

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

R. Kirby, M. Anthony, D. McBride
Kirby Transport

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

EXECUTIVE SUMMARY – KIRBY TRANSPORT

Opportunity	Purpose	Solution																																															
- There are not enough experienced hotshot owner operators in the industry - Multi-million-dollar industry - Able to cut down the fatality rates with our experienced employees	- Offer reliable transportation services - To become number one in the hotshot industry - Become industry recognized for proper transportation and excellent customer service	- Execute with everything we do - Strive to achieve excellence and stand behind everything we do - Innovation																																															
Customers	Differentiators	Extras																																															
- Construction - Oilfield equipment - Industrial shippers/heavy equipment and all cargo freight	- Have a perfect safety record - Never had a damaged or late load - We will offer priority to our repeated commercial clients	17 years of experience - Variety of dedicated customers we can haul for - Have the right equipment to do any job																																															
Marketing	Start-up Costs	Financials																																															
- Direct customer relationships/contracts - Register with major load boards - Facebook, Google, websites and word of mouth - Company logo on every truck	<table><tr><td>Owner Contribution (Cash only)</td><td>\$</td><td>20,000</td></tr><tr><td>Equipment & W/C Loans</td><td>\$</td><td>100,000</td></tr><tr><td>Total Sources</td><td>\$</td><td>120,000</td></tr><tr><td colspan="3"> </td></tr><tr><td>Office equipment</td><td>\$</td><td>-</td></tr><tr><td>Field equipment</td><td>\$</td><td>65,000</td></tr><tr><td>Start up expenses</td><td>\$</td><td>13,720</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>41,280</td></tr><tr><td>Total Uses</td><td>\$</td><td>120,000</td></tr></table>	Owner Contribution (Cash only)	\$	20,000	Equipment & W/C Loans	\$	100,000	Total Sources	\$	120,000				Office equipment	\$	-	Field equipment	\$	65,000	Start up expenses	\$	13,720	Working Capital (W/C)	\$	41,280	Total Uses	\$	120,000	<table><tr><td>Revenue</td><td>\$</td><td>420,000</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>48,000</td><td>11.4%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>372,000</td><td>88.6%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>104,640</td><td>24.9%</td></tr><tr><td>EBITDA</td><td>\$</td><td>267,360</td><td>63.7%</td></tr></table>	Revenue	\$	420,000	100.0%	COGS	\$	48,000	11.4%	Gross Profit	\$	372,000	88.6%	Operating Expenses	\$	104,640	24.9%	EBITDA	\$	267,360	63.7%
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PERSONAL FIT

My name is Russell Kirby and I was born November 8, 1990. I was raised in Tyler, Texas. I have two great parents and two amazing siblings. We had an outstanding upbringing. I was involved in sports and rodeoing growing up. To be honest, school wasn't my forte and I did just enough to get by until my senior year of high school and then I dropped out. I ended up going to the oilfield for almost two years until I obtained my CDC. I moved out of my parent's house at the age of 19 once I had some money saved. The reason I made this decision in life was because I thought it was the responsible thing to do as a young man. Having my own place and bank account was a huge sense of accomplishment for me. I started working at the age of 14 on our family farm, and spent summers going to work with my father learning the ins and outs of the trucking oil/gas industry. The person I used to be was very immature, confused, and angry. My anger and not knowing how to let it out constructively lead me to catching my first assault case at the age of 16. My mother and father were a great support system so they decided to get me the best attorney to make it disappear but that taught me nothing. I spent the early part of my 20s fighting, thinking I had something to prove to people which lead me to my first felony assault at the age of 26. I was sentenced to two years. Fast forward some; in April of 2024, I received an aggravated assault with a deadly weapon charge which landed me back in prison with a four-year sentence. The biggest change in my life right now is being sober for over two years. Being sober has allowed me to have a completely new purpose and outlook on life. I've been tired of selling myself short of the life I deserve. Today, I know my worth and what I want in life thanks to PEP, my family, and Bryan Harris who continues to help me grow daily and be better than the man I was yesterday. When it comes to finances, I believe my banking history speaks for itself in regards to loans and being trusted. I believe that my professional relationships, financial history and my sobriety show my trustworthiness. I have a can and will do attitude with 17 years of experience in the trucking industry. I'm a very organized and detailed-oriented person and carry myself as such. I come from a long line of business owners in my family and believe with the hands-on experience I have from them growing up, I'm very capable of running my own trucking company. I plan on having Kirby Transport established and running within the first six months of my release with the help of a few family members. I will be released to Tyler, Texas in May of 2028.

LEADERSHIP STATEMENT

CEO/COO:

R. Kirby is a highly motivated and passionate individual who has over 17 years of experience in the trucking industry. He has hauled everything you can possibly think of. He holds a Class-A commercial driver's license with a tanker and hazmat endorsement. He is recognized as a strong leader who exceeds customer's expectations. He carries a can and will-do attitude as well as problem solving skills. No task is too big or too small. He is a very detailed-oriented and organized individual who carries himself in such manner.

CFO:

M. Anthony has 15 years of experience starting and running landscape companies. He has overseen crews of two to four people on a day to day basis. He has great leadership qualities and organizational skills. After graduating high school and starting the landscape company, he completed a small engine course and has spent 10 years of mechanic work on farm and roadwork equipment as well as automotive.

CMO:

D. McBride is a very dependable hard worker. He knows how to get the job done and is a man of many skills. He also possesses a great work ethic with his team members. He also has a certification in telecommunications technology. He knows how to fix and install CAT5 and CAT6 for high speed internet. He also is not scared to ask for help and is open to learn anything he possibly can.



PRODUCT/SERVICE OFFERING

Kirby Transport is a family-owned hotshot trucking company that will be based out of Tyler, Texas. We will be committed to serving the trucking industry as well as our customers to the best of our ability. With over 17 years of experience in the industry we have the knowledge to provide our customers with the best possible service along with unbelievable rates that will be made possible through our efficiency and expertise. Our hotshot services will make up 100% of our total revenue. Our target customers will be various oilfield companies that needed their equipment on location yesterday. We plan to be open for business and operational by the summer of 2028. We will have all of our rigs, drivers and logs up to date with all inspections and permitting required to operate not only legally, but safely as well. We plan to be able to respond rapidly to all of our customer's needs through our dispatch that will be available 24/7. We plan to develop a close working relationship with all of our clientele.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Our market is the transportation industry. Specifically, we will specialize in hotshot expedited freight transportation. Our loads will consist of oilfield tools, hazmat chemicals, storage containers, heavy equipment and basic freight.

Competition:

Our biggest direct competitor will be southern transport and local owner operators. Our indirect competition will be hotshot companies from the Dallas and Houston regions.

Differentiation:

Our plan to differentiate is by being reliable, responsive, flexible and most importantly personal. When a customer calls, they won't have to go through multiple departments like at large companies. They will have direct communication with the person handling their load. We will pride ourselves on reliability rather than simply being the cheaper company.

MARKETING STRATEGY

Price:

Our standard pricing is based on an industry average of \$3.50 per mile and 500 miles per day. That rate may fluctuate with the cost of fuel. Some loads won't be standard deliveries so they will be priced depending on the mileage needed to deliver. Rates may change to reflect major increases in market standards and product demands.

Place:

We will be based out of Tyler, Texas and operate in 500-mile radius around our headquarters. We will consider opening a West Texas hub but not until we have established a successful operation in the Tyler area.

Promotion:

Our promotions will consist of word of mouth advertising but most of our work will come from dispatching services and load board companies. We will promote our brand through Facebook and other social media platforms.

VISION AND OBJECTIVES

Our goal here at Kirby Transport is to be one of the industries #1 hotshot trucking companies. Based out of Tyler, Texas. With our 17 years of experience in the industry, we understand why a load is time sensitive. We pride ourselves on customer service and going above and beyond for them. We specialize in hotshot and expedited cargo freight transportation.

First Year:

We will focus on building long term direct relationships throughout the trucking industry and establish Kirby Transport as a name companies can call when they want the job done quickly and professionally.

Third Year:

We hope to have added another truck and trailer which will double our sales revenue. We will also have our own personal bookkeeper.

Fifth Year:

We plan on having up to four trucks running around the block, our own personal dedicated dispatcher who will be available 24/7 to answer all of our customer's calls, and we plan on having our own coffee shop with our own personal mechanic to do all in-house maintenance.

Tenth Year:

Our hopes are to have a coffee shop out in West Texas to take advantage of the oil and gas boom, serving various oilfield companies in that area along with an additional five trucks and trailers.

Philanthropy:

Here at Kirby Transport, we will be a part of the Sharron Shriners organization, donating a small percentage of our revenue annually. We also plan on donating 1,000 hams and turkeys to the Red Cross Foundation every Thanksgiving and Christmas for less fortunate families.

FINANCIAL SUMMARY

Input					Calculation			
Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 1,750.00	per unit		Sales Revenue	=	\$ 35,000	
Cost of Goods Sold		\$ 200.00	per unit		Cost of Goods Sold		\$ 4,000	
Gross Profit		\$ 1,550.00	per unit		Gross Profit		\$ 31,000	
GP %	=	88.6%						
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. Average of 500 load miles a day at a price of \$3.50 per mile.
- 2
- 3

Ask: \$100k at 15% over a 3-year period.

Draft for Business Plan Advisor

Sources of Capital		
Owner Cash Contribution		\$ 20,000
Loan(s)		\$ 100,000
Total		\$ 120,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	\$ -
Field Equipment 2	Loan	\$ 50,000
Field Equipment 3	Loan	\$ 15,000
Field Equipment 4	Loan	\$ -
Field Equipment 5	Loan	\$ -
Registration & Permits	W/C	\$ 2,000
Insurance Deposit	W/C	\$ 10,000
Marketing & Website	W/C	\$ 620
Inventory/Supplies	W/C	\$ 1,100
Working Capital Reserve	W/C	\$ 41,280
Total		\$ 120,000

Monthly Operating Expenses	
Loan Payments	\$ 2,500
Advertising/Marketing	\$ 620
Phone/Internet	\$ 150
Rent	\$ -
Utilities	\$ -
Vehicle Lease or Payments	\$ 1,000
Gasoline	\$ 3,400
Vehicle Insurance	\$ 250
General Liability Insurance	\$ 300
Accounting Tax Preparation	\$ 500
Total	\$ 8,720

Monthly Income Statement (A)		
Revenue	\$ 35,000	100.0%
COGS	\$ 4,000	11.4%
Gross Profit	\$ 31,000	88.6%
Operating Expenses	\$ 8,720	24.9%
EBITDA	\$ 22,280	63.7%

Yearly Income Statement (A)		
Revenue	\$ 420,000	100.0%
COGS	\$ 48,000	11.4%
Gross Profit	\$ 372,000	88.6%
Operating Expenses	\$ 104,640	24.9%
EBITDA	\$ 267,360	63.7%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	\$ 20,000
Equipment & W/C Loans	\$ 100,000
Total Sources	\$ 120,000
Office equipment	\$ -
Field equipment	\$ 65,000
Start up expenses	\$ 13,720
Working Capital (W/C)	\$ 41,280
Total Uses	\$ 120,000

QUESTIONS FROM WORKSHOP

- What are other hotshot companies marketing strategies?
- What is the current cost of advertisement on Facebook, Instagram and TikTok?
- How much does it cost to create a website?
- What is the average demand for hotshot transport company in Texas?
- What is the current per mile average in the hotshot trucking industry?
- What are the best ways to finance new, high-end equipment?
- Are there alternate routes to raise start-up capital other than personal savings and loans?

ASK: We are asking for a \$100k loan to be paid back at 15% interest over a 3-year period.

RÉSUMÉS

Russell Kirby
1100 Hwy. 1807
Venus, TX 76084
(903) 343-5594 / TuckerKirby92@yahoo.com

Professional Experience

Truck Driver

Massey Motor Freight

March 2019 – April 2024

- Responsible for maintaining proper hauling procedures, transporting commodities in a safe and efficient manner

Truck Driver

Axis Transport

August 2011 – November 2017

- Responsible for fuel transports from refinery to airports
- Loading and unloading
- Vehicle and trailer inspections
- Maintain all safety and compliance regulations
- Stay up to date and registered with all HAZMAT endorsements on licenses

Truck Driver

Bayou Petrol

May 2010 – August 2011

- Fuel transports from refinery to airport
- Proper loading and unloading procedures
- Maintaining truck and trailer inspections
- Keeping up to date on all HAZMAT and safety endorsements

Skills

- Class-A CDL
- HAZMAT and tanker endorsements
- OSHA safety trained forklift operator
- 17 years spent in the trucking industry

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.

Matthew Anthony

Draft for Business Plan Advisor

5718 Summerfest Rd.
San Antonio, TX 78244
(830) 391-7361

Professional Experience

Valet Parking Attendant

Mile High Valet Service

June 1997 – February 1999

- Parking vehicles
- Customer relations
- Cashier parking booth attendant

Line Cook/Dishwasher

Kettle Restaurant

January 1999 – March 2000

- Dish washer
- Line cook
- Food prep
- Freezer inventory

Courier service

San Antonio area sub-contractor

March 2000 – March 2004

- Pick up and deliver small parcels
- Short trip courier

Skills

- Landscape designs
- Deck building
- Small engine repair
- Windshield replacement
- Autobody repair
- Motor swapping
- Fence building

Education

High School Graduate

Small Engine Repair Course

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

Dakota McBride

Draft for Business Plan Advisor

Fort Worth, TX

Professional Experience

General Laborer

Remis America

- Stripping aluminum
- Keeping the work area clean

Skills

- Aluminum cleaner
- Strong work ethic
- Hard worker

Education

Telecommunications Technology Certified

Copper Wiring Specialist Certified

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