

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

J. Rodriguez, E. Castro, A. Capetillo, J. Agundiz
Fit Foods

Prison Entrepreneurship Program
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EXECUTIVE SUMMARY – FIT FOODS

Opportunity	Purpose	Solution																																												
• Athletes needing meals • GLP-1 users needing high protein • Doctors needing fast healthy foods	• To help people lose weight • To prep fast healthy food • To help people gain weight the right way	• Low calorie food • High protein food • Educating labels																																												
Customers	Differentiators	Extras																																												
• GLP-1 users • Athletes • Doctors	• Body scans • Macro labels • Guided food choice	• Body index scan • Nutritionist on store • Body index scale																																												
Marketing	Start-up Costs	Financials																																												
• Social media • Word of mouth • Public events	<table><tr><td>Owner Contribution (Cash only)</td><td>\$</td><td>50,000</td></tr><tr><td>Equipment & W/C Loans</td><td>\$</td><td>-</td></tr><tr><td>Total Sources</td><td>\$</td><td>50,000</td></tr><tr><td>Office equipment</td><td>\$</td><td>5,000</td></tr><tr><td>Field equipment</td><td>\$</td><td>10,000</td></tr><tr><td>Start up expenses</td><td>\$</td><td>30,000</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>5,000</td></tr><tr><td>Total Uses</td><td>\$</td><td>50,000</td></tr></table>	Owner Contribution (Cash only)	\$	50,000	Equipment & W/C Loans	\$	-	Total Sources	\$	50,000	Office equipment	\$	5,000	Field equipment	\$	10,000	Start up expenses	\$	30,000	Working Capital (W/C)	\$	5,000	Total Uses	\$	50,000	<table><tr><td>Revenue</td><td>\$</td><td>228,000</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>72,000</td><td>31.6%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>156,000</td><td>68.4%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>58,800</td><td>25.8%</td></tr><tr><td>EBITDA</td><td>\$</td><td>97,200</td><td>42.6%</td></tr></table>	Revenue	\$	228,000	100.0%	COGS	\$	72,000	31.6%	Gross Profit	\$	156,000	68.4%	Operating Expenses	\$	58,800	25.8%	EBITDA	\$	97,200	42.6%
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PERSONAL FIT

I was born in Harlingen, Texas on November 1, 1997. I was raised in a wealthy family. My father was a business owner and my mother was a medical marketing coordinator. I was raised in a loving home. I went to Harlingen High School through the 12th grade. I excelled in school. I left home at age 16 because I wanted to be independent. I was buying and selling vehicles. I was dealing with dealerships, auctions and online marketplaces. I was living the fast life with no regard for how my decisions affected anyone else. I committed my first crime at age 19 due to greed. I have been incarcerated twice. The first time was a federal conspiracy charge which I served four years. This current charge is possession of a firearm by a felon.

I have changed a lot due to the birth of my daughter. When she was born I knew I could never leave her alone. I knew instantly that there is no amount of money that could stop me from being there to raise my daughter to become the best woman possible. I have vowed to take addiction classes for my addiction to money. I am confident that I can make a living without breaking the law. PEP is another tool that I will utilize in my quest to do the right thing. I have made changes in my behavior and I now walk with integrity. I can be trusted with doing what I say I will do with any investment capital. I will never ask for anything up front and will only use what is needed in order to complete the project. I will be a successful entrepreneur because I have a proven track record. I know what it takes to grow a successful startup. I want to start my own business because I love to help others. I will start preparing to open my business immediately after my release. I will be released to the city of San Antonio, Texas in December of 2026.

LEADERSHIP STATEMENT

CEO:

J. Rodriguez is an exceptional leader due to his background in business and sports. He is a team player that is comfortable in any position. He also has over 10 years of experience in the construction industry. His construction experience consists mainly of residential construction. He also attended Southern Careers Institute where he studied and received a certification in HVAC. He is also an experienced in sales and marketing.

COO:

E. Castro is a highly driven individual with eight years of experience in welding and fabrication. He is committed to going above and beyond on every project. His hard work ethic and strong communication skills will make him a valuable asset to any organization.

CFO:

A. Capetillo is a great leader. He will tell you and teach you the right way to do things and will inform you about past mistakes he has made so that they can be avoided. He believes this is relevant for the car dealership industry because everyone needs someone honest that can lead them in the right direction.

CMO:

J. Agundiz has great confidence in becoming a successful member of society upon release. With almost 20 years of welding experience, he is confident in finding a decent paying job soon after his release. He will use all his resources to help accomplish his short- and long-term goals that he has set for himself.



PRODUCT/SERVICE OFFERING

At our store Fit Foods, we will offer meal preps, breakfast, lunch and dinner. We also have smoothies and pre-workout supplements including many brands that we sell on consignment. Our services will provide many people including bodybuilders and weight loss patients to achieve their specific goals or health needs. Our business name is Fit Foods and the name speaks for itself. 50% of our revenue will be from our meal preps, 20% will come from smoothie and supplement drink shakes, 15% will come from our snacks, and the remaining 15% of our revenue will come from merchandise and our consignment sales. We plan to open in the central heart of San Antonio, Texas which has high traffic volume. Our goal is to specialize in helping our customers understand what our products do and how to reach their goals with them. Our niche will be our marketing program. We have many influential people in the community to engage with our target customers. Our entry barriers will be equipment due to high costs including the cost of the license. We will be different than most because we will have a Fit Foods community. We will hire like-minded individuals with a following already established and have promo code names for the sales they send in.

In the future, we plan to have counseling and entrepreneur programs that will help our customers reach their goals. We will streamline every part of the process as we go so that our customers have a great experience. By saving our customers time, we save them money. The mission for Fit Foods is to help people make healthier choices. When nutrition becomes convenient, healthier living becomes possible for everyone.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Healthy meal prepping is a \$10 billion per year industry and is increasing every year as people using GLP-1 and peptides start watching how they eat. The meal prepping industry is diverse, allowing for multiple developments to our brand in nutrition, lifestyle, and even medicinal applications. With the health industry breaking records in profits every year the possibilities are endless.

Competition:

Two indirect competitors to our company will be follow along and cook with me social media influencers and do it yourself instructional media. Setbacks to this approach are the time and money invested by the customer to learn and prepare their own meals. Our direct competitors will be online and brick and mortar stores offering meal prep and delivery. At Fit Foods, we really believe in helping people so we plan to develop partnerships with our competitors by incorporating our meals into their systems. This will reduce cost and allow us to push our brand through their existing infrastructure.

Differentiation:

Fit Foods sets itself apart by are choices in protein like elk, bison and lamb. We also pride ourselves in customer experience. We plan to interact directly with our customers, discovering their individual needs, setting personal goals and helping them realize their potential. We will have AI send motivational texts to our customers throughout the week reinforcing our brand and helping them to push toward their individual goals and benchmarks. Our customers will choose us for our foods but will stay for the experience. Fit Foods will be on the cutting edge of the health industry. We will offer premixed workout powders packed with protein, creatine and amino acids. These will be all be created in-house and made for our customer's needs.

MARKETING STRATEGY

Price:

Our pricing model will be simple. We will keep tabs on our supplier's prices but expect to keep prices consistent by either butchering our own meat or finding contract suppliers. Our materials like containers, labels, stickers, etc., will vary. One meal we plan on selling will be our Cheesy Chicken Buffalo Mac! This meal will cost \$5-7 depending on the price of chicken. We are not looking to make cheap, affordable food. Our PB balls will cost \$4 and salmon with yellow rice will cost \$8.

Place:

Our business will be located in San Antonio Texas. We will have a 25-mile radius from central San Antonio. We will have a broad reach due to the fact that we are mostly a delivery/pick-up store.

Promotion:

We will be creating fun, young, and enthusiastic content. We will have food challenges, photoshoots, brand collaborations, and have influential people involved in the community to be a part of this.

We plan to use Instagram, Facebook, and TikTok along with our brand ambassadors and influencers to market our brand and product. We plan to work with PEP executives and PEP brothers, along with local contracts, to gain access to employees or event catering.

VISION AND OBJECTIVES

Fit Foods is a believer in making the healthier choice the easier choice. When nutrition becomes convenient, healthier living becomes possible for everyone.

First Year:

Our year one will be focused on developing our recipes and fine tuning our quality control. We will focus our marketing online through social media and Google. We will fulfill orders placed through our website offering delivery and drop-off services. This will keep our overhead low and will help us to build recognition in our community.

Third Year:

In year three, we will have an established brick and mortar store serving a large part of our community. We will have built a strong online presence posting new content regularly pushing our brand supplements and athletic clothing. We will also be selling our supplements and clothing in local businesses' inside the fitness industry such as supplement shops and fitness gyms.

Fifth Year:

In year five, we plan on being an established and recognized brand in health food and fitness industries. We will open our business to franchising locally.

Tenth Year:

In year 10, our franchise concept will be proven not only locally, but statewide. We will open franchises nationwide and start developing partnerships to bring our portioned meals to your door nationwide.

Philanthropy:

Fit Foods believes that children are the future. As a big brother in the community, we will be holding an annual toy drive, give away back to school supplies, and discounted haircut events. We want to educate the children on being active and eating healthy while teaching them to develop good eating habits and sponsoring events that will get them off their digital devices and outside playing instead.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 4.00	per unit		Sales Revenue	=	\$ 4,000	
Cost of Goods Sold	=	\$ 1.00	per unit	1000	Cost of Goods Sold	=	\$ 1,000	
Gross Profit	=	\$ 3.00	per unit		Gross Profit	=	\$ 3,000	
GP %	=	75.0%						
Revenue Model For One Unit (Second)					Monthly Revenue Model (Second)			
Sales Revenue	=	\$ 7.00	per unit		Sales Revenue	=	\$ 7,000	
Cost of Goods Sold	=	\$ 2.00	per unit	1000	Cost of Goods Sold	=	\$ 2,000	
Gross Profit	=	\$ 5.00	per unit		Gross Profit	=	\$ 5,000	
GP %	=	71.4%						
Revenue Model For One Unit (Third)					Monthly Revenue Model (Third)			
Sales Revenue	=	\$ 8.00	per unit		Sales Revenue	=	\$ 8,000	
Cost of Goods Sold	=	\$ 3.00	per unit	1000	Cost of Goods Sold	=	\$ 3,000	
Gross Profit	=	\$ 5.00	per unit		Gross Profit	=	\$ 5,000	
GP %	=	62.5%						

Revenue Models Include:

1. PB balls \$4 - \$1 COGS
2. Cheesy buffalo mac with chicken \$7 - \$2 COGS
3. Salmon and yellow rice \$8 - \$3 COGS

Ask:	No ask
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Draft for Business Plan Advisor

Sources of Capital		
Owner Cash Contribution		\$ 50,000
Loan(s)		\$ -
Total		\$ 50,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	\$ 5,000
Field Equipment 2	Loan	\$ 10,000
Field Equipment 3	Loan	\$ -
Field Equipment 4	Loan	\$ -
Field Equipment 5	Loan	\$ -
Registration & Permits	W/C	\$ 5,000
Insurance Deposit	W/C	\$ 5,000
Marketing & Website	W/C	\$ 10,000
Inventory/Supplies	W/C	\$ 10,000
Working Capital Reserve	W/C	\$ 5,000
Total		\$ 50,000

Monthly Operating Expenses		
Loan Payments		
Advertising/Marketing		
Phone/Internet		\$ 200
Rent		
Utilities		
Vehicle Lease or Payments		\$ 1,500
Gasoline		
Vehicle Insurance		
General Liability Insurance		
Accounting Tax Preparation		
Payroll		\$ 3,200
Total		\$ 4,900

Monthly Income Statement (A)		
Revenue	\$ 19,000	100.0%
COGS	\$ 6,000	31.6%
Gross Profit	\$ 13,000	68.4%
Operating Expenses	\$ 4,900	25.8%
EBITDA	\$ 8,100	42.6%

Yearly Income Statement (A)		
Revenue	\$ 228,000	100.0%
COGS	\$ 72,000	31.6%
Gross Profit	\$ 156,000	68.4%
Operating Expenses	\$ 58,800	25.8%
EBITDA	\$ 97,200	42.6%
(A) - Cash Basis		
EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization		

Sources and Uses		
Owner Contribution (Cash only)	\$	50,000
Equipment & W/C Loans	\$	-
Total Sources	\$	50,000
Office equipment	\$	5,000
Field equipment	\$	10,000
Start up expenses	\$	30,000
Working Capital (W/C)	\$	5,000
Total Uses	\$	50,000

QUESTIONS FROM WORKSHOP

- Cost for Facebook and newspaper ads?
- What is the yearly average for a meal prepping company?
- How can I foster loyalty for my brand?
- How can I get supplement stores to take my products on consignment?
- How much can I charge for meal prepping and dietary planning services in my area?
- How cheap can I get protein powder in bulk for?
- What permits or licenses are needed to run a supplement and nutrition company?
- What are the costs for permits and licenses?

ASK: We are not seeking a loan.

RÉSUMÉS

Joe Rodriguez
1100 Hwy. 1807
Venus, TX 76084

Professional Experience **Production Management**

State of Texas

May 2024 – November 2025

- Responsible for producing, packaging, and palletizing products
- Quality control from start to finish
- Flowers
- Bakery

Skills

- Heavy equipment operations
- Managing crews
- Production knowledge
- Leadership

Education

Harlingen High School

May 2017

OSHA 500 Certified

March 2024

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.

Draft for Business Plan Advisor

1100 Hwy. 1807
Venus, TX 76084

Professional Experience

Metal Fabricator

Top Hat Trailers

October 2015 – December 2021

- Fabrication of custom trailers
- Cleaned up the shop on downtime

Cook/Inventory Manager

Two Senoritas

March 2010 – August 2015

- Line Cook
- Weekly inventory and stock rotation

Skills

- Welding
- Forklift operator
- Metal fabrication
- Management
- Culinary arts

Education

Mount Pleasant High School

Diploma

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

Alvaro Capetillo

Draft for Business Plan Advisor

6022 Crest Wood Place
Little Elm, TX 75068
(214) 407-3659 / Alvaro2trill@gmail.com

Professional Experience

Cashier/team worker

Popeyes

- Communication
- Machine operator
- Cashier
- Inventory

Landscaping

- Mowing yards
- Edging
- Flower beds and mulch

Education

Little Elm High School 10th grade

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Joseph Agundiz

Draft for Business Plan Advisor

1100 Hwy. 1807
Venus, TX 76084

Professional Experience

Lead Fabrication Welder

Texas Corrections Industries

August 2022 – December 2024

- Various metal fabrication
- Use oxy-acetylene and plasma torches to cut material
- Use power tools to clean materials
- Use tape measure and level to square materials
- Weld materials
- Clean welds and tie-ends with tie machine

Pipe Welder/Millwright

Delta Fabrication

March 2018 – October 2021

- Metal fabrication including cutting and welding
- Use power tools
- Operating machinery such as Sky True, manlifts and scissor lifts

Skills

- Welding – SMAW/GMAW/FCAW
- Operating cutting torch – oxy-acetylene and plasma
- Read tape measure
- Operate various power tools

Education

Mount Pleasant High school
Diploma

August 2006 – May 2010

Trinity Valley Welding School

2023 - 2024

Texas Western College
Petroleum Technology

2025 - 2026

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