prison entrepreneurship program

Business Plan Competition
October 30, 2026

Catch-A-Ride

Prison Entrepreneurship Program
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Catch-A-Ride

Business Plan
October 2026

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EXECUTIVE SUMMARY – CATCH-A-RIDE

Opportunity

- Lack of transportation to correctional facilities
- Employment opportunity for PEP alumni

Purpose

- Connect families with affordable and reliable transportation
- Fix broken relationships

Solution

- Shuttle service
- Rideshare app
- Visitation transport

Customers

- Families of incarcerated loved ones
- Inmates being released needing service
- Attorneys or anyone needing rides to correctional facilities

Differentiators

- Exclusive to correctional facilities
- Partnership with PEP and TDCJ

Extras

- Start off with a shuttlebus
- Class-B CDL license

Marketing

- Word of mouth
- Website
- Flyers and signs

Start-up Costs

Owner Contribution (Cash only)	$	20,000
Equipment & W/C Loans	$	100,000
Total Sources	$	120,000
Office equipment	$	-
Field equipment	$	75,000
Start up expenses	$	25,000
Working Capital (W/C)	$	20,000
Total Uses	$	120,000

Financials

Revenue	$	351,000	100.0%
COGS	$	120,600	34.4%
Gross Profit	$	230,400	65.6%
Operating Expenses	$	122,400	34.9%
EBITDA	$	108,000	30.8%

LEADERSHIP STATEMENT

CEO:
Juan is a great problem solver that also possesses leadership skills. He is very dependable and trustworthy. He was also a business owner that managed numerous businesses. He is also someone that can be counted on to make the right decision.

COO:
Dylan makes a great leader. His previous employment of over five years as a lead gives him experience in leadership, training, and the ability to complete the task. He attended Flint Hills Technical College achieving an associate's degree in Business Administration.

CFO:
Khristian brings the commitment, passion and initiative to any job in front of him. He brings the leadership skills of a well-balanced project manager. He gives great attention to detail. He has over 20 years of remodeling experience. He is dedicated to quality and committed to putting a smile on every client's face.

CMO:
Johnathan has great problem solving and critical thinking skills. These skills ensure he is able to make the best decision for the company. He has training in financial literacy, workplace skills and career planning. These skills along with his time at trade school make him quick on his feet and good at helping others learn the information he knows. He is the type of leader people feel comfortable following.

PRODUCT/SERVICE OFFERING

Catch-A-Ride is a rideshare app that will provide transportation to any correctional facility at a flat rate. We will connect the drivers directly with the customer allowing them to discuss rates. Here at Catch-A-Ride, drivers can also post their rates to different prisons on the app allowing the customer to choose from a variety of drivers. Both the driver and the customer will pay a 10% connection fee for all rides. We predict that 65% of revenue will come from the ride service. Ten percent of revenue will come from our app where we will be charging a one-dollar fee for every download. The remaining 25% will come from a five-dollar fee that we will be charging for every profile made. We plan to open by the summer of 2027 and will be operating out of Killeen, Texas.

Our primary goal is to unite our customers with their loved ones who are incarcerated in the Texas Department of Criminal Justice prison system all around the state. All drivers will go through an extensive background check as well as verifying that they have maintained an excellent driving record. Customers will also go through a background check once their profile is set up to ensure that are drivers are safe as well. Safety is a priority for both our drivers and customers. As an added feature, if more than one customer is heading to the same prison, they have the option of splitting the fare and carpooling for a small fee. All rides will have to be booked two weeks in advance to ensure availability. This allows our drivers to prepare and inspect their car for a safe and secure trip to and from each prison. We plan to expand nationwide after five years of operation.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The transportation industry is a multi-billion-dollar industry that has shown a steady growth over the years. We are offering more than just a shuttle or ride-share service, we are catering to the families of incarcerated individuals.

Competition:

Uber and Lyft would be our closest direct competitors, but unlike those companies that charge on a per mile basis, we would charge a flat rate. Greyhound Lines or private shuttle companies would be our indirect competitors, but they are also very costly and inconvenient.

Differentiation:

We will be able to differentiate ourselves through a first mover's advantage. We are the only company that is connecting the families of incarcerated individuals with drivers in their area. We will get them to their destination safely and on time.

MARKETING STRATEGY

Price:
For our shuttle services, we will charge $30 from Dallas to Palestine and $25 from Houston to Huntsville. We will also receive 20% of all transactions performed on our rideshare platform. We also plan to have family and group rates.

Place:
We will have two shuttles strategically located in Dallas and Houston. Our customers would be the families of incarcerated individuals. We will promote on various social media platforms as well as the Securus tablets that are available to inmates throughout TDCJ and other correctional facilities.

Promotion:
We are a rideshare and shuttle service that provides safe, affordable and reliable transportation to and from correctional facilities. Our plan is to maximize our virtually free promotions by using word of mouth advertising throughout the prison system. We will also utilize TikTok to reach new customers through the content that we will create. This content will include customer testimonials and our services in action.

VISION AND OBJECTIVES

Our goal at Catch-A-Ride is to connect families with affordable, safe and reliable transportation. At Catch-A-Ride, we strive to reconnect families that have been torn apart due to a lack of transportation options that are available to and from correctional facilities.

First Year**:**
In our first year of operations, we plan to have two shuttles operating in Dallas and one in Houston. We will be operating solely in Texas at this time.

Third Year:
By year three, we will have expanded operations to serve those in the Austin and San Antonio area. We will also be preparing to expand nationwide.

Fifth Year:
In our fifth year, we plan to have shuttles operating throughout the state of Texas. Our Catch-A-Ride app will be available to everyone nationwide.

Tenth Year:
By year ten, we will have our shuttle operations and procedures dialed in, so that we are able to offer franchising opportunities to entrepreneurs that are looking to reproduce our success in other states.

Philanthropy:
We will be working with PEP and hiring those who have been recently released. We will also make our shuttles available to PEP for events such as graduation.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month
Sales Revenue	=	$ 30.00	per unit	
Cost of Goods Sold	=	$ 13.00	per unit	350
Gross Profit	=	$ 17.00	per unit	
GP %		56.7%		

Monthly Revenue Model (First)		
Sales Revenue	=	$ 10,500
Cost of Goods Sold	=	$ 4,550
Gross Profit	=	$ 5,950

Revenue Model For One Unit (Second)				
Sales Revenue	=	$ 25.00	per unit	
Cost of Goods Sold	=	$ 10.00	per unit	350
Gross Profit	=	$ 15.00	per unit	
GP %		60.0%		

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 8,750
Cost of Goods Sold	=	$ 3,500
Gross Profit	=	$ 5,250

Revenue Model For One Unit (Third)				
Sales Revenue	=	$ 10.00	per unit	
Cost of Goods Sold	=	$ 2.00	per unit	1000
Gross Profit	=	$ 8.00	per unit	
GP %		80.0%		

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 10,000
Cost of Goods Sold	=	$ 2,000
Gross Profit	=	$ 8,000

Revenue Models Include:
1. Shuttle service Dallas to Palestine
2. Shuttle service Houston to Huntsville
3. Fee of 20% collected on rideshare (average fare $50)

Ask:	$100k at 15% interest over a 3-year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 20,000
Loan(s)		$ 100,000
Total		$ 120,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	
Field Equipment 2	Loan	$ 25,000
Field Equipment 3	Loan	$ 25,000
Field Equipment 4	Loan	$ 25,000
Field Equipment 5	Loan	
Registration & Permits	W/C	$ 12,000
Insurance Deposit	W/C	$ 5,000
Marketing & Website	W/C	$ 5,000
Inventory/Supplies	W/C	$ 3,000
Working Capital Reserve	W/C	$ 20,000
Total		**$ 120,000**

Monthly Operating Expenses	
Loan Payments	$ 2,250
Advertising/ Marketing	$ 2,000
Phone/Internet	$ 250
Rent	$ 500
Utilities	
Vehicle Lease or Payments	$ 1,000
Gasoline	$ 700
Vehicle Insurance	$ 2,000
General Liability Insurance	$ 1,000
Accounting Tax Preparation	$ 500
Total	**$ 10,200**

Monthly Income Statement (A)		
Revenue	$ 29,250	100.0%
COGS	$ 10,050	34.4%
Gross Profit	$ 19,200	65.6%
Operating Expenses	$ 10,200	34.9%
EBITDA	$ 9,000	30.8%

Yearly Income Statement (A)

Revenue	$ 351,000	100.0%
COGS	$ 120,600	34.4%
Gross Profit	$ 230,400	65.6%
Operating Expenses	$ 122,400	34.9%
EBITDA	$ 108,000	30.8%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 20,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 120,000
Office equipment	$ -
Field equipment	$ 75,000
Start up expenses	$ 25,000
Working Capital (W/C)	$ 20,000
Total Uses	$ 120,000