

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

B. Ramirez, C. Wallace, K. Jackson, A. Lazzetti Jr.
Fatt Boyzz Incorporated

Prison Entrepreneurship Program
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EXECUTIVE SUMMARY – FATT BOYZZ INC.

Opportunity	Purpose	Solution																																															
- Lack of safe and efficient drivers - Lack of proper training - Customers deal with drivers who have a negative attitude	- We aim to bring a better experience for our customers and demonstrate what real cattle hauling company is	- We will have experienced drivers - We will provide driver training to ensure safe driving practices - Provide hands-on training and great customer service																																															
Customers	Differentiators	Extras																																															
- Processing plants - Sales barns - Pasture cattle and farms	- Ride along program - Proper training for loading and unloading - Safety training	- Hands-on experience family operated business																																															
Marketing	Start-up Costs	Financials																																															
- Word of mouth - Business cards - Website posting	<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 colspan="3"> </td></tr><tr><td>Office equipment</td><td>\$</td><td>2,000</td></tr><tr><td>Field equipment</td><td>\$</td><td>65,600</td></tr><tr><td>Start up expenses</td><td>\$</td><td>2,316</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>55,084</td></tr><tr><td>Total Uses</td><td>\$</td><td>125,000</td></tr></table>	Owner Contribution (Cash only)	\$	25,000	Equipment & W/C Loans	\$	100,000	Total Sources	\$	125,000				Office equipment	\$	2,000	Field equipment	\$	65,600	Start up expenses	\$	2,316	Working Capital (W/C)	\$	55,084	Total Uses	\$	125,000	<table><tr><td>Revenue</td><td>\$</td><td>630,000</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>252,000</td><td>40.0%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>378,000</td><td>60.0%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>251,281</td><td>39.9%</td></tr><tr><td>EBITDA</td><td>\$</td><td>126,719</td><td>20.1%</td></tr></table>	Revenue	\$	630,000	100.0%	COGS	\$	252,000	40.0%	Gross Profit	\$	378,000	60.0%	Operating Expenses	\$	251,281	39.9%	EBITDA	\$	126,719	20.1%
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PERSONAL FIT

I was born in Hereford, Texas in 1966. My father was a hard-working man and my mother was an educator. I was the eldest of three children. We were raised in a Catholic household. Both of my parents were involved in all aspects of my life. I stayed home until I graduated high school and then I enlisted in the United States Army.

The old me ran wild with no regard for my health or body. I was in my late 20s when I was caught transporting marijuana at a federal checkpoint. I was doing this for the sole purpose of making fast money. I wasn't into using drugs and alcohol. My issue was my temper. I am currently 12 and a half years into a 15-year sentence for aggravated kidnapping.

My change started when I realized I was alone. I have lost my family one member at a time.

Coming to prison saved my life. I have learned to humble myself and control my temper. My faith in God has increased and remains strong. I want to show that I can be trusted here at PEP. I am eager to study and am more than willing to be transformed by the program. I look forward to helping others achieve their full potential. I want to show my Lord and Savior that I can do it right. Failure is not an option. I plan to start my business within a year of my release in 2028.

TEAM LEADERSHIP STATEMENT

CEO:

B. Ramirez has great listening skills with the ability to find a reasonable solution to most situations. He is able to do this due to the military training he received while serving in the U.S. Army. Serving his country has given him great leadership skills. He is also a very uplifting person who spreads positivity to those around him.

COO:

C. Wallace has a phenomenal work ethic along with the tools and resources to build and manage a successful business. He brings dedication, commitment, outstanding people skills, five years of experience as an independent contractor and up-to-date training for new employees and management. He also has three years of experience in the oilfields as a crew leader.

CFO:

K. Jackson stands on great principles and morals. He is an individual who not only holds himself accountable, but also those around him. He possesses an innovative mind and has a fresh-start outlook. He is someone who is outgoing and know how to have fun all the while showing love to everyone around him. This makes him a person who is easy to get along with. He is someone who is very organized and pays close attention to detail. K. Jackson has earned his high school diploma and also has obtained an associate's degree at Houston Community College. With his knowledge and three years of experience in the logistics industry, he would be a valuable asset to any company.

CMO:

A. Lazzetti Jr. is an extremely creative and adaptive individual. At 16 years of age, he became an Eagle Scout. He has experience in the management of restaurants and construction sites. His work history gives him the versatility to perform in a variety of work environments.



PRODUCT/SERVICE OFFERING

Fatt Boyzz Inc. is a family-oriented and operated company. We put our customer's needs first. Our services include fat hauling and feeder hauling. Our unit of sale is based on our per mile rate which is \$3.75. This will be 100% of our revenue. We plan to open in the spring of 2027 in Hereford, Texas.

Our services include transporting cattle to the market and feeder cattle to feed yards to prepare for the market. Our goal is to fulfill the need of drivers, trucks and trailers. We will have licenses and liability insurance with a million-dollar coverage per unit.

We strive to pick up and deliver on time every time. We are a family-based company with family values. By offering better pay, benefits and training to qualified drivers, this will allow us to be a front runner in this industry.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The cattle industry is a multi-billion-dollar industry that has a 10% annual growth rate. Cattle hauling takes up about 20% of the yearly revenue giving us plenty of room for exponential growth and making an exceptional amount of profit. We do not see this sector of the industry slowing down any time soon due to demand surpassing the supply of transport.

Competition:

Our direct competitors are local hauling companies such as Dee King Trucking and Ramirez Livestock. Since the demand is high in the Texas panhandle area, these companies work together to fill the niche that is constantly growing in the area. Even though they are our competition, the opportunity is still there for us to operate successfully.

Differentiation:

Fatt Boyzz Inc. is a family-oriented business whose core values are based on integrity and accountability. When someone comes to work for us, they are not an employee number, they become part of a family. Our differentiators consist of a ride-along program and an in-house daycare for all employees. Our customers will choose us because of our safety record and reliable yet strong work ethic.

MARKETING STRATEGY

Price:

Our pricing will be determined by several factors: mileage, weight and a fuel surcharge. The mileage will be determined by the pickup and delivery points. The weight will be determined by the total amount of cattle on the trailer. Our price per mile will be \$3.75 which includes a fuel surcharge of \$1.5 a mile.

Place:

We will be located in Hereford, Texas. Our customer's cattle will come from the feed lot, pastures and the sale barn. We will operate throughout the Panhandle of Texas and surrounding states. We will utilize business cards, word of mouth and social media advertising to reach our customers.

Promotion:

In order to establish our brand and company, we will hand out branded apparel such as hats and t-shirts with our logo and contact information on them. This will help to get our name out there. We will also use social media in order to promote our business.

VISION AND OBJECTIVES

Our vision here at Fatt Boyzz Inc. is to be the safest in the industry. We want to produce the most reliable cattle hauling company around. Most important is our 911 services because emergencies happen and our goal is to be that company anyone can call on. We want to be a reliable and dependable cattle hauling business as well as making all our customers happy.

First Year:

In our first year, we plan to focus on reconnecting with all our previous customers in the cattle industry. We will then focus on reestablishing ourselves as prominent cattle hauling company.

Third Year:

We will be growing our fleet of trucks and trailers. Starting with one truck and trailer to three trucks and trailers. By the end of year three, we will have 15 fully operational trucks and trailers.

Fifth Year:

In year five, we will shift our focus from cattle hauling by expanding to other industries. These industries will be commodities, harvesting, manure and compost. All these industries are closely connected to the cattle industry allowing an easy transition and sustainability.

Tenth Year:

By this time, we will have established ourselves as the standard of dependability in transport across our focused industries. We strive for excellence especially when it comes to our employees. We believe that successful employees are the key to customer service.

Philanthropy:

We believe that supporting the community in which we do business is an integral part of keeping small towns thriving and alive. We also believe in supporting those who have served our country to protect our freedoms. So, we will be donating to our local VA hospital, sponsoring a local little league and contributing to catholic charities.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 3.75	per unit		Sales Revenue	=	\$ 52,500	
Cost of Goods Sold	=	\$ 1.50	per unit	14000	Cost of Goods Sold	=	\$ 21,000	
Gross Profit	=	\$ 2.25	per unit		Gross Profit	=	\$ 31,500	
GP %	=	60.0%						
Revenue Model For One Unit (Second)					Monthly Revenue Model (Second)			
Sales Revenue	=		per unit		Sales Revenue	=	\$ -	
Cost of Goods Sold	=		per unit		Cost of Goods Sold	=	\$ -	
Gross Profit	=	\$ -	per unit		Gross Profit	=	\$ -	
GP %	=	#DIV/0!						
Revenue Model For One Unit (Third)					Monthly Revenue Model (Third)			
Sales Revenue	=		per unit		Sales Revenue	=	\$ -	
Cost of Goods Sold	=		per unit		Cost of Goods Sold	=	\$ -	
Gross Profit	=	\$ -	per unit		Gross Profit	=	\$ -	
GP %	=	#DIV/0!						

Revenue Models Include:

1. My unit of sale is \$3.75 per mile which covers my fuel surcharge along with maintenance and tire reserve
- 2
- 3

Ask: \$100K at 15% over a 5-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	\$ 2,000
Field Equipment 2	Loan	\$ 40,000
Field Equipment 3	Loan	\$ 25,000
Field Equipment 4	Loan	\$ 300
Field Equipment 5	Loan	\$ 300
Registration & Permits	W/C	\$ 750
Insurance Deposit	W/C	\$ 1,166
Marketing & Website	W/C	\$ 200
Inventory/Supplies	W/C	\$ 200
Working Capital Reserve	W/C	\$ 55,084
Total		\$ 125,000

Monthly Operating Expenses	
Loan Payments	\$ 3,487
Advertising/Marketing	\$ 200
Phone/Internet	\$ 300
Rent	\$ -
Utilities	\$ 3,424
Vehicle Lease or Payments	\$ 150
Gasoline	\$ 9,929
Vehicle Insurance	\$ 2,250
General Liability Insurance	\$ 300
Accounting Tax Preparation	\$ 900
Total	\$ 20,940

Monthly Income Statement (A)		
Revenue	\$ 52,500	100.0%
COGS	\$ 21,000	40.0%
Gross Profit	\$ 31,500	60.0%
Operating Expenses	\$ 20,940	39.9%
EBITDA	\$ 10,560	20.1%

Yearly Income Statement (A)		
Revenue	\$ 630,000	100.0%
COGS	\$ 252,000	40.0%
Gross Profit	\$ 378,000	60.0%
Operating Expenses	\$ 251,281	39.9%
EBITDA	\$ 126,719	20.1%

(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	\$ 2,000
Field equipment	\$ 65,600
Start up expenses	\$ 2,316
Working Capital (W/C)	\$ 55,084
Total Uses	\$ 125,000

QUESTIONS FROM WORKSHOP

- What is the current value of this market? My cost of advertising is \$300 which will pay for lettering on my truck and trailer.
- How can we best capitalize on our existing contacts in the industry? What is the best method to retain and improve relationships with our current contacts?
- Is it more profitable to buy yearling cattle in Mexico or here in the United States?
- What is the going rate by mileage and weight?
- Is it more profitable to rent, lease, or finance a 53 foot livestock trailer?

ASK: We are asking for \$100,000 loan to be paid back in 5 years at a 15% interest rate.

RÉSUMÉS

Benigno Ramirez
1100 Hwy. 1807
Venus, TX 76084

Professional Experience

Professional Driver

Self-employed

- Hauling various loads
- Used multiple trailers with different functions

Communications Technician

U.S. Army

- Install and de-install of communications networks and systems
- Service and maintained communication equipment

Skills

- Service and maintenance in various communication technologies
- Troubleshooting
- Driving and operating various commercial vehicles and trailers

Education

Bridgeport Unit

In and Out Program

Earned college credit in restorative justice from University of North Texas

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.

Christopher Wallace
12818 Moss Crest Dr.
Houston, TX 77048
(832) 419-5252 / Christopherduane212@gmail.com

Professional Experience

Tyson Foods

Center Texas

January 2022 – March 2022

- Fork lift operator
- Shipping and receiving
- Inventory

Chemical Plant

Contract Work in Longview Texas

January 2021 – March 2021

- Helper/handling chemicals

Oilfield

Cleaning Solutions

January 2016 – March 2019

- Rig wash
- Rig up
- Rig down
- Roustabouts
- Rolling casing

Skills

- Fork lift operator
- Man lift operator
- Safety certification
- Machine operator
- Cook on the job training
- Cleaning
- Building

Education

South Houston High School

HSE

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Kentrell Jackson
605 Berry Road
Houston, TX 77022
(832) 788-5707 / Reallistandin@gmail.com

Professional Experience

Forklift Operator

Amazon Distribution Center

January 2021 – August 2023

- Responsible for loading and unloading deliveries and moving shipments around warehouse

Package Handler

Amazon Distribution Center

January 2021 – August 2023

- Responsible for stock rotation, inventory counts, observing inventory condition

Delivery Driver

Amazon Distribution Center

January 2021 – August 2023

- Responsible for delivering packages to destination in proper and timely manner

Fiber Optic Repairman

Greg's Fiber Optic Service

September 2023 – March 2025

- Responsible for repair fiber cable

Skills

- Forklift operator
- Package handler
- Delivery driver
- Fiber optic repairman
- Welder

Education

Houston High School

August 2014 – May 2010

Diploma

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Draft for Business Plan Advisor

Alfred Lazzatti Jr.
6913 Covington Dr.
Houston, TX 77091

Professional Experience

Busser

Cheddars

July 2023 – November 2023

- Responsible for cleaning the tables once the guests have left

Driver

Monroe 2nd Chance

February 2023 – June 2023

- Follow the assigned routes to designated rest areas
- Pick up litter and dispose of it properly, clear and clean waste receptacles

Handyman

Self-employed

March 2021 – December 2022

- Performed minor repairs in and around client's homes
- Interior/exterior painting

Skills

- Ability to troubleshoot
- Forklift operator
- Highly adaptable
- Industrial dishwasher
- Bandsaw operator

Education

Edge Water High School
Diploma

June 1990

Windham School District
Cognitive Intervention Program

April 2026

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