

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

D. Davis, J. Wilkinson, J. Boagni, A. Lovett
Ageless Senior Tech Concierge Services

Prison Entrepreneurship Program
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EXECUTIVE SUMMARY – AGELESS SENIOR TECHNOLOGY CONCIERGE SERVICE

Opportunity	Purpose	Solution																																												
• The senior population is booming in the DFW metroplex • Partnerships with senior living communities • Cybersecurity education programs	• Ageless exists to ensure older adults are not left behind as healthcare, banking, communication and essential services become increasingly digital	• We want to become the most trusted senior technology partner for families and organizations throughout DFW																																												
Customers	Differentiators	Extras																																												
• Adults 55 and over • Adult children purchasing services for their older parents • Commercial assisted living, memory care and nursing homes	• We build an ongoing relationship with our clients • Service will combine technical assistance with patience, education and security awareness	• Certified computer maintenance and repair • Specialist in networking, fiber optic and copper cabling																																												
Marketing	Start-up Costs	Financials																																												
• Professional brochures, referral cards and branded uniforms • Testimonial videos and service menus • Digital visibility, social media content, presentations	<table><tr><td>Owner Contribution (Cash only)</td><td>\$</td><td>25,000</td></tr><tr><td>Equipment & W/C Loans</td><td>\$</td><td>100,000</td></tr><tr><td>Total Sources</td><td>\$</td><td>125,000</td></tr><tr><td>Office equipment</td><td>\$</td><td>5,000</td></tr><tr><td>Field equipment</td><td>\$</td><td>42,225</td></tr><tr><td>Start up expenses</td><td>\$</td><td>7,500</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>57,380</td></tr><tr><td>Total Uses</td><td>\$</td><td>112,105</td></tr></table>	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	<table><tr><td>Revenue</td><td>\$</td><td>650,640</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>155,040</td><td>23.8%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>495,600</td><td>76.2%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>405,000</td><td>62.2%</td></tr><tr><td>EBITDA</td><td>\$</td><td>90,600</td><td>13.9%</td></tr></table>	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%
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PERSONAL FIT

My name is DeAris Davis and I was born August 3, 1991 in Dallas, Texas. My mother's name is Regina Davis and my late father's name was Robin Birdire. I began my first 11 years of my life in a two-parent home with my mother and my step-father Irish Lewis. They eventually divorced and we moved to Duncanville, Texas where I attended high school until I was expelled in the 10th grade. We relocated to Irving, Texas where I graduated in 2010. Throughout high school, I received excellent grades. When my grandmother passed away, I moved out and began to further my education by enrolling at Tyler Junior College in East Texas. Growing up, I worked multiple jobs and most of those were for my mother's friend's businesses.

As I reflect about who I was, I can say that the old me was irresponsible with not only his time, but his life in general. I committed my first crime at the age of six. I walked out with candy from a store and I was oblivious to the fact that it was considered stealing. I have probably been incarcerated more than 10 times in the county. Once in state jail, and once in prison. That one time in prison is why I am currently incarcerated. I was originally charged with capital murder but it was lowered to a lesser charge of unlawful possession of a firearm by a felon. I was sentenced to 10 years and I am almost done with my sentence.

Coming to prison has made me address everything that I had wrong in my life. I have built my character by setting rules and standards that I have to live up to. These same rules and standards are applied to the people that I surround myself with. I have made a commitment to follow through with my dreams and aspirations by not settling for anything less than the expectations that I have set for myself. I have always known that I was better than what I first presented myself to be. My triggers were with my conflicts with the outside reality that I did not agree with. Now I know that I can and will be better from here on out.

I can be trusted as an entrepreneur because I now understand why I should apply the Ten Driving Values to my everyday life. My qualities consist of love, integrity, and discipline, which I execute on a daily basis. I want to own my own business because I want to live my dream and not someone else's. That is why as soon as I get released, I plan to start my business immediately. I will be released to Dallas, Texas in the month of August in 2027.

LEADERSHIP STATEMENT

CEO:

D. Davis 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 fiber optic cabling. With his wide range of skills, he can be a great asset to any business.

COO:

J. Wilkinson 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. J. Wilkinson 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:

J. Boagni 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:

A. Lovett 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. Because a trust is extremely important when inviting someone into the home, referrals and community partnerships will be a major part of our customer acquisition strategy.

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)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 149.00	per unit		Sales Revenue	=	\$ 4,470	
Cost of Goods Sold	=	\$ 39.00	per unit	30	Cost of Goods Sold	=	\$ 1,170	
Gross Profit	=	\$ 110.00	per unit		Gross Profit	=	\$ 3,300	
GP %	=	73.8%						
Revenue Model For One Unit (Second)				Units Sold Each Month	Monthly Revenue Model (Second)			
Sales Revenue	=	\$ 3,000.00	per unit		Sales Revenue	=	\$ 45,000	
Cost of Goods Sold	=	\$ 700.00	per unit	15	Cost of Goods Sold	=	\$ 10,500	
Gross Profit	=	\$ 2,300.00	per unit		Gross Profit	=	\$ 34,500	
GP %	=	76.7%						
Revenue Model For One Unit (Third)				Units Sold Each Month	Monthly Revenue Model (Third)			
Sales Revenue	=	\$ 95.00	per unit		Sales Revenue	=	\$ 4,750	
Cost of Goods Sold	=	\$ 25.00	per unit	50	Cost of Goods Sold	=	\$ 1,250	
Gross Profit	=	\$ 70.00	per unit		Gross Profit	=	\$ 3,500	
GP %	=	73.7%						

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

Draft for Business Plan Advisor

Sources of Capital		
Owner Cash Contribution		\$ 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

QUESTIONS FROM WORKSHOP

- What is the current market value for an in-home technology concierge service?
- What is the current cost of advertising on television networks?
- What is the process for managing a client once service has been paid for?
- What should I charge for my services at senior living facilities?
- Why is a break-even analysis so important to a new business?
- What are the best ways to raise startup capital?
- How can we finance company vehicles?

ASK: We are asking for \$100,000 loan to be paid back in 2 years at a 15% interest rate.

RÉSUMÉS

DeAris Davis
1535 Eastside Dr.
Irving, TX 75061

Professional Experience

Recording Artist (ASCAP / BMI)

Mr. Lawton Records

February 2009 – Present

- Write and record original songs
- Network, perform solo and with other performers

Song Writer

Song Writers Guild of America

February 2009 – Present

- Register lyrics with National Song Writers Association
- Ghost wrote songs for others

Skills

- Telecommunications
- Smart home professional
- Network cabling specialist
- Media relations
- Computer maintenance
- Fundamentals of professional audio equipment
- Music productions
- Writing

Education

Tyler Junior College
Graphic design

September 2013 – October 2014

Windham School District
Computer maintenance technician

May 2023 – December 2025

Western Texas College
Computer maintenance technology

May 2025 – December 2025

PEP Entrepreneurship Program

Values-based entrepreneurship program of intensive four-month leadership academy, paired with a business plan competition that provides training in business, marketing, finance and competitive strategies. Participants are coached by top executives and MBA advisors from universities across the country culminating in a professional presentation to CEOs and investors. Graduates earn certificate in Entrepreneurship from Baylor University's Hankamer School of Business.

Professional Affiliations

Toastmasters International – Awarded Competent Communicators; includes completion of 10 workshop speeches.

Jamy Mitchell Wilkinson

Draft for Business Plan Advisor

1100 Hwy. 1807
Venus, TX 70684

Professional Experience

Cook

State of Texas

August 2023 – 2026

- Responsible for prepping and cooking the meal for inmates
- Duties included cooking, cleaning, and serving the line

Rigger/Overhead Crane Operator

Alfred Miller Construction

January 2020 – August 2023

- Loading and unloading I-beams for fireproofing
- Responsible for lines and guiding crane overhead to assemble

Skills

- Rigging
- Painting
- Cook
- Sanitation specialist
- Certified crane operator

Education

Sam Houston High School
Diploma

August 1985 – May 1989

McNeese State University
Civil Engineer

August 1995 – May 1996

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Jermaine Boagni

Draft for Business Plan Advisor

4375 Jon Cunningham Blvd.
El Paso, TX 79934
(832) 814-1910 / Boagni.andre36@gmail.com

Professional Experience

Subcontractor

El Paso Excavations (Epex)

February 2022 – Present

- Supervisor of four-man crew
- Maintenance, construction, electrical, demolition

Mold Inspector

National Oil Well & Varco (NOV)

June 2007 – October 2018

- Mold inspector, deburring, burn and pull
- Crane operator, forklift operator
- Cleaning and inspecting all stators

Tooling Manager

Drill Quip

March 2006 – June 2007

- Tool distributor
- Responsible for stocking tools and parts

Skills

- Petroleum engineering
- Electrical maintenance
- Microsoft Word
- Machine operator

Education

Windham High School

May 2007

HSE

Rice University

August 2008 – May 2013

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Professional Affiliations

Toastmasters International – Awarded Competent Communicators; includes completion of 10 workshop speeches

Draft for Business Plan Advisor

Anthony Lovett
2811 Meadowside Dr.
McKinney, TX 76071

Professional Experience

Forklift Operator

Timberblinds

January 2011 – May 2013

- Responsible for loading and unloading trucks, stocking, wrapping and handling products

Landscaper

Mills Services

January 2014 – November 2017

- Irrigation, tree services, lawn services, stump grinding and small engine repair
- Responsible for customer relations and selling jobs

Electrician

Webb Electric

December 2018 – May 2021

- Responsible for wiring homes, RV parks, storage units and commercial buildings
- Dealt with customers

Skills

- | | |
|---------------------|-------------------------------------|
| • Communications | • Excellent work ethic |
| • Driver's license | • Small engine repair |
| • Forklift operator | • Electrical knowledge and know how |
| • Machine operator | • Sales experience |

Education

Windham School District

HSE

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