

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

J. Cardenas, R. Medina
Nostalgic Estate Solutions

Prison Entrepreneurship Program
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EXECUTIVE SUMMARY – NOSTALGIC ESTATE SOLUTIONS

Opportunity	Purpose	Solution																																												
- Families needing to liquidate their family member’s estates who have passed on - These estates are usually older and need to be renovated prior to being sold	Help the families we serve to liquidate their loved one’s estates	- Host public estate sales - Have a team of contractors to renovate the estate prior to the sale of the property																																												
Customers	Differentiators	Extras																																												
Executors of an estate	- Provide contractors to renovate the property - Licensed realtors to help sale the home - A team of investors that will be able to make cash offers for the property	- Managed over 100 estate sales - Have experience in the remodel and renovation residential properties																																												
Marketing	Start-up Costs	Financials																																												
- Market through estate attorneys and planners - By creating content for various social media platforms	<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>20,000</td></tr><tr><td>Total Sources</td><td>\$</td><td>40,000</td></tr><tr><td>Office equipment</td><td>\$</td><td>-</td></tr><tr><td>Field equipment</td><td>\$</td><td>10,000</td></tr><tr><td>Start up expenses</td><td>\$</td><td>12,500</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>17,500</td></tr><tr><td>Total Uses</td><td>\$</td><td>40,000</td></tr></table>	Owner Contribution (Cash only)	\$	20,000	Equipment & W/C Loans	\$	20,000	Total Sources	\$	40,000	Office equipment	\$	-	Field equipment	\$	10,000	Start up expenses	\$	12,500	Working Capital (W/C)	\$	17,500	Total Uses	\$	40,000	<table><tr><td>Revenue</td><td>\$</td><td>456,000</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>144,000</td><td>31.6%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>312,000</td><td>68.4%</td></tr><tr><td>Operating Expenses</td><td>\$</td><td>19,200</td><td>4.2%</td></tr><tr><td>EBITDA</td><td>\$</td><td>292,800</td><td>64.2%</td></tr></table>	Revenue	\$	456,000	100.0%	COGS	\$	144,000	31.6%	Gross Profit	\$	312,000	68.4%	Operating Expenses	\$	19,200	4.2%	EBITDA	\$	292,800	64.2%
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PERSONAL FIT

I was born and raised in San Antonio, Texas. Growing up, I had both of my parents and one amazing sister. I was raised in a loving home where I was taught many things including respect and discipline. I did well in school and maintained a B average throughout my years in high school.

After graduating, I started hanging out with the wrong crowd and got involved with drugs and alcohol. I was working at a carwash during this time but eventually lost the job due to poor decisions shortly after I moved out of my parent's house. At the age of 23, I was involved in an incident with a firearm and I was charged with manslaughter for recklessly shooting my best friend. I was sentenced to 12 years in prison and I served seven of those years. I stayed out of trouble for seven years after my release, but eventually got involved with drugs again. I was soon arrested on robbery charges and sentenced to four years in prison.

During my years of incarceration, I worked on my character by reading books, meditating, praying, exercising and getting close to God. I realize now that as long as I am sober that I have a lot going for myself. I currently have a good relationship with my family and look forward to being in my kid's lives. I have decided that I am done with drugs and alcohol and will do everything in my power to stay sober.

I believe that the changes I have made combined with my salesmanship and my passion for business will enable me to become a successful entrepreneur. There is nothing I can do to change my past, but I can do everything in my power to make sure that I make wise decisions every day from now on. This will hopefully put me in a position where people will trust me. It is my dream to work for myself and I plan to put in the effort to make it happen.

I will be released to Dallas, Texas in the month of October 2027.

LEADERSHIP STATEMENT

CEO/COO/CFO:

J. Cardenas possesses a strong sales background and entrepreneurial spirit with over 25 years of experience owning and managing several businesses. He started his own business in 2001 selling sports cards on eBay and over the years maintained several profitable E-commerce accounts. He also has over five years of experience working with real estate investors flipping houses and running an estate liquidation business. Throughout his career, he has developed his management and leadership skills that allow him to thrive in any business.

CMO: R. Medina has over 15 years of construction experience. This experience includes pipefitting, welding, fabricating and most of all electrical. He is a journeyman electrician who has been established as a foreman. He is very capable of planning and executing various high caliber construction projects whether the job be residential, commercial or industrial. With a national certificate in masonry and electrical, he is working on his master electrician license to be able to pull permits. He also has numerous years in hotel and resort experience that includes restaurant management, security management and catering. These experiences throughout his life shall be key to his business plan of having a small resort.



PRODUCT/SERVICE OFFERING

Nostalgic Estate Solutions is a company based in San Antonio, Texas that focuses on assisting families with estate, liquidations and home renovations. We will begin by meeting with the family and evaluating the property to determine how exactly we can help. Once it is decided that we are going to host an estate sale, we sign a contract and set a date for the sale. Initially, we have a team go in, clean-up, organize, price all items, and set the contents of the home to resemble a store with items for sale displayed on our tables.

We cover initial clean-up fees which are reimbursed by the families once the sale is over. If we happen to find rare antiques or collectibles, we may bring in experts help for pricing. After everything is set up, now it's time for the big event, a three-day public estate sale in which we sell everything in the home. Following the sale, we do a detailed clean-up and donate any remaining items to a place of the family's choosing. For the service of performing an estate sale, we typically charge a commission of 40% on all items sold. This is the core of our business and accounts for around 70% of all revenue.

If the goal is to also sell the property, we offer additional services that set us apart from traditional estate sale companies. These services include providing contractors to perform renovations that focus on increasing the value of the property before putting on the market. Once the property is ready to be sold, we will provide the real estate agent with the help to sell it. We can also supply investors that can make cash offers and close quickly. These services will account for approximately 30% of all revenue but we look to expand this part of the business in the future. Ultimately, our goal is to truly help families through the entire liquidation process one property at a time.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The estate sale industry is a huge market with low entry and exit barriers. While the market is very fragmented and spread out, the customer base is loyal and thriving. Our strategy and branding applications will make our profit in this market very promising.

Competition:

Our direct competitors will consist of other estate sale companies; however, with such a strong customer base in the market, there should be enough for everyone. Our indirect competitors will be resale shops and thrift stores that are donated and purchased from estate sales.

Differentiation:

While most estate sales companies focus on liquidating the items in the home, Nostalgia Estate Solutions will focus on the whole home. We will maintain a network of contractors and real estate agents so that the client can focus their attention on selling the home once the items have been sold.

MARKETING STRATEGY

Price:

We will charge a 40% commission on all items sold at an estate sale. Our client will not need to come out of pocket for our services. Any charges incurred will be taken from the proceeds of the estate sale. Average revenue for estate sales will be \$8,000. All renovations that we perform will be priced by the project and can also be paid from the estate proceeds. Renovation fees will average \$2,000. Real estate agent referrals will be \$1,000.

Place:

Nostalgia Estate Solutions will service the Greater San Antonio area. Each week, we will be at a different property hosting an estate sale. Our customers will come from all over the city as there is a huge community of people who attend estate sales.

Promotion:

We will be reaching our estate clients by building a network of professionals that work with individuals that may need our services. These professions include estate attorneys, real estate agents and medical professionals working in the senior living industry. We plan to form vital partnerships with assisted living communities to help facilitate the liquidation of assets to those clients needing our services. This will be done by attending conferences and managing our LinkedIn profile. We also plan to reach customers by building a following on our Facebook Marketplace page, where we will post upcoming estate sale information as well as items that need to be sold. This content will also be shared on all other social media platforms so that we can maximize our customer base, bringing in more revenue for our clients and us.

VISION AND OBJECTIVES

Our vision at Nostalgic Estate Solutions is to be more than just an average estate sale company. We want to help families navigate through the entire process, from liquidating the items in the home, to helping sell the residence as well. To do this, we will be utilizing our 10 years of experience in the industry as well as having a strong network of contractors, agents, and investors.

First Year:

We will focus building relationships with real estate agents, estate attorneys, and other estate companies. We will use this time to market our business by campaigning through social media platforms. We also plan to host a few successful estate sales allowing us to leverage that success into obtaining more business.

Third Year:

By this time, we will have formed exclusive partnerships with real estate companies and estate attorneys. We plan to be liquidating, renovating, and reselling two to three properties a month.

Fifth Year:

In our fifth year, we aim to be one of the top liquidation companies in San Antonio. We plan to be averaging five to seven properties a month.

Tenth Year:

We will expand to the Greater Austin area hiring a few more employees and investing in acquiring properties of our own to renovate and resell.

Philanthropy:

We plan to help out low-income families by donating any remaining items left over from an estate sale.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 8,000.00	per unit		Sales Revenue	=	\$ 32,000	
Cost of Goods Sold	=	\$ 3,000.00	per unit	4	Cost of Goods Sold	=	\$ 12,000	
Gross Profit	=	\$ 5,000.00	per unit		Gross Profit	=	\$ 20,000	
GP %	=	62.5%						
Revenue Model For One Unit (Second)					Monthly Revenue Model (Second)			
Sales Revenue	=	\$ 2,000.00	per unit		Sales Revenue	=	\$ 4,000	
Cost of Goods Sold	=	\$ -	per unit	2	Cost of Goods Sold	=	\$ -	
Gross Profit	=	\$ 2,000.00	per unit		Gross Profit	=	\$ 4,000	
GP %	=	100.0%						
Revenue Model For One Unit (Third)					Monthly Revenue Model (Third)			
Sales Revenue	=	\$ 1,000.00	per unit		Sales Revenue	=	\$ 2,000	
Cost of Goods Sold	=	\$ -	per unit	2	Cost of Goods Sold	=	\$ -	
Gross Profit	=	\$ 1,000.00	per unit		Gross Profit	=	\$ 2,000	
GP %	=	100.0%						

Revenue Models Include:

1. Average sales revenue per estate sale
2. Renovation referral
3. Real estate agent referral

Ask: \$20,000 at 15% interest over a 2-year period

Draft for Business Plan Advisor

Sources of Capital		
Owner Cash Contribution		\$ 20,000
Loan(s)		\$ 20,000
Total		\$ 40,000

Uses of Capital	From	
Computer/Printer/Desktop	Loan	\$ -
Field Equipment 2	Loan	\$ 10,000
Field Equipment 3	Loan	\$ -
Field Equipment 4	Loan	\$ -
Field Equipment 5	Loan	\$ -
Registration & Permits	W/C	\$ -
Insurance Deposit	W/C	\$ 500
Marketing & Website	W/C	\$ 5,000
Inventory/Supplies	W/C	\$ 7,000
Working Capital Reserve	W/C	\$ 17,500
Total		\$ 40,000

Monthly Operating Expenses	
Loan Payments	\$ 500
Advertising/Marketing	\$ 300
Phone/Internet	\$ 50
Rent	\$ -
Utilities	\$ -
Vehicle Lease or Payments	\$ -
Gasoline	\$ 200
Vehicle Insurance	\$ 150
General Liability Insurance	\$ 150
Accounting Tax Preparation	\$ 250
Total	\$ 1,600

Monthly Income Statement (A)		
Revenue	\$ 38,000	100.0%
COGS	\$ 12,000	31.6%
Gross Profit	\$ 26,000	68.4%
Operating Expenses	\$ 1,600	4.2%
EBITDA	\$ 24,400	64.2%

Yearly Income Statement (A)		
Revenue	\$ 456,000	100.0%
COGS	\$ 144,000	31.6%
Gross Profit	\$ 312,000	68.4%
Operating Expenses	\$ 19,200	4.2%
EBITDA	\$ 292,800	64.2%

(A) - Cash Basis
EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	\$ 20,000
Equipment & W/C Loans	\$ 20,000
Total Sources	\$ 40,000
Office equipment	\$ -
Field equipment	\$ 10,000
Start up expenses	\$ 12,500
Working Capital (W/C)	\$ 17,500
Total Uses	\$ 40,000

QUESTIONS FROM WORKSHOP

- What are some of the ways that I can acquire clients?
- What is the current cost of advertising on LinkedIn?
- What are some ways we can obtain clients who need help with an estate sale?
- What is the average percentage a contractor makes when he subcontracts a renovation project?
- What type of insurance does an estate liquidation company require?

ASK: We are asking for \$20,000 at 15% interest over a 2-year period.

RÉSUMÉS

Justin Cardenas
1100 Hwy. 1807
Venus, TX 76084

Professional Experience

Amazon Internet Commerce Seller

Self-employed

March 2021 – June 2024

- Responsible for shipping orders into Amazon for fulfillment
- Managed Amazon listed items (sales, distribution and obtaining items)
- Handled returns and customer service

Sales Manager

Trash to Treasure Estate Sales

December 2019 – February 2021

- Manager of sales team
- Responsible for cleaning properties, appraising items and hosting estate sales

Property Manager

JTKR Investments

November 2017 – December 2019

- Managed residential properties under construction
- In charge of securing properties
- Showed properties to prospective home buyers
- Managed investment team looking to buy properties

Skills

- Internet commerce
- Estate sales specialist
- Construction management
- Real estate investor
- Horticulture specialist
- Paralegal certification

Education

Western Texas College
Horticulture specialist

June 2015 – December 2015

Blackstone Paralegal Program
Paralegal certification

January 2014 – February 2015

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.

Toastmasters International – Awarded Competent Communicators
Rodolfo Medina

Draft for Business Plan Advisor

1100 Hwy. 1807
Venus, TX 76084

Professional Experience

Foreman

Saulsbury Industries

March 2012 – January 2021

- Foreman over several jobsites, managed teams of 10 electricians on each site
- Followed site plans and performed all duties with an excellent safety record while under my safety supervision

Foreman

Ntact Electric

February 2008 – March 2012

- Foreman of several jobsites in West Texas, started and completed jobs in a timely manner
- Ground up construction from foundation to electrical control room termination

Journeyman Electrician

Cummins Electric

April 2005 – February 2008

- Leadman for windmill construction project in South Texas
- Installed all electric work with several crews under my supervision

Skills

- Journeyman electrician
- Equipment operator
- Welder
- Foreman
- OSHA certified
- Masonry certified

Education

Weslaco High School
Diploma

May 2008

South Texas College
Technology management degree

April 2009

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Professional Affiliations

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