prison entrepreneurship program

Business Plan Competition
October 30, 2026

First Class Head-Aches

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First Class Head-Aches

Business Plan
October 2026

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EXECUTIVE SUMMARY – FIRST CLASS HEAD-ACHES

Opportunity

- Lack of convenient luxury care for aviation, marine, and automobiles

Purpose

- Provide high-end detailing for our customers and alleviate their first-class headaches

Solution

- Meet all your aviation needs at the most convenient municipal airport in Dallas
- Our mobile department will service all corners of the DFW metroplex

Customers

- High-end clients
- Aviation rental companies
- Marine and automobile rental companies

Differentiators

- Have a mobile app for scheduling
- Focus on high-end assets
- A brick and mortar location at Addison Municipal Airport

Extras

- Eight years of experience in specialized aviation and marine equipment
- Experience in handling of assets

Marketing

- We will utilize social media platforms such as TikTok and Instagram
- Word of mouth
- Physical advertising near larger bodies of water in the metroplex

Start-up Costs

Owner Contribution (Cash only)	$	75,000
Equipment & W/C Loans	$	100,000
Total Sources	$	175,000
Office equipment	$	4,000
Field equipment	$	88,000
Start up expenses	$	33,000
Working Capital (W/C)	$	50,000
Total Uses	$	175,000

Financials

Revenue	$	630,000	100.0%
COGS	$	184,200	29.2%
Gross Profit	$	445,800	70.8%
Operating Expenses	$	195,733	31.1%
EBITDA	$	250,067	39.7%

LEADERSHIP STATEMENT

CEO:

Zachariah is an extremely motivated individual, willing to do whatever is necessary to master his craft. His ability in finding ways to relate to individuals, whether it be customers or employees, is genuine, authentic and effective. Being around aircraft and sea vessels gives him a competitive advantage knowing the ins and outs of cosmetic asset care. He leads by example with integrity and commitment to excellence.

COO:

Rodney has empathy and a willingness to complete tasks. Throughout his work history he has gained many skills and experience in customer service, light construction, janitorial services and troubleshooting. He is a team player and displays a can-do attitude in every aspect of his job. In every job that he does he strives to reach 100% customer satisfaction. He has several certifications through the National Center for Construction Education and Research (NCCER). He is also certified as a customer service support specialist.

CFO:

Jose is an individual with over two years of experience in the food industry. He knows what it takes to get the job done properly and in a timely manner. He has acquired leadership skills through many trials and tribulations in the food industry. He has learned how to execute and manage people by working with renowned chefs.

CMO:

Jerry is very passionate about helping people achieve and maintain long-term sobriety. He is committed to steering the Texas legal system towards embracing programming and abandoning mass incarceration. He is highly driven, values and respects others' opinions and is proactive in solving many of today's social problems. His business practices are very straight forward and profitable.

PRODUCT/SERVICE OFFERING

First Class Head-Aches is a luxury aviation, marine and automotive care company. We are dedicated to quality and trustworthy services to every customer. We predict roughly 50% of total revenue will be acquired from the marine/boating aspect, 20% from automotive and 30% from aviation. Furthermore, we will target privately owned companies who rent or lease their own vessels, aircraft and automobiles. When we break down that revenue alongside the public sector, we see 55-60% of net profits coming from the strategic alliances we form. Our plan is to be able to reach all over the DFW from day one, as well as occupy a leased aircraft hangar at the Addison Municipal Airport.

Each category of luxury care will offer three tiers of packages, ranging from standard to showroom and finally, presidential. Each package is tailored to fit the needs of each customer and asset. The focus here is to ensure every customer understands that we know how much these assets cost you as well as how much they mean to you. That's why first and foremost, each employee will be covered with massive liability insurance. Secondly, be trained and certified in every type of equipment and product that will be handled whether that it be at your home, the docks, or the hangar. Which brings me to my next point; the FAA is one of the trickiest obstacles of this journey. Acquiring clearance to even get through the gates of a municipal airport will require extensive background checks and equipment inspections. That's why we plan on handling the aviation side of things at our brick and mortar HQ. One airport equals one set of FAA regulations and security clearances. What sets us apart will be our ability to be reached 24/7 through our mobile application to schedule appointments, browse quotes or even be connected with a specialist free of charge to discuss your options.

By year three, we plan on being capable to occupy two additional local municipal airports. By year five, we will expand south into the Austin area. Meticulous care of assets, proper training as well as the upmost respect of our customer's time and money will spell out efficiency for our team. This organization is committed to excellence and anything less will be considered unacceptable!

MARKET, COMPETITION, DIFFERENTIATION

Market:

Aviation, marine and automotive mobile detailing, when combined is a billion-dollar industry. In the last five years, it has almost doubled in annual revenue from $600 million dollars. Its biggest increase was within the last two years. To put it simply, now is the prime opportunity to get started on this venture.

Competition:

Our direct competition will consist of other mobile detailing companies serving the aviation, marine and automotive world. Our most direct competitor will be a company by the name of Millionaires who service Dallas Love Field Airports private aviation flights. Brick and mortar carwashes will be our indirect competitors along with commercially owned businesses who service other airports.

Differentiation:

We differ from our competition by focusing solely on luxury and high-end assets. As well as our ability to laser in on well-off individuals. We will be able to secure contracts with privately owned businesses who profit from renting out their planes, luxury boats and automobiles. This separates us from any would-be competitors. This companies innovative mindset and willingness to do what it takes to succeed with integrity will be the determining factor in us achieving greatness.

MARKETING STRATEGY

Price:

Our pricing model will be straight forward. Our customer's needs will be addressed with three different tiers of packages. We have our Premium Package, Showroom Package, and Presidential Package. These will be tailored to fit all of our customer's needs. Our client's expect premium service for their high-end assets. Our pricing covers all of the labor, products, and transportation needed to complete every job. The average cost of an aviation job is $1,100. These packages will be $450 for automobiles. The average cost for a marine detailing job is $900.

Place:

First Class Head-Aches will be able to reach you in all corners of the DFW with our mobile department. The Addison Municipal Airport will be our headquarters. Our customer base will mainly come from the air traffic that occupies Addison Municipal Airport. Our customer's will come from physical advertisements around all major bodies of water in the DFW.

Promotion:

We will be active on TikTok from day one. We will document every job with live camera footage and then we will edit down those hours of meticulous care into 45-60 seconds reels of pure art and post them on our pages, as well as use mixed model paid promotions on both platforms. By doing this, we plan to reach between 10-15,000 individuals monthly. We plan on utilizing YouTube, as well as with how-to videos that will educate and promote our work at the same time.

VISION AND OBJECTIVES

Our vision at First Class Head-Aches is to provide high-end aviation, marine, and automotive care. We are driven by excellence and integrity. Nine years of experience in aviation detailing has cemented us the resources and opportunities needed to succeed. We hope to grow into the only company the people call for their detailing needs. Our plan is to corner the aviation market at the most commonly used municipal airport in the Dallas/Fort Worth metroplex. We will also have a mobile department to meet your marine and automotive needs by utilizing two sprinter vans.

First Year:

We will be laser focused on building personalized relationships with every client we encounter by offering discounts for every initial booking. In doing this we will build a strong presence in the DFW metroplex.

Third Year:

We plan on our total revenue to increase by 40% while occupying an additional municipal airport.

Fifth Year:

In our fifth year of operations, we plan to add five more fleet vehicles to our mobile department and we will start planning an expansion to Austin, Texas.

Tenth Year:

We will be solidified in our tenth year with eight full-service vans and occupying two municipal airports. We will also be servicing one municipal airport in Austin, Texas with three vans in our mobile department.

Philanthropy:

From the very first profitable quarter onward, we will take 10% of our profits to start a non-profit ministry for at-risk youth. In doing so, this will provide them with resources and ample opportunities to be successful while keeping them out of trouble.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	$ 1,100.00	per unit		Sales Revenue	=	$	16,500
Cost of Goods Sold	=	$ 410.00	per unit	15	Cost of Goods Sold	=	$	6,150
Gross Profit	=	$ 690.00	per unit		Gross Profit	=	$	10,350
GP %	=	62.7%						
Revenue Model For One Unit (Second)					**Monthly Revenue Model (Second)**			
Sales Revenue	=	$ 450.00	per unit		Sales Revenue	=	$	9,000
Cost of Goods Sold	=	$ 85.00	per unit	20	Cost of Goods Sold	=	$	1,700
Gross Profit	=	$ 365.00	per unit		Gross Profit	=	$	7,300
GP %	=	81.1%						
Revenue Model For One Unit (Third)					**Monthly Revenue Model (Third)**			
Sales Revenue	=	$ 900.00	per unit		Sales Revenue	=	$	27,000
Cost of Goods Sold	=	$ 250.00	per unit	30	Cost of Goods Sold	=	$	7,500
Gross Profit	=	$ 650.00	per unit		Gross Profit	=	$	19,500
GP %	=	72.2%						

Revenue Models Include:

1. Aviation detailing - chemical cost - direct labor cost
2. Automobile detailing - chemical cost - direct labor cost
3. marine detailing - chemical cost - direct labor cost

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

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 75,000
Loan(s)		$ 100,000
Total		$ 175,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 4,000
Field Equipment 2	Loan	$ 30,000
Field Equipment 3	Loan	$ 30,000
Field Equipment 4	Loan	$ 18,000
Field Equipment 5	Loan	$ 10,000
Registration & Permits	W/C	$ 4,500
Insurance Deposit	W/C	$ 6,000
Marketing & Website	W/C	$ 10,000
Inventory/Supplies	W/C	$ 12,500
Working Capital Reserve	W/C	$ 50,000
Total		**$ 175,000**

Monthly Operating Expenses	
Loan Payments	$ 3,111
Advertising/Marketing	$ 1,500
Phone/Internet	$ 200
Rent	$ 2,500
Utilities	$ 700
Vehicle Lease or Payments	$ -
Gasoline	$ 1,500
Vehicle Insurance	$ 500
General Liability Insurance	$ 1,000
Accounting Tax Preparation	$ -
Maintenance	$ 350
Owner salary	$ 4,150
Technology	$ 800
Total	**$ 16,311**

Monthly Income Statement (A)		
Revenue	$ 52,500	100.0%
COGS	$ 15,350	29.2%
Gross Profit	$ 37,150	70.8%
Operating Expenses	$ 16,311	31.1%
EBITDA	$ 20,839	39.7%

Yearly Income Statement (A)		
Revenue	$ 630,000	100.0%
COGS	$ 184,200	29.2%
Gross Profit	$ 445,800	70.8%
Operating Expenses	$ 195,733	31.1%
EBITDA	$ 250,067	39.7%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 75,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 175,000
Office equipment	$ 4,000
Field equipment	$ 88,000
Start up expenses	$ 33,000
Working Capital (W/C)	$ 50,000
Total Uses	$ 175,000