prison entrepreneurship program

Business Plan Competition
October 30, 2026

Ageless Senior Technology
Concierge Service

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Ageless Senior Technology Concierge Service

Business Plan
October 2026

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EXECUTIVE SUMMARY – AGELESS SENIOR TECHNOLOGY CONCIERGE SERVICE

Opportunity

- The senior population is booming in the DFW metroplex
- Partnerships with senior living communities
  Cybersecurity education programs

Purpose

- Ageless exists to ensure older adults are not left behind as healthcare, banking, communication and essential services become increasingly digital

Solution

- We want to become the most trusted senior technology partner for families and organizations throughout DFW

Customers

- Adults 55 and over
- Adult children purchasing services for their older parents
- Commercial assisted living, memory care and nursing homes

Differentiators

- We build an ongoing relationship with our clients
- Service will combine technical assistance with patience, education and security awareness

Extras

- Certified computer maintenance and repair
- Specialist in networking, fiber optic and copper cabling

Marketing

- Professional brochures, referral cards and branded uniforms
- Testimonial videos and service menus
- Digital visibility, social media content, presentations

Start-up Costs

Owner Contribution (Cash only)	$	25,000
Equipment & W/C Loans	$	100,000
Total Sources	$	125,000
Office equipment	$	5,000
Field equipment	$	42,225
Start up expenses	$	7,500
Working Capital (W/C)	$	57,380
Total Uses	$	112,105

Financials

Revenue	$	650,640	100.0%
COGS	$	155,040	23.8%
Gross Profit	$	495,600	76.2%
Operating Expenses	$	405,000	62.2%
EBITDA	$	90,600	13.9%

LEADERSHIP STATEMENT

CEO:
DeAris is a highly experienced communicator. His ability to attentively listen and respond accordingly gives him an advantage over his competition. He has been in the entertainment business for more than a decade and he has seen and heard just about everything. This has given him discernment. He is skilled in many areas ranging from computer science to computer maintenance, as well as fiberoptic cabling. With his wide range of skills, he can be a great asset to any business.

COO:
Jamy has a strong work ethic which has been instilled in him at an early age by his father. He has exceptional organizational skills and multiple years in training others in various jobs. He has worked with the proper skills which has enabled him to advance to his next potential position within the company. Jamy has a vision for seeing the end product of a project and the ability to find solutions for problems as soon as they arise. That way the job keeps running smoothly and in a timely manner that not only makes him a good leader, but a prime candidate to own and operate a profitable business of his own. He will implement his 25 years of experience of home construction skills to every aspect to build a company dedicated to provide excellent services.

CFO:
Jermaine is a highly motivated individual. He has 16 years of experience in petroleum engineering, subcontracting and hotshot services. His education history includes certificates in CNC machining, chemical and pH level testing, EDM machine and thread rolling from Houston Community College. His positive attitude, great problem-solving skills and management skills make him the ultimate leader for any company.

CMO:
Anthony is an inspiring and driven individual. Working in construction, building custom homes and specifically electrical for over six years, has shaped him into a very detail oriented and adaptable. These traits in particular grant him the confidence and efficiency to deal with any changes or problems that may arise. Being a Toastmaster graduate has gifted him with the communication skills needed not only to succeed, but excel in the business world. With his determination, work ethic and can-do attitude, he will be an asset to any team or company.

PRODUCT/SERVICE OFFERING

Ageless Senior Technology Concierge Services' mission is to empower older adults with confidence by delivering patient, trustworthy, technology support that keeps them connected with family, protected from cyber threats, and independent in today's digital world. We will provide services in commercial, residential, and the business sector. We will offer an abundance of products for sale. We predict commercial customers will account for 30% of our total revenue. Residential will account for 35% of revenue. Businesses will account for 20% and product sales will account for the remaining 15% of our total revenue. Our plan is to open our headquarters in the fall of 2027 in the DFW metroplex. Unlike traditional computer repair businesses, we focus exclusively on older adults. Our first goal is to become Texas' leading senior technology concierge company before we expand into other states. With thousands of older adults aging quickly and hundreds of senior living communities, there is increasing demand for trusted, in-home technology support. As healthcare, banking, communication, and everyday services continue to move online, many seniors require personalized assistance to remain connected, secure and independent. Our strategic partnerships and network company will be publicly traded on the NYSE, delivering massive dividends to our shareholders. Our organization is committed to solving emotional barriers, not just technical ones. We will scale to the needs of our different sectors, always keeping us on the cutting edge of our business.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Our company operates in the senior technology services industry, specifically providing technology, concierge, education, cybersecurity, awareness, and in-home technical support for adults 55 and over throughout the DFW metroplex.

Competition:

Two of our direct competitors are Senior Computer Care of North Texas and Bravara IT. Both provide technology assistance targeted toward seniors in the Dallas/Fort-Worth market, including in-home support and technology education.

Our indirect competitors include companies such as GeekSquad which provides general consumer technology support, local computer repair, and IT companies.

Differentiation:

What makes Ageless different is that we don't want to simply repair someone's computer and leave. We are building an on-going concierge relationship with our clients. Our service combines technical assistance with patience, education, security awareness, and personalized support. We want our customers to understand what we're doing and become more confident using their product. We also recognize that the person receiving the service isn't always the person purchasing it. An adult's child may live across town or across the country and need someone trustworthy to assist their parent. That creates an opportunity for us to provide peace of mind to the entire family. Instead of earning revenue when something breaks, we can provide preventative technology checkups, cybersecurity and scam education, device assistance, training, and ongoing support.

MARKETING STRATEGY

Price:
We will also have monthly concierge memberships beginning at $149 per month providing recurring support, priority scheduling, preventative technology checkups, and other additional benefits.
For senior living communities and organizational clients, we will use customized contract pricing based on the number of residents served, hours of onsite support required, frequency of visits, training sessions, travel, staffing, and equipment needs. These contracts will average $3,000 per contract. Our goal is not to be the cheapest provider in the market, but to provide lasting value through trusted, personalized, in-home service specifically designed for older adults.
For individual customers, we plan to offer in-home technology concierge visits beginning at $95 and may go up from there depending on the type and complexity of the service.
Place:
Ageless will be based in the Dallas/Fort-Worth metroplex, but our business will primarily operate as a mobile service rather than depending on customers to visit a traditional storefront. Our technology concierge specialists will travel directly to client's homes and senior living communities throughout the DFW. Referrals and community partnerships will be a major part of our customer acquisition strategy because trust is extremely important when inviting someone into the home.
Promotion:
Our promotional strategy will use a mixed marketing model, combining low-cost relationship marketing with targeted paid advertising. We will use Facebook, Google, YouTube, e-mail marketing, community presentations, printed materials, referral partnerships, and local events.

VISION AND OBJECTIVES

We are to become the nation's most trusted senior technology concierge service through in-home support, education, and partnerships with senior communities.
First Year:
We will become the most trusted senior technology concierge provider in the Dallas-Fort Worth metroplex.
Third Year:
We will expand across major metropolitan areas while strengthening recurring revenue.
Fifth Year:
We will become the leading senior technology concierge company in Texas.
Tenth Year:
We will expand into other major cities in the United States.
Philanthropy:
We will provide free services for older adults at the Salvation Army and Goodwill.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 149.00	per unit
Cost of Goods Sold	=	$ 39.00	per unit
Gross Profit	=	$ 110.00	per unit
GP %	=	73.8%	

Units Sold Each Month: 30

Monthly Revenue Model (First)		
Sales Revenue	=	$ 4,470
Cost of Goods Sold	=	$ 1,170
Gross Profit	=	$ 3,300

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 3,000.00	per unit
Cost of Goods Sold	=	$ 700.00	per unit
Gross Profit	=	$ 2,300.00	per unit
GP %	=	76.7%	

Units Sold Each Month: 15

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 45,000
Cost of Goods Sold	=	$ 10,500
Gross Profit	=	$ 34,500

Revenue Model For One Unit (Third)			
Sales Revenue	=	$ 95.00	per unit
Cost of Goods Sold	=	$ 25.00	per unit
Gross Profit	=	$ 70.00	per unit
GP %	=	73.7%	

Units Sold Each Month: 50

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 4,750
Cost of Goods Sold	=	$ 1,250
Gross Profit	=	$ 3,500

Revenue Models Include:

1. Monthly Concierge Membership Package
2. Senior Living Commercial Contract
3. Residential Appointments

Ask:	$100k at 15% interest over a 2-year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 25,000
Loan(s)		$ 100,000
Total		$ 125,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 5,000
Field Equipment 2	Loan	$ 3,000
Field Equipment 3	Loan	$ 1,500
Field Equipment 4	Loan	$ 2,200
Field Equipment 5	Loan	$ 35,525
Registration & Permits	W/C	$ 500
Insurance Deposit	W/C	$ 1,500
Marketing & Website	W/C	$ 3,000
Inventory/Supplies	W/C	$ 2,500
Working Capital Reserve	W/C	$ 57,380
Total		**$ 112,105**

Monthly Operating Expenses	
Loan Payments	$ 25,800
Advertising/Marketing	$ 400
Phone/Internet	$ 500
Rent	$ -
Utilities	$ -
Vehicle Lease or Payments	$ 400
Gasoline	$ 3,000
Vehicle Insurance	$ 200
General Liability Insurance	$ 50
Accounting Tax Preparation	$ -
vehicle maintenance	$ 1,200
technology maintenance	$ 2,200
Total	**$ 33,750**

Monthly Income Statement (A)		
Revenue	$ 54,220	100.0%
COGS	$ 12,920	23.8%
Gross Profit	$ 41,300	76.2%
Operating Expenses	$ 33,750	62.2%
EBITDA	$ 7,550	13.9%

Yearly Income Statement (A)		
Revenue	$ 650,640	100.0%
COGS	$ 155,040	23.8%
Gross Profit	$ 495,600	76.2%
Operating Expenses	$ 405,000	62.2%
EBITDA	$ 90,600	13.9%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 25,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 125,000
Office equipment	$ 5,000
Field equipment	$ 42,225
Start up expenses	$ 7,500
Working Capital (W/C)	$ 57,380
Total Uses	$ 112,105