

prison
entrepreneurship
program

**Business Plan Competition
June 26, 2026**

Ruff Life Training & Boarding for Dogs

Prison Entrepreneurship Program
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Ruff Life Training & Boarding for Dogs

Business Plan
June 2026

Table of Contents

Executive Summary	1
Leadership Statement	2
Product/Service Offering.....	2
Market/Industry.....	3
Competition	3
Differentiation	3
Marketing Strategy	3
Vision and Objectives	4
Start-Up Cost.....	5
Financial Statement (Pro Forma).....	6-7

Executive Summary

Opportunity	Purpose	Solution																								
- Lack of dog obedience training providers - Long-term and short-term dog boarding	- Obedience training for dogs - To keep people from giving up on their dogs	- Boarding facilities - Certified trainers																								
Customers	Differentiators	Extras																								
- Dog owners who need to board their animal - Dog owners who need training for their animals	- Professional dog handlers - Pickup and drop off services - Relationships with local vets	- Agility course package - Emotional support animal training																								
Marketing	Start-up Costs	Financials & Extras																								
- Local dog shows - Local pet adoption agencies - Local vets	Owner investment - cash \$ 10,000 Owner investment - equity - Vehicle and/or equipment loan - Start up financing 250,000 Total start up costs: \$260,000	<table> <tr> <td>Sales:</td><td>\$ 433,800</td><td>100%</td></tr> <tr> <td>COGS</td><td>19,800</td><td>5%</td></tr> <tr> <td>Gross profit</td><td>414,000</td><td>95%</td></tr> <tr> <td>Overhead</td><td>328,400</td><td>76%</td></tr> <tr> <td>Pretax income</td><td>85,500</td><td>20%</td></tr> <tr> <td>Tax expense</td><td>21,300</td><td>5%</td></tr> <tr> <td>Owner withdrawals</td><td>44,000</td><td>10%</td></tr> <tr> <td>Net income</td><td>\$ 20,100</td><td>5%</td></tr> </table>	Sales:	\$ 433,800	100%	COGS	19,800	5%	Gross profit	414,000	95%	Overhead	328,400	76%	Pretax income	85,500	20%	Tax expense	21,300	5%	Owner withdrawals	44,000	10%	Net income	\$ 20,100	5%
Sales:	\$ 433,800	100%																								
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Leadership Statement

CEO: Kyle is a goal-driven leader. He is ambitious, hardworking and people-oriented. Through 15 years of working with dogs, he has developed a high level of patience. He is very passionate and family-oriented. He has initiative and takes charge in everything he does. He radiates confidence, and does everything with greatness. He puts 110% into being the best leader he can be.

CMO: Devonte is a precise worker who pays attention to details and is very consistent. He gives it his all in everything he does and communicates effectively to make sure the job gets done correctly. He has had an entrepreneurial mindset since he was a kid. He also has more than 15 years of janitorial experience.

CFO: Paul is a highly competent manager and leader. He has 15 years of professional development and best business practices. He has held project developer titles for Health and Human Services and is a data-driven analyst. Paul found his leadership style while serving in the US Army and later completing his degree in business management at the Bauer School of Business at the University of Houston. He brings a unique and qualified perspective to any enterprise.

COO: Garry is a strong leader who is able to look past the bad in people and is always willing to give them a second chance. He has five years of experience in pressure washing residences and businesses. With his experience, he will be able to help his future employees to produce quality work. Albright has obtained his GED and has superb problem-solving skills. His immaculate attention to detail will make him an invaluable asset to any company if given the opportunity.

Product/Service Offering

Ruff Life Training and Boarding for Dogs is a family dog-friendly facility committed to providing quality obedience training for dogs. We will provide a variety of basic training techniques and boarding. As well as mobile pick-up and doggy daycare. We predict training will account for 30%, boarding for 30%, doggy daycare 20% and mobile pick-up for 20% of our total revenue. Our plan is to open our doors to the public in the summer of 2031 at our facility in Fort Worth.

Our specialty training will provide a closer relationship with your pup. As your pup is in the training process, they will always have the best quality licensed trainers and housing. Our trainers will be patient with your dogs. If you are busy, we have a doggy daycare for morning and midday stay with a mobile pick-up. Our company is different because we take our job seriously, and we make a huge change not only in your dog's life and behavioral patterns, but also in your life as well. Our hope is to offer K-9 training and emotional support training in the future. Our facility will have top-of-the-line licensed trainers and housing and fitness equipment products to get the job done efficiently so your dog can feel like he or she is at home. Our organization is 100% committed to our communities and employees. Together, we will grow to be the best when it comes to teaching and training. It takes being a family to get the job done.

Market, Competition, Differentiation

Market:

A newly formed company in the dog training and boarding industry has the potential to generate a revenue of \$500,000 annually. Effective marketing and a solid reputation are both critical aspects. Our specialized training and luxury boarding options will help to offset our fixed costs and improve our bottom line.

Competition:

Our competition is Petco and PetSmart. Our indirect competitors are other trainers working out of their backyard.

Differentiation:

What sets us apart from the competition is that the animals in our care are treated as if they were our own. Our goal is to become the largest dog training and boarding facility in Texas. What makes our operation unique is that our clients can view their animals progress in real-time through our live video feeds.

Marketing Strategy

Price:

Our dog training services will be provided at a rate of \$150 an hour with a minimum of three hours per day. Dog boarding will range between \$50-\$180 a day depending on the size of the animal. Our pick-up services will range between \$75 for pick-ups within the city of Fort Worth, and \$100 for pick-ups outside of the city of Fort Worth. Our doggy daycare services will range in prices between \$75 a day to \$250 a month.

Place:

Our business will be located on the north side of Fort Worth between the Stockyards and TCU. Our customers will come from Fort Worth and the surrounding areas. Our customers will learn about us through social media and word of mouth.

Promotion:

Our customers will be able to tour the facility to ensure that their fur babies are receiving the best possible care and training. We will use mixed model promotions utilizing various social media platforms to promote our business.

Vision and Objectives

Our vision at Ruff Life Training & Boarding for Dogs is to offer the community and customers long lasting correction through obedience and behavior training with amazing relationships that blossom daily. We have 12 years of experience in the training and raising of dogs. Our idea is to build a stress-free environment that is most conducive to ensure that your dog's training is well received. We plan to lease a property that will best fit our needs, as well as equipping the property in order to carry out our day to day operations properly. We plan to launch our operation with a team of five; two kennel techs and three licensed trainers on staff.

First Year:

In our first year, we will focus on establishing a customer base and cultivating relationships throughout our community.

Third Year:

By our third year, we will have expanded our boarding capacity from 10 to 20 dogs.

Tenth Year:

By our tenth year, we plan to have a veterinarian on staff as well as expanding our training abilities to include emotional support animals and other specialties such as animals that have been trained for security purposes.

Philanthropy:

We plan to donate a portion of our profits and time in order to support our local ASPCA.

Owner's name	Kyle
Company name	Ruff Life Training & Boarding for Dogs
NAICS Business Classification	
Sector (general classification)	
Sub-sector (more specific classification)	

Year 1

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	200
car/truck down payment, if leased	
permits	2,000
supplies, office & misc.	200
Facility Construction Start Up	50,000
Insurance	500
← Cash needed for start-up expenses	53,400

Cash needed for start-up expenses	53,400
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Cash owner will contribute and the value of			
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Financial Statement (Pro Forma)

Kyle dba Ruff Life Training & Boarding for Dogs
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1	Product 2	Product 3
Product description	Training Obedience and Behavior Training	Boarding Housing Dogs	Mobile Pick Up Pick Up Your Dog
Price per unit	80.00 100%	60.00 100%	100.00 100%
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	- 0%	Food and Cleaning 10.00 17%	- 0%
cost 2 description	- 0%	- 0%	- 0%
cost 3 description	- 0%	- 0%	- 0%
cost 4 description	- 0%	- 0%	- 0%
Total variable costs	- 0%	10.00 17%	- 0%
Gross profit per unit - what you see on income statement	80.00 100%	50.00 83%	100.00 100%

	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
Training sold		450	450	450	250	250	300	300	300	300	300	450	3,800
Boarding sold		180	180	180	180	180	180	180	180	180	180	180	1,980
Mobile Pick Up sold		10	10	10	10	10	10	10	10	10	10	10	110
total revenue		\$ 47,800	\$ 47,800	\$ 47,800	\$ 31,800	\$ 31,800	\$ 35,800	\$ 35,800	\$ 35,800	\$ 35,800	\$ 35,800	\$ 47,800	\$ 433,800
total cost of sales		\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 19,800
total income statement gross profit (excludes owner labor)		\$ 46,000	\$ 46,000	\$ 46,000	\$ 30,000	\$ 30,000	\$ 34,000	\$ 34,000	\$ 34,000	\$ 34,000	\$ 34,000	\$ 46,000	\$ 414,000

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	248,365	246,714	245,049	243,368	241,672	239,960	238,232	236,489	234,730	232,954	
Interest rate (example 8%)	11.0%	interest expense	2,292	2,277	2,262	2,246	2,231	2,215	2,200	2,184	2,168	2,152	2,135	24,361
Payback period (# of months)	96	principal payment	(1,635)	(1,650)	(1,666)	(1,681)	(1,696)	(1,712)	(1,727)	(1,743)	(1,759)	(1,775)	(1,792)	(18,837)
Grace period (months pay delay)		principal, ending	248,365	246,714	245,049	243,368	241,672	239,960	238,232	236,489	234,730	232,954	231,163	
Monthly payment	\$ 3,927													

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	5	5	5	5	5	5	5	5	5	5	5	
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, excluding payroll taxes	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000

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

Kyle dba Ruff Life Training & Boarding for Dogs
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														
Training	6	-	36,000	36,000	36,000	20,000	20,000	24,000	24,000	24,000	24,000	24,000	36,000	304,000	70%
Boarding	6	-	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	10,800	118,800	27%
Mobile Pick Up	6	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Total revenue		-	47,800	47,800	47,800	31,800	31,800	35,800	35,800	35,800	35,800	35,800	47,800	433,800	100%
Cost of Goods Sold	2														
Training	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Boarding	6	-	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	5%
Mobile Pick Up	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	5%
Gross profit		-	46,000	46,000	46,000	30,000	30,000	34,000	34,000	34,000	34,000	34,000	46,000	414,000	95%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	158	158	158	158	158	158	158	158	158	158	158	1,742	0%
Gasoline & fuels	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Insurance - bonding	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Insurance - vehicle	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Interest - equip & start up	7	-	2,292	2,277	2,262	2,246	2,231	2,215	2,200	2,184	2,168	2,152	2,135	24,361	6%
Marketing	500	-												500	0%
Office - rent	-	-												-	0%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	30%
Payroll taxes (9%)	6 & 8	-	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	11,880	3%
Permits	2,000	-												2,000	0%
Supplies	200	-												200	0%
Tax service	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Telephone - cellular	200	-	200	200	200	200	200	200	200	200	200	200	200	2,400	1%
Start-up expenses	50,500	-												50,500	12%
Utilities	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Facility	-	-	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	77,000	18%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		53,400	25,080	25,065	25,050	25,035	25,019	25,004	24,988	24,972	24,956	24,940	24,924	328,432	76%
Taxable profit (loss)	1	(53,400)	20,920	20,935	20,950	4,965	4,981	8,996	9,012	9,028	9,044	9,060	21,076	85,568	20%
Tax (expense) benefit	1	-					(4,838)			(6,759)			(9,795)	(21,392)	-5%
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)	-10%
Net profit (loss)		(53,400)	16,920	16,935	16,950	965	(3,857)	4,996	5,012	(1,731)	5,044	5,060	7,281	20,176	5%
Depreciation	3	-	158	158	158	158	158	158	158	158	158	158	158	1,742	
Equipment purchases	3	(16,500)	-	-	-	-	-	-	-	-	-	-	-	(16,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	250,000	(1,635)	(1,650)	(1,666)	(1,681)	(1,696)	(1,712)	(1,727)	(1,743)	(1,759)	(1,775)	(1,792)	231,163	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		190,100	15,443	15,443	15,443	(557)	(5,395)	3,443	3,443	(3,316)	3,443	3,443	5,648	246,580	
Cash, period start	-	-	190,100	205,543	220,986	236,429	235,872	230,477	233,920	237,362	234,046	237,489	240,932	-	
Cash, period end		190,100	205,543	220,986	236,429	235,872	230,477	233,920	237,362	234,046	237,489	240,932	246,580	246,580	