prison entrepreneurship program

Business Plan Competition
October 30, 2026

EPW Solutions

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Business Plan
October 2026

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EXECUTIVE SUMMARY – EPW SOLUTIONS

Opportunity

- Residential homes
- Gas stations
- Commercial buildings

Purpose

- Will work hard to bring people's homes, businesses and equipment back to life

Solution

- We will pressure wash people homes, driveways and storefronts with professionalism and at affordable rates

Customers

- Middle-class and up homeowners
- Gas stations
- Doctor's offices and community parking lots

Differentiators

- Easy to use app for cellphones
- Professional equipment and trained employees
- Eco-friendly

Extras

- Motivated and hard working
- Visionary, framework and applications under construction

Marketing

- Social media
- Radio ads
- Google Ads

Start-up Costs

Owner Contribution (Cash only)	$	50,000
Equipment & W/C Loans	$	100,000
Total Sources	$	150,000
Office equipment	$	1,000
Field equipment	$	18,000
Start up expenses	$	12,000
Working Capital (W/C)	$	119,000
Total Uses	$	150,000

Financials

Revenue	$	230,400	100.0%
COGS	$	87,840	38.1%
Gross Profit	$	142,560	61.9%
Operating Expenses	$	63,840	27.7%
EBITDA	$	78,720	34.2%

LEADERSHIP STATEMENT

CEO:

Ernesto is an honest and dedicated hard worker who shows his abilities by taking the initiative to lead when necessary. He works great with others and has exceptional communication skills. He has over 30 years of experience combined in insulation and sheet metal. He specializes in safe-work practices which include scaffold building, machine equipment maintenance, and maintaining a clean work area. Ernesto exemplifies a strong work ethic making him a superb candidate for any team he becomes a part of.

COO:

Alan is work-minded individual with over 10 years of experience in the construction industry. He has great problem-solving skills and has a driven attitude to get the job done effectively and efficiently. He is a detail-oriented person who possesses a strong work ethic. With him being bilingual, he will be a great addition to any company that he joins.

CFO:

Howard is a dedicated and hard worker and also a good team player. He takes pride in his work and loves the things he does. Most of all he loves to cook. He has been cooking for over 20 years with his family. His favorite food is soul food that he loves to cook for his family and community. With five years of experience of being a team leader of 10 different cooks at a restaurant, he has great leadership skills and great customer service. It will be perfect for him to operate and run a food truck. With the skills he has on the grill and in the kitchen, he will bring a taste like no other.

CMO:

Antonio has excellent communication skills and experience in management. He has over 10 years of experience in management. Assuming a role in leadership is just something that comes natural to him. He holds degrees in both business and finance from the University of North Texas. He is a highly motivated individual. Through his experience he is able make decisions on the go when it comes to logistics and pricing.

PRODUCT/SERVICE OFFERING

EPW Solutions is a family owned business. Here at EPW, we offer power washing services to homeowners, retirement homes, HOA, hospitals, and gas stations such as Valero, Texaco, Buc-ee's, Pemex etc. We plan to open shop in 2028 all around the Harris County Houston, Texas area. We will be power washing driveways, sidewalks, windows, and parking lots to keep areas looking clean and professional. EPW Solutions will always work with a safety plan for all our equipment, tools and workers before any work is done. EPW Solutions will also be bonded and insured. We will always provide professional services and perform with love and integrity, so that all jobs demonstrate our pride in how we perform. After every job we will always do a major cleanup. Upkeep while the job is in progress is a must. Mud, sand, and trash will be cleaned up. Here at EPW Solutions, we will offer fast, safe, and affordable quality work to residential clients as well as commercial clients. We will offer a package deal for residential customers as well as square footage promotions.
Gold packages consist of 50% of our revenue.
Silver packages consist of 33% of our revenue.
Bronze packages consist of 17% of our revenue.
We plan to do 8 of each package per month.

MARKET, COMPETITION, DIFFERENTIATION

Market:
The pressure washing industry is estimated at about $236 million in the USA growing at 4% annually in the Houston, Texas area. With the population growing exponentially and producing jobs in both residential and commercial duet, the influx of housing areas and the businesses that cater to those residents.

Competition:
My direct competitors would consist of anyone offering the same services in a 100-mile radius. Another direct form of competitors would be high schoolers of college students looking to make seasonal funds. Indirect competitors include concrete cleaning solutions or retailers renting or selling pressure washers.

Differentiation:
We stand apart from others by offering live footage of our work which will be accessible through our mobile application. We also offer yearly memberships at discounted prices for all our loyal customers. Our work scales range from simple package deals in both residential and commercial to pedestrian infrastructure to large parking lots. Services will be available for HOA, multi-family dwellings, hospitals, and retirement homes.

MARKETING STRATEGY

Price:

Our residential packages will consist of three tiers: Gold, Silver and Bronze. We will charge $1,200 for our Gold Packages which will consist of power washing our client's home, driveways and sidewalks. We will clean our client's property from the top to the bottom. Our Silver Packages will cost $800 and will consist of cleaning our client's masonry and or siding of their home along with their sidewalks and driveways. Our Bronze Packages will include the treatment of sidewalks and driveways only. This Package will cost $400. Our commercial pricing will vary from site to site. Our commercial work will be contracted annually and we will charge by the square foot for the surfaces that we treat.

Place:

Our main hub will be located in Houston, Texas and we also plan to have satellite locations in Dallas, Fort Worth and Austin. Our potential customers can learn about us through our various social media marketing campaigns. We will also utilize door to door solicitation techniques as well as cold calling targeted businesses. As our business grows we will explore TV and radio ad options.

Promotion:

We plan to promote on TikTok, Facebook, Instagram and Google Ads. Along with our marketing materials we will have QR codes that will have discounts available for first time customers. Our marketing content on our social media platforms will be focused towards reaching residential customers. We will utilize Google Ads to reach our potential commercial customers.

VISION AND OBJECTIVES

Our goal is to not only restore the look of our customer's properties, but provide a fast and affordable service that will keep our clients coming back.

First Year:

Our year one is focused strictly on building our brand, prioritizing marketing and building relationships with customers. We will also be securing extended contracts with commercial sectors.

Third Year:

We will be expanding our commercial contracts while looking at bringing on two more crews with equipment. This will allow us to cover more sites and execute faster turnarounds for our commercial customers.

Fifth Year:

We will have our website and app fully integrated so that our customers and our crews are fully connected. We will also be looking to expand into the DFW area.

Tenth Year:

We will have multiple crews dispatched from multiple locations statewide and our technology concept application will be a proven success. We will look to franchising or selling our company.

Philanthropy:

We care about the environment and are committed to using eco-friendly chemicals and converting our vehicles and equipment to 100% renewable and sustainable energy. By year five, we look to have a zero-carbon foot print.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 1,200.00	per unit
Cost of Goods Sold	=	$ 480.00	per unit
Gross Profit	=	$ 720.00	per unit
GP %	=	60.0%	

Units Sold Each Month: 8

Monthly Revenue Model (First)		
Sales Revenue	=	$ 9,600
Cost of Goods Sold	=	$ 3,840
Gross Profit	=	$ 5,760

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 800.00	per unit
Cost of Goods Sold	=	$ 290.00	per unit
Gross Profit	=	$ 510.00	per unit
GP %	=	63.8%	

Units Sold Each Month: 8

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 6,400
Cost of Goods Sold	=	$ 2,320
Gross Profit	=	$ 4,080

Revenue Model For One Unit (Third)			
Sales Revenue	=	$ 400.00	per unit
Cost of Goods Sold	=	$ 145.00	per unit
Gross Profit	=	$ 255.00	per unit
GP %	=	63.8%	

Units Sold Each Month: 8

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 3,200
Cost of Goods Sold	=	$ 1,160
Gross Profit	=	$ 2,040

Revenue Models Include:

1. Gold package includes entire property at $1,200 per package
2. Silver package includes driveway, sidewalks, and windows for $800.00 per package
3. Bronze package includes sidewalks and driveways for $400.00 per package

Ask:	$100,000 at 12% over a 3 year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributior		$ 50,000
Loan(s)		$ 100,000
Total		$ 150,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 1,000
Field Equipment 2	Loan	$ 5,000
Field Equipment 3	Loan	$ 10,000
Field Equipment 4	Loan	$ 2,000
Field Equipment 5	Loan	$ 1,000
Registration & Permits	W/C	$ 2,500
Insurance Deposit	W/C	$ 6,000
Marketing & Website	W/C	$ 1,500
Inventory/Supplies	W/C	$ 2,000
Working Capital Reserve	W/C	$ 119,000
Total		**$ 150,000**

Monthly Operating Expenses	
Loan Payments	$ 2,500
Advertising/Marketing	$ 500
Phone/Internet	$ 170
Rent	$ -
Utilities	$ -
Vehicle Lease or Payments	$ -
Gasoline	$ 600
Vehicle Insurance	$ 500
General Liability Insurance	$ 250
Accounting Tax Preparation	$ 800
Total	**$ 5,320**

Monthly Income Statement (A)			
Revenue	$	19,200	100.0%
COGS	$	7,320	38.1%
Gross Profit	$	11,880	61.9%
Operating Expenses	$	5,320	27.7%
EBITDA	$	6,560	34.2%

Yearly Income Statement (A)			
Revenue	$	230,400	100.0%
COGS	$	87,840	38.1%
Gross Profit	$	142,560	61.9%
Operating Expenses	$	63,840	27.7%
EBITDA	$	78,720	34.2%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses		
Owner Contribution (Cash only)	$	50,000
Equipment & W/C Loans	$	100,000
Total Sources	$	150,000
Office equipment	$	1,000
Field equipment	$	18,000
Start up expenses	$	12,000
Working Capital (W/C)	$	119,000
Total Uses	$	150,000