prison entrepreneurship program

Business Plan Competition
October 30, 2026

Hook'd Up Seafood Co.

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Hook’d Up Seafood Co.

Business Plan
October 2026

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EXECUTIVE SUMMARY – HOOK'D UP SEAFOOD CO.

Opportunity

- Midwestern region of United States lacks availability of fresh seafood
- Price of seafood in Midwest is extremely high due to limited supply

Purpose

- To become direct supplier to the Midwest with seafood
- Using custom outfitted trailers with live wells and marine coolers to transport overnight seafood

Solution

- By acquiring my supply directly from the shrimp/fishing boats
- Transporting it overnight to be able to offer unmatched freshness
- Competitive pricing advantage that still brings in large profit margins

Customers

- Restaurants, bars, and small grocers
- Farmers markets
- Individual consumers

Differentiators

- Less than 24 hours out of the water freshness
- Face to face interaction with customers
- Direct delivery from the gulf to your door step

Extras

- Multiple years of networking with fishing captain and on shrimp boats
- Extensive knowledge of seafood type and quality
- Direct hands on experience and transporting seafood

Marketing

- Marketing trips to generate demand and boost customer awareness
- Business cards, promotional flyers
- Shrimp and crawfish boils for promotion and comparison

Start-up Costs

Owner Contribution (Cash only)	$	300,000
Equipment & W/C Loans	$	-
Total Sources	$	300,000
Office equipment	$	3,500
Field equipment	$	38,000
Start up expenses	$	20,500
Working Capital (W/C)	$	238,000
Total Uses	$	300,000

Financials

Revenue	$	260,400	100.0%
COGS	$	116,472	44.7%
Gross Profit	$	137,928	53.0%
Operating Expenses	$	61,104	23.5%
EBITDA	$	76,824	29.5%

LEADERSHIP STATEMENT

CEO:

Matthew is a hard-working, focused and faithful aspiring entrepreneur. He has great networking and communication skills. He is a strong leader who is always willing to put in the effort and go that extra mile to get the job done. He is a detail-oriented individual that focuses on efficiency and possesses the ability to overcome and adapt in any industry or environment. He has experience in multiple fields plus certifications in multiple trades. He exemplifies what it means to be a hard worker by always completing the task at hand in turn producing high-quality results. He is an asset to any company or organization he is a part of.

COO:

Erick understands the necessity of the people as an opportunity for growth. He is bilingual and has many leadership qualities. He has a positive attitude and sense of responsibility that has inspired the trust of people. He is a person that knows, listens and understands people. These skills enable him to give them a voice and help them express their ideas. Erick's 12 years of experience as an interpreter in his job has kept him as a leader in his company. He has been known to build the bond between employers and employees. This is what is needed to grow as a team and a community.

CFO:

Ethan is accountable and hard working. He possesses great leadership skills that consist of love, innovation and integrity. All of these things are important for a leader so that employees and customers know that he is a great person to work for. He has five years of experience in the food industry and was raised learning how to cook quality food. His highest level of education is a high school diploma, but has been taught hands on from family and friends who have attended culinary arts classes and business management. He plans to go to school and follow in their footsteps.

CMO:

Nicholas has good communication skills that allow him to speak well with anyone he works with including his customers. He works well with his employees and knows how to train them to get the job done correctly. He has 14 years of experience in landscaping dating back to his teenage years cutting his parents' grass. He graduated at Bastrop High School. He also has knowledge of small engine repair and maintenance to preserve the quality of lawn equipment.

PRODUCT/SERVICE OFFERING

Hook'd Up Seafood Co. is a wholesale and retail supplier of fresh seafood. We will provide all types of fresh seafood from the Gulf of Mexico. Jumbo shrimp, flounder, redfish, blue crab plus much more. If you can think of any type of gulf seafood, you better believe that we have it. Using custom outfitted trailers with live wells and marine-style coolers, we will be able to maintain the highest level of freshness. Once the product arrives at our Midwest distribution points, it will be delivered to our customers in timely manner. Our main focus will be to market and sale goods in the Midwest region of the United States, specifically starting in Missouri. Our headquarters will be located in Houston, Texas. Our plan is to open and begin doing business in the spring of 2029. We predict shrimp will be our largest generator of revenue accounting for 60% of our total revenue. All other types of seafood will bring an additional 20%. Spices, condiments, prep products, utensils and cutlery will accumulate for 15% of our revenue and our Hook'd Up merchandise will cap off the final 5% of the total revenue.

What we bring to the table for our customers and the general public is our guaranteed fresh gulf seafood. What makes us different from the competition is that we will be specifically focused on tapping into the seafood demand in a region that is land-locked with no direct access to the coastal areas in the United States. This gives us a huge competitive edge and a very large cushion to maximize our profits. Our potential entry barriers consist of obtaining food distribution licensing in all the states that we will be operating in as well as finding adequate insurance for both our business and fleet vehicles.

In the future we hope to expand to as many Midwest states as possible all the while expanding our size of fleet vehicles. Once we are up and fully operational, we look forward to opening up locations on both the East and West Coast. This will allow us to offer more varieties of seafood products such as lobster, tuna, clam, and much more. We will eventually own fishing and shrimp boats to become our own supplier and become a publicly traded company. Our company is committed to our community, employees, and most importantly, our customers. We cast a wide net to catch and offer opportunity to all, because here at Hook'd Up Seafood Co., we aren't just a seafood supplier, we are fishers of men.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Seafood is a $102 billion dollar per year industry with an estimated 1.2 - 2% annual increase. Large suppliers flash freeze and pre-package the majority of their product to be sold at large grocery chains and suppliers, but few businesses focus on quality and freshness, and next to none can claim that their product was alive and still in the water less than 24 hours ago. Texas produces 196 million pounds of shrimp on average every year and with HEB selling jumbo shrimp for $12.97lb. We recognize that the margin for profit is huge with a large surplus in product making this a very lucrative and favorable market and we project it will remain that way for a long time to come.

Competition:

Our direct competition can only be major grocers and fish markets. But if we have to honest we view them not as competition but as potential clients. Our advantage over our competition is direct supply lines to the product, unmatched quality/freshness of product, personal interaction with our customers, and our offering products that are unobtainable in the consumer region. No other seafood distributor can match the quality, price, or shipping time that Hook'd Up Seafood Co. provides.

Differentiation:

We differ from our competition through our ability to truly connect with the consumer. We elevate ourselves to establish a true connection with our clients, customers, and the community. Our aim is to offer an unmatched quality of product paired with a top-notch service experience that they will want to share with everyone, and can't wait to have again. We will outwork the competition, deliver on time every time, and always provide friendly, professional service. Leaving no doubt Hook'd Up Seafood Co. is the best there is no rest

MARKETING STRATEGY

Price:

Our pricing model will be translatable to the market value and demand by the region we are operating in. We expect to be able to add a moderate premium to market price for our services if delivery and preparation. Jumbo gulf shrimp can be acquired off the boat for anywhere between $4.50 and $8.00 a pound and then re-sold for $17.50 - $24 a pound. Our prices will be the limited access to fresh seafood in the target region of business. Our customers will not only accept the increase in price, but will be happy to pay it.

Place:

Our business will be located off of Highway 146 in Kemah, Texas. This is about 25 miles from Galveston. Although we are located in Texas, our primary customers will be located in Midwest states such as Missouri, Iowa, Illinois and Indiana. Our customers will be given a next level experience where it is tailored to feel less like seafood sales and delivery and more like the seafood market just came to you.

Promotion:

Our mobile fish market/delivery truck will give customers a first-hand experience of being able to pick the seafood they want; have it packed and then purchase it onsite. They can also utilize our prep services to prepare their seafood of choice. These services include seasoning, filleting, peeling, heading and de-veining. Prep services will be solicitation by meeting and greeting prospective customers and clients. We will hand out promotional flyers, business cards, use word of mouth and do bi-annual shrimp and crawfish boil to give the community a taste of the difference and quality we offer.

VISION AND OBJECTIVES

Hook'D Up Seafood Company's vision is to provide fresh gulf seafood to the Midwest United States. Seafood supply and availability is limited in our target area. We plan to provide quality products, service, and supply that will be unmatched. In our 20+ years of familiarity of our target area, combined with five years of networking with shrimping and fishing boats in the Kemah and surrounding Galveston area, there is a high potential for profits as well as a huge margin for growth. Our idea is to use custom outfitted trailers to keep our products fresh while transporting them overnight to the specified distribution points. This hotshot-style run allows us to offer a level of freshness and quality that no competitor will be able to match. We plan to launch our operations by purchasing a truck, outfitted trailer and by locking down a fishing boat as our specified supplier. Most seafood suppliers offer flash freezing, pre-packaged, or trucked-in seafood that is potentially days old. We will be able to guarantee that our product has not been out of the water more than 24 hours. To begin, we will utilize one truck and trailer setup and have only one employee.

First Year:

We will focus on building a client base, bringing awareness, marketing our products and services, and focusing on growth while being a self-sustaining business.

Third Year:

Our goal is to acquire a second truck and trailer, begin operating in a second state and add employees potentially doubling our profits.

Fifth Year:

We plan on having a third truck and trailer in a third state, expanding our profits, as well as opening a distribution hub/fish market in St. Louis, Missouri. This will allow us more access to customers while lowering company operating expenses.

Tenth Year:

We plan to have a fleet of trucks and trailers, open locations on the East and West Coast allowing us to offer a wider variety of seafood products. We plan to own our own shrimping and fishing vessels, becoming a more independent supplier.

Philanthropy:

We aspire to open three non-profit organizations, one of which will be ministry. Our company will be a Public Benefits Corporation which donates 10% of our annual profits to local community projects, non-profits, hospitals, and ASPCA. Here at Hook'D Up Seafood Company, we aren't just fish and seafood suppliers we're fishers of men.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month
Sales Revenue	=	$ 17.50	per unit	
Cost of Goods Sold	=	$ 7.00	per unit	1000
Gross Profit	=	$ 10.00	per unit	
GP %	=	57.1%		

Monthly Revenue Model (First)		
Sales Revenue	=	$ 17,500
Cost of Goods Sold	=	$ 7,000
Gross Profit	=	$ 10,000

Revenue Model For One Unit (Second)				
Sales Revenue	=	$ 12.00	per unit	
Cost of Goods Sold	=	$ 9.00	per unit	250
Gross Profit	=	$ 3.00	per unit	
GP %	=	25.0%		

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 3,000
Cost of Goods Sold	=	$ 2,250
Gross Profit	=	$ 750

Revenue Model For One Unit (Third)				
Sales Revenue	=	$ 25.00	per unit	
Cost of Goods Sold	=	$ 9.50	per unit	48
Gross Profit	=	$ 15.50	per unit	
GP %	=	62.0%		

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 1,200
Cost of Goods Sold	=	$ 456
Gross Profit	=	$ 744

Revenue Models Include:

1. Shrimp by the pound
2. Fish by the pound
3. One filet knife

Ask:	Financial advisor and board members

START-UP COSTS

Sources of Capital		
Owner Cash Contributior		$ 300,000
Loan(s)		
Total		$ 300,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 3,500
Field Equipment 2	Loan	$ 8,000
Field Equipment 3	Loan	$ 25,000
Field Equipment 4	Loan	$ 5,000
Field Equipment 5	Loan	
Registration & Permits	W/C	$ 6,000
Insurance Deposit	W/C	$ 2,500
Marketing & Website	W/C	$ 7,000
Inventory/Supplies	W/C	$ 5,000
Working Capital Reserve	W/C	$ 238,000
Total		**$ 300,000**

Monthly Operating Expenses	
Loan Payments	
Advertising/Marketing	$ 2,037
Phone/Internet	$ 350
Rent	
Utilities	
Vehicle Lease or Payments	$ 850
Gasoline	$ 1,280
Vehicle Insurance	$ 250
General Liability Insurance	$ 125
Accounting Tax Preparation	$ 200
Total	**$ 5,092**

Monthly Income Statement (A)		
Revenue	$ 21,700	100.0%
COGS	$ 9,706	44.7%
Gross Profit	$ 11,494	53.0%
Operating Expenses	$ 5,092	23.5%
EBITDA	$ 6,402	29.5%

Yearly Income Statement (A)		
Revenue	$ 260,400	100.0%
COGS	$ 116,472	44.7%
Gross Profit	$ 137,928	53.0%
Operating Expenses	$ 61,104	23.5%
EBITDA	$ 76,824	29.5%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 300,000
Equipment & W/C Loans	$ -
Total Sources	$ 300,000
Office equipment	$ 3,500
Field equipment	$ 38,000
Start up expenses	$ 20,500
Working Capital (W/C)	$ 238,000
Total Uses	$ 300,000