

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

J. Triana, K. Davis, S. Duffy
Kingdom Fencing Restoration & Installation

Prison Entrepreneurship Program
P.O. Box 2767
Houston, TX 77252
(832) 767-0928
www.pep.org

EXECUTIVE SUMMARY – KINGDOM FENCING SERVICES

Opportunity	Purpose	Solution																																															
• Lumber cost and overall cost to install new fence • HOA complaining about deteriorating fences lowering property values • Restoring old wood fences vs. replacing old fences	• • Raise property values • Save customers money by restoring fence instead of replacing fence • Extending the life of existing fence	• • Refurbish, strip, stain and seal old weathered wobbly fences and gates • Unique one day, four-step restoration process																																															
Customers	Differentiators	Extras																																															
• Homeowners in DFW metroplex and surrounding areas • Realtors • Commercial and residential property management	• • Budget friendly unique process that extends the life of customer’s existing fences • Paid referrals • Quality craftsmanship • Industry experience	• • 20 years of carpentry experience • Experienced business owner																																															
Marketing	Start-up Costs	Financials																																															
• Social media • Customer referrals • Google Ads	<table><tr><td>Owner Contribution (Cash only)</td><td>\$</td><td>-</td></tr><tr><td>Equipment & W/C Loans</td><td>\$</td><td>100,000</td></tr><tr><td>Total Sources</td><td>\$</td><td>100,000</td></tr><tr><td colspan="3"> </td></tr><tr><td>Office equipment</td><td>\$</td><td>3,500</td></tr><tr><td>Field equipment</td><td>\$</td><td>50,000</td></tr><tr><td>Start up expenses</td><td>\$</td><td>11,500</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>35,000</td></tr><tr><td>Total Uses</td><td>\$</td><td>100,000</td></tr></table>	Owner Contribution (Cash only)	\$	-	Equipment & W/C Loans	\$	100,000	Total Sources	\$	100,000				Office equipment	\$	3,500	Field equipment	\$	50,000	Start up expenses	\$	11,500	Working Capital (W/C)	\$	35,000	Total Uses	\$	100,000	<table><tr><td>Revenue</td><td>\$</td><td>950,400</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>487,200</td><td>51.3%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>463,200</td><td>48.7%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>93,600</td><td>9.8%</td></tr><tr><td>EBITDA</td><td>\$</td><td>369,600</td><td>38.9%</td></tr></table>	Revenue	\$	950,400	100.0%	COGS	\$	487,200	51.3%	Gross Profit	\$	463,200	48.7%	Operating Expenses	\$	93,600	9.8%	EBITDA	\$	369,600	38.9%
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PERSONAL FIT

I was born and raised in Zacatecas, Mexico until I was 14 years old. I went to school there through the ninth grade and then I moved to Fort Worth, Texas. I started school there and made it through the 10th grade and dropped out. I wasn't the smartest kid in school but I did good. I am the fifth child of seven. We all grew up together with both our parents present. I started to work when I was 17 and also committed my first crime of DWI at this age. I have been in jail about six different times and in most of them alcohol was involved. I started to drink at an early age. I thought it was normal at that time. My third DWI lead me to prison with a two-year sentence. I still have one more year to go and it has not been a really good experience. This has triggered a decision to stop drinking and make a change in my life. One of my goals in life is not to drink ever again. I have remained sober for over three years. I left my parent's house when I was 19 and I had my first child at the age of 20. I have been self-employed as an interior carpenter since the age of 21. Within seven years my business had grown to 10-15 employees.

I know some things about having a business and I know what it is like to lose it all. My experience makes me trustworthy with investment capital. I want to learn as much as possible to prepare me to grow an even bigger and better business than before. In the future, I would like to invest in real estate.

I will be released to the Fort Worth area by June 2027.

LEADERSHIP STATEMENT

CEO/COO:

J. Triana has 20 years of experience owning and managing a small interior carpentry business. As a leader he likes to keep it organized. He is recognized for delivering a high-quality work exceeding cliental expectations. He also has trained his team to deliver quality services, which contribute to the increase of his business.

CFO:

K. Davis is a highly driven individual with five years of experience in the construction industry. His exceptional leadership skills consist of fairness, perseverance, judgment and perspective. He is recognized as a strong leader that can organizer group activities, encourage individuals and groups to get things done efficiently. His educational background includes two associate's degrees; one in accounting and another in construction management. He also has certifications in OSHA-30, occupational skills in construction management, EPA Universal and was even nominated to the National Society of Leadership and Success. He has a can-do attitude, extensive problem solving, outstanding relationship building with contractors and customers. He has proved to be a skilled and successful role model through mentoring, hiring, training and reducing cost by working efficiently.

CMO:

S. Duffy is a dedicated and highly motivated individual who is passionate in everything that he does. He has six years of experience as a personal trainer and is certified in strength conditioning and nutrition coaching with the International Sports Science Association. He is a strong leader who has a no-quit attitude that will effectively execute a plethora of skills who will exceed expectations.



PRODUCT/SERVICE OFFERING

Kingdom Fencing Services is a fence restoration and fence installation service company that will launch in the spring of 2027 in the DFW metroplex. We will be a customer focused, value oriented and a quality craftsmanship minded family business. Our goal is to give our customer's home that eyepopping curb appeal and added home value through our fence restoration services. The restoration of wood fencing will account for 90% of our total revenue. An additional 5% of our revenue will come from the construction of decks, jungle gyms and clubhouses. The remaining 5% of our revenue will be generated through the restoration of chain linked, barbed wire and pipe fencing.

Our unique one-day, four-step restoration process will restore, strip, stain and seal wooden privacy fences and their rickety off-kilter gates. Our service will be a cost-effective solution to our budget conscious customers that prefer the savings experienced through restoration over the high price of a new fence installation. Our services will not only add value to our customers property, but also the eye-popping curb appeal that they are all looking for. In the future, we plan to be the one-stop-shop that will handle all of your fencing and outdoor backyard needs. We will focus our advertising efforts towards residential homeowners which will include signage with QR codes, vehicle wraps and a website that will include before and after photos.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The fencing industry is a \$9.5 billion per year industry in the United States. The average cost to replace a wooden privacy fence is \$9,000 to \$15,000. There are over three million residential homes in the DFW metroplex, and 70% of these homes have a wooden privacy fence. That number is growing along with the strong economic growth in North Texas. All of these factors make affording a new privacy fence daunting. This creates a market opportunity for our company in fence restoration. We offer budget-friendly restoration instead of budget-busting, wood wasting new fence installation.

Competition:

Our competitors in the market are limited to a couple of small companies who do not have a specialized process, marketing strategy, brand awareness or competitive advantage. Kingdom Fencing Services will focus our efforts on middle- and upper-class residential homeowners looking to extend the life of their fence while having security, added home value and curb appeal with a warranty. All of this at 25% of the cost of new fence installation.

Differentiation:

Our unique one day, four step process is our largest difference. Our five core values, mission statement and vision are a synergy that will set us apart from our competition in a way that our customers will easily recognize and value.

MARKETING STRATEGY

Price:

Our unique one day, four-step restoration process will cost \$15 per linear foot. Our average linear feet will be 180 feet bringing in \$2,700 per job for our first crew. Our average linear feet will be the same 180 feet bringing in \$2,700 per job for our second crew as well. This is based on the height and detail of the fence. We will have two fence crews. We will also have an HOA rescue package which will start at \$3,000. We will have a market presence and make-ready package for renters, turn-key investors and commercial management companies.

Place:

We will be servicing the entire DFW metroplex and surrounding areas. However, our main target customers and demographic will be Dallas County, Collin County and Denton County for the first 12-18 months.

Promotion:

We plan to utilize virtually free and mixed model promotions to develop strategic relationships with realtors, HOAs, turnkey investors, commercial management companies and similar pro-services companies. We will utilize Facebook, TikTok, X, YouTube and our company website to post before and after project pictures and videos. We will also have a strong presence on sites like Angie's List, Task Rabbit, Thumbtack and Google Ads. We will also use flyers, yard signs and vehicles that are wrapped in vinyl.

VISION AND OBJECTIVES

At Kingdom Fencing Services, our vision is to become the #1 fencing company in North Texas. We believe that our core business values coupled with our innovation will give us a competitive advantage.

First Year:

Our year one, phase one will be focused on building brand awareness, growing strategic business relationships and developing a strong sales model. We will also fine tune our unique one day, four step restoration process.

Third Year:

Our year three, phase two will be about expansion and partnerships. Our goal is to staff six full time restoration teams using alumni from the Prison Entrepreneurship Program, two new install teams and four repair teams that will focus on general and storm damage, as well as our specialized HOA rescue service.

Fifth Year:

Our year five, phase three objective is to have our brand poised above all DFW fencing companies in customer ratings and satisfaction. We will be opening satellite offices statewide in strategic markets with add-on services. These services will include restoration, repair, installation of pipe, barbed wire, cyclone fencing for ranchers, as well as farms and game hunting properties.

Philanthropy:

Kingdom Fencing Services is a Christ-centered company staffed and operated by servant-leaders, kingdom men and kingdom men in training. We will have an active ministry at rehabs, shelters, county jails and Texas prisons. We will plan on operating a discipleship program from our own transitional house. We also plan to deploy a street team that will actively minister in the streets of the Dallas-Fort Worth area.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 2,700.00	per unit		Sales Revenue	=	\$ 21,600	
Cost of Goods Sold	=	\$ 1,450.00	per unit	8	Cost of Goods Sold	=	\$ 11,600	
Gross Profit	=	\$ 1,250.00	per unit		Gross Profit	=	\$ 10,000	
GP %	=	46.3%						
Revenue Model For One Unit (Second)				Units Sold Each Month	Monthly Revenue Model (Second)			
Sales Revenue	=	\$ 2,700.00	per unit		Sales Revenue	=	\$ 21,600	
Cost of Goods Sold	=	\$ 1,450.00	per unit	8	Cost of Goods Sold	=	\$ 11,600	
Gross Profit	=	\$ 1,250.00	per unit		Gross Profit	=	\$ 10,000	
GP %	=	46.3%						
Revenue Model For One Unit (Third)				Units Sold Each Month	Monthly Revenue Model (Third)			
Sales Revenue	=	\$ 3,000.00	per unit		Sales Revenue	=	\$ 36,000	
Cost of Goods Sold	=	\$ 1,450.00	per unit	12	Cost of Goods Sold	=	\$ 17,400	
Gross Profit	=	\$ 1,550.00	per unit		Gross Profit	=	\$ 18,600	
GP %	=	51.7%						

Revenue Models Include:	
	1. One day four step restoration process (crew 1)
	2. One day four step restoration process (crew 2)
	3. HOA Rescue service

Ask:	100k at 15% interest in a 5-year period
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Draft for Business Plan Advisor

Sources of Capital		
Owner Cash Contribution		\$ -
Loan(s)		\$ 100,000
Total		\$ 100,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	\$ 3,500
Field Equipment 2	Loan	\$ 5,000
Field Equipment 3	Loan	\$ 5,000
Field Equipment 4	Loan	\$ 15,000
Field Equipment 5	Loan	\$ 25,000
Registration & Permits	W/C	\$ 500
Insurance Deposit	W/C	\$ 7,000
Marketing & Website	W/C	\$ 2,000
Inventory/Supplies	W/C	\$ 2,000
Working Capital Reserve	W/C	\$ 35,000
Total		\$ 100,000

Monthly Operating Expenses (overhead)		
Loan Payments		\$ 2,500
Advertising/Marketing		\$ 1,000
Phone/Internet		\$ 200
Rent		\$ 1,000
Utilities		\$ 250
Vehicle Lease or Payments		\$ 1,000
Gasoline		\$ 600
Vehicle Insurance		\$ 500
General Liability Insurance		\$ 500
Accounting Tax Preparation		\$ 250
Total		\$ 7,800

Monthly Income Statement (A)		
Revenue	\$ 79,200	100.0%
COGS	\$ 40,600	51.3%
Gross Profit	\$ 38,600	48.7%
Operating Expenses	\$ 7,800	9.8%
EBITDA	\$ 30,800	38.9%

Yearly Income Statement (A)		
Revenue	\$ 950,400	100.0%
COGS	\$ 487,200	51.3%
Gross Profit	\$ 463,200	48.7%
Operating Expenses	\$ 93,600	9.8%
EBITDA	\$ 369,600	38.9%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	\$ -
Equipment & W/C Loans	\$ 100,000
Total Sources	\$ 100,000

Office equipment	\$ 3,500
Field equipment	\$ 50,000
Start up expenses	\$ 11,500
Working Capital (W/C)	\$ 35,000
Total Uses	\$ 100,000

QUESTIONS FROM WORKSHOP

- What is the current product offering pricing and competition in the DFW metroplex area for my service offering?
- Where are they focusing their best efforts?
- What should I charge for my restoration product? By the linear feet or by the total 4-step process or a combination of both? I am currently thinking between \$10-\$15 per linear foot for the full restore, setup, stain and seal process.
- I want to scale up from one truck or van after the first month. What type of growth should I attain before scaling upward?
- If I were interested in funding with a temporary stake in my company, how much should I borrow at what percent rate and for how long and what percent stake should I offer and for what amount of time?

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

RÉSUMÉS

Jose Triana
211 Prival Rd. 4376
Decatur, TX 76234
(317) 294-2423 / Trianasinterior@yahoo.com

Professional Experience

Interior Carpentry

Ryland Homes and Pulte Home Builders

- Responsible for the manufacturing of cabinets for new construction homes
- Constructed staircases
- Install the trim work throughout the entire house
- Install doors and trim around them

Skills

- | | |
|------------------------|---------------------|
| • Read blueprints | • Trim installer |
| • Manufacture cabinets | • Door installer |
| • Wood worker | • Business owner |
| • Problem solver | • Good communicator |

Education

Wood working apprenticeship

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.

Keith Davis
1100 Hwy. 1807
Venus, TX 76084
(504) 655-0685 / daviskeith549@gmail.com

Professional Experience

Maintenance Engineer

Marriott DFW

May 2024 – May 2025

- Maintain life safety systems
- Building equipment
- Provide high quality building standards

Maintenance Engineer

Courtyard by Marriott - Allen

July 2022 – May 2024

- Performed quality checks on building systems
- Service and repair on HVAC and electrical
- Inventory and organize tools and supplies
- Monitor life safety and suppression systems

Skills

- Leadership and management
- HVAC
- Plan and drawing readings
- Power and hand tools
- Microsoft Office
- OSHA-30 construction
- Level 2 construction management
- Construction estimation
- Electrical

Education

Collin College

January 2024 – May 2025

Construction Management Associates

Dallas College

August 2019 – May 2021

Accounting Associates Degree

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Stephen Duffy
1101 Del Monte Dr.
El Paso, TX 79915
(915) 244-5893 / SteveDuffy915@gmail.com

Professional Experience

Advertising & Marketing

Lonestar Investments

June 2012 – Present

- Putting out advertisements for real estate and distributing publications throughout the city at various locations as well as maintaining publications to remain stocked up in high traffic areas

Cook/Head Chef

Jaxon's Restaurant

November 2004 – June 2012

- Experienced cook with a demonstrated history of excellence in culinary arts and kitchen management
- Proficient in preparing and presenting high – quality dishes, managing kitchen staff and ensuring food safety and sanitation

Salesman

Wherehous Music

March 2000 – November 2005

- Responsible for selling music and merchandise, stocking CD's and vinyl records and albums, collectibles as well as the sale of ticket master events
- Dedicated and experienced retail customer service with a proven track record of providing exceptional customer service and efficiently handling transactions

Skills

- Construction and electrical certified NCCER
- Strength training and nutrition certified through ISSA
- Certification acquired as a bartender with Liquid Phunk School of Bartending

Education

International Sports Science Association

August 2019 – September 2020

Personal trainer, strength and conditioning and nutrition coaching classes

El Paso Community College

January 2016 – August 2018

Radio, television and broadcast journalism – bachelor's degree

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