our facility and have one on one talks with our coaches. We plan to use virtually-free and mixed model promotions to get our target customers attention. We also plan to use apps such as Facebook, Instagram, and TikTok to reach as many eyes in the area that we can. These apps will be used to promote us and our message that we are about development and pushing children to reach for their dreams.

Vision and Objectives

Our vision at Lone Star Rough Riders is to give children and families an elite level of coaching and player development. I have over 20 years of experience in this industry from both a player's and coach's perspective. Our passion for this idea comes from our love for the game and watching players grow and bloom into great ball players. Our main focus is to build positive relationships with these families and provide them with an organization that truly cares about its players, not just the money they give.

We plan to begin with five or six teams from the ages of nine to 12 to start with. From then on, we will begin to train each of them to grow into an elite team. We will lease a facility which will be where all practices and private lessons will be held. The struggle with cage/field rentals is a huge factor, so having our own would eliminate that inconvenience.

First Year:

We will focus on building positive relationships with our families and in the process, show them how we can develop the players.

Third Year:

We hope to increase to at least 10-12 teams.

Fifth Year:

We plan to grow to multiple teams in every age group (7-18).

Tenth Year:

We plan to open a second location in the metroplex to reach more players and communities. By this time, we will be training college players also.

Philanthropy:

We believe we can provide a positive impact on our community by hosting events such as a back-to-school drive and working with the Texas Food Bank to help feed the less fortunate.

Start-Up Costs

Owner's name	Nathan
Company name	Lone Star Rough Riders
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	
supplies, office & misc.	
File LLC	350
Insurance	10,000
Building Insurance	1,000
Cash needed for start-up expenses	12,350

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	1,350		1,350
Pitching Machine, Weights, Balls	4,200		4,200
Artificial Grass, Nets, Screens	2,750		2,750
Couches, Tables, Chairs	3,750		3,750
building/office deposit	5,000	N/A	N/A
beginning cash balance	120,600	N/A	N/A
Cash needed for start-up assets	137,650	-	12,050
			60 assumed life (months)
			201 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	25,000	17%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	125,000	83%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	150,000	100%

Financial Statement (Pro Forma)

Nathan dba Lone Star Rough Riders
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Travel Baseball Teams				One on One Lesson				Baseball Camp			
Product description		Player Participation				Private lessons one hour per player				Four camps per year, players pay to attend			
Price per unit				1,500.00	100%			75.00	100%			200.00	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		Uniforms		150.00	10%	Coach Fee		30.00	40%	Coach Fee		20.00	10%
cost 2 description		Coach fees		250.00	17%				0%				0%
cost 3 description		Tournament Fees		120.00	8%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				520.00	35%			30.00	40%			20.00	10%
Gross profit per unit - what you see on income statement				980.00	65%			45.00	60%			180.00	90%

	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
Travel Baseball Teams sold						60			60				120
One on One Lesson sold		140	140	140	140	210	210	210	210	280	280	280	2,240
Baseball Camp sold					30		30		30		30		120
total revenue		$ 10,500	$ 10,500	$ 10,500	$ 16,500	$ 105,750	$ 21,750	$ 15,750	$ 111,750	$ 21,000	$ 27,000	$ 21,000	$ 372,000
total cost of sales		$ 4,200	$ 4,200	$ 4,200	$ 4,800	$ 37,500	$ 6,900	$ 6,300	$ 38,100	$ 8,400	$ 9,000	$ 8,400	$ 132,000
total income statement gross profit (excludes owner labor)		$ 6,300	$ 6,300	$ 6,300	$ 11,700	$ 68,250	$ 14,850	$ 9,450	$ 73,650	$ 12,600	$ 18,000	$ 12,600	$ 240,000

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	$125,000	principal, beginning	125,000	124,390	123,774	123,154	122,528	121,898	121,262	120,620	119,973	119,321	118,664	
Interest rate (example 8%)	10.0%	interest expense	1,042	1,037	1,031	1,026	1,021	1,016	1,011	1,005	1,000	994	989	11,172
Payback period (# of months)	120	principal payment	(610)	(615)	(620)	(626)	(631)	(636)	(641)	(647)	(652)	(658)	(663)	(6,999)
Grace period (months pay delay)		principal, ending	124,390	123,774	123,154	122,528	121,898	121,262	120,620	119,973	119,321	118,664	118,001	
Monthly payment	$ 1,652													

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	80	80	80	80	80	80	80	80	80	80	80	
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	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	39,600

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

Nathan dba Lone Star Rough Riders
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														
Travel Baseball Teams	6	-	-	-	-	-	90,000	-	-	90,000	-	-	-	180,000	48%
One on One Lesson	6	-	10,500	10,500	10,500	10,500	15,750	15,750	15,750	15,750	21,000	21,000	21,000	168,000	45%
Baseball Camp	6	-	-	-	-	6,000	-	6,000	-	6,000	-	6,000	-	24,000	6%
Total revenue		-	10,500	10,500	10,500	16,500	105,750	21,750	15,750	111,750	21,000	27,000	21,000	372,000	100%
Cost of Goods Sold	2														
Travel Baseball Teams	6	-	-	-	-	-	31,200	-	-	31,200	-	-	-	62,400	17%
One on One Lesson	6	-	4,200	4,200	4,200	4,200	6,300	6,300	6,300	6,300	8,400	8,400	8,400	67,200	18%
Baseball Camp	6	-	-	-	-	600	-	600	-	600	-	600	-	2,400	1%
Total COGS		-	4,200	4,200	4,200	4,800	37,500	6,900	6,300	38,100	8,400	9,000	8,400	132,000	35%
Gross profit		-	6,300	6,300	6,300	11,700	68,250	14,850	9,450	73,650	12,600	18,000	12,600	240,000	65%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	201	201	201	201	201	201	201	201	201	201	201	2,209	1%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	39,600	11%
Insurance - vehicle		-												-	0%
Interest - equip & start up	7	-	1,042	1,037	1,031	1,026	1,021	1,016	1,011	1,005	1,000	994	989	11,172	3%
Marketing		1,000	150	150	150	150	150	150	150	150	150	150	150	2,650	1%
Office - rent		-	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	27,500	7%
Office - insurance		-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Office - telephone		-												-	0%
Office - utilities		-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	4%
Payroll - not owner and not in COGS	8	-	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	39,600	11%
Payroll taxes (9%)	6 & 8	-	324	324	324	324	324	324	324	324	324	324	324	3,564	1%
Permits		-												-	0%
Supplies		-	130	130	130	130	130	130	130	130	130	130	130	1,430	0%
Tax service		-												-	0%
Telephone - cellular		-	120	120	120	120	120	120	120	120	120	120	120	1,320	0%
Start-up expenses		11,350	-	-	-	-	-	-	-	-	-	-	-	11,350	3%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		12,350	13,117	13,111	13,106	13,101	13,096	13,091	13,085	13,080	13,075	13,069	13,064	156,345	42%
Taxable profit (loss)	1	(12,350)	(6,817)	(6,811)	(6,806)	(1,401)	55,154	1,759	(3,635)	60,570	(475)	4,931	(464)	83,655	22%
Tax (expense) benefit	1			-			(5,242)			(14,674)			(998)	(20,914)	-6%
Owner's withdrawals	1	-	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(4,500)	(49,500)	-13%
Net profit (loss)		(12,350)	(11,317)	(11,311)	(11,306)	(5,901)	45,412	(2,741)	(8,135)	41,396	(4,975)	431	(5,962)	13,241	4%
Depreciation	3	-	201	201	201	201	201	201	201	201	201	201	201	2,209	
Equipment purchases	3	(17,050)	-	-	-	-	-	-	-	-	-	-	-	(17,050)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	125,000	(610)	(615)	(620)	(626)	(631)	(636)	(641)	(647)	(652)	(658)	(663)	118,001	
Owner contribution	3	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		120,600	(11,726)	(11,726)	(11,726)	(6,326)	44,982	(3,176)	(8,576)	40,951	(5,426)	(26)	(6,424)	141,401	
Cash, period start		-	120,600	108,874	97,148	85,422	79,096	124,078	120,903	112,327	153,277	147,851	147,825	-	
Cash, period end		120,600	108,874	97,148	85,422	79,096	124,078	120,903	112,327	153,277	147,851	147,825	141,401	141,401	