

prison
entrepreneurship
program

**Business Plan Competition
October 30, 2026**

R. Gamboa III, C. Garibay
RG 3's Pristine Service

Prison Entrepreneurship Program
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EXECUTIVE SUMMARY – RG III's PRISTINE SERVICE

Opportunity	Purpose	Solution																																															
• Mobile detailing of vehicles, boats and aircraft • Gap exists in local area of Lubbock, Texas with assets increasing	• We will get our licenses and permits to obtain contracts with the government and airports • This will provide work for others and ourselves	• We will solve the problem by making my own bootstrap marketing • Using eco-friendly and biodegradable products • Showing the benefits for the planet																																															
Customers	Differentiators	Extras																																															
• Our target is medium to high-end clients • Marinas • Government	• Using eco-friendly and biodegradable products • Having an app for customer service and a direct phone line to the owner • Driving to customers anywhere the service is needed	• Seven years of experience • Great social skills																																															
Marketing	Start-up Costs	Financials																																															
• Bootstrap marketing • Word of mouth • TikTok and Instagram	<table><tr><td>Owner Contribution (Cash only)</td><td>\$</td><td>33,000</td></tr><tr><td>Equipment & W/C Loans</td><td>\$</td><td>100,000</td></tr><tr><td>Total Sources</td><td>\$</td><td>133,000</td></tr><tr><td colspan="3"> </td></tr><tr><td>Office equipment</td><td>\$</td><td>3,000</td></tr><tr><td>Field equipment</td><td>\$</td><td>45,000</td></tr><tr><td>Start up expenses</td><td>\$</td><td>40,000</td></tr><tr><td>Working Capital (W/C)</td><td>\$</td><td>45,000</td></tr><tr><td>Total Uses</td><td>\$</td><td>133,000</td></tr></table>	Owner Contribution (Cash only)	\$	33,000	Equipment & W/C Loans	\$	100,000	Total Sources	\$	133,000				Office equipment	\$	3,000	Field equipment	\$	45,000	Start up expenses	\$	40,000	Working Capital (W/C)	\$	45,000	Total Uses	\$	133,000	<table><tr><td>Revenue</td><td>\$</td><td>2,021,780</td><td>100.0%</td></tr><tr><td>COGS</td><td>\$</td><td>410,953</td><td>20.3%</td></tr><tr><td>Gross Profit</td><td>\$</td><td>1,610,827</td><td>79.7%</td></tr><tr><td>Operating expenses</td><td>\$</td><td>126,600</td><td>6.3%</td></tr><tr><td>EBITDA</td><td>\$</td><td>1,484,227</td><td>73.4%</td></tr></table>	Revenue	\$	2,021,780	100.0%	COGS	\$	410,953	20.3%	Gross Profit	\$	1,610,827	79.7%	Operating expenses	\$	126,600	6.3%	EBITDA	\$	1,484,227	73.4%
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PERSONAL FIT

I was born in Roswell, New Mexico on January 4, 1992. I was raised by a single mother who did the best she could but did fall short at times. We moved to the Mescalero Apache Reservation with my great grandmother where many hardships occurred. In high school, I started to rebel but did well academically until the eleventh grade. I left my parent's house for a little bit because I was going back and forth between my parent's house and my girlfriend's parent's house. I started working at the age of 14 at Sonic to provide for myself.

I came to prison on a manslaughter charge and at the cost of a friend's life. I was ruining my future and pulling other people down around me. I thought I was invincible and nothing could harm me. When I began getting charges, I received a disorderly conduct, DUI, assault charge, and then a manslaughter charge. Hearing the labels in life that people put on me, like being reckless and dangerous, has given me a strong desire to change.

Before I came to prison, I blamed everyone else for the way things were happening in my life, not taking accountability for myself. I realize the things I was doing are what got me put in prison. No one else put me here. I do know that God will be the one to help me get through this. I have made the decision to leave the old lifestyle I was living behind and start new in life. I'm not the same person I used to be. I don't want to make fast money or talk bad to correctional officers just to try to be cool in prison. I want to pursue a better life by committing to my relationship with my heavenly father, my family, as well as myself. After I am released, my commitments will be to invest my time with my family, stay away from the old lifestyle I was living and travel the 50 states.

The way I will conduct myself is with honesty and accountability while always helping the next person. I see the potential I have as an entrepreneur and am ready to demonstrate why the investment in me will be lucrative. My quality over quantity mindset, paired with my social speaking skills, will provide a plethora of clientele. This will allow my company platform to branch out. I want to own my own business and one day be able to relax and spend time with family. The vast entrepreneurial skills that I have learned and will allow me to properly train the next generation. I plan to have my company running in July of 2029. My release date is August 4, 2028.

LEADERSHIP STATEMENT

CEO/COO/CFO:

R. Gamboa III is a passionate person with positive, reinforced communication skills that reflect his actions, not just his words. Love and accountability are some of the traits he possesses. From working on wind turbines to cooking for 20 plus years, he can and will achieve the task at hand with help from his team as well as giving back. His experience in electrical, boiler technology and college vocations in horticulture and entrepreneurship, there is nothing he cannot do.

CMO:

C. Garibay possesses the ability and capacity to perform, oversee and execute various types of high-level operations. He is an optimistic person who is well rounded and has great problem-solving skills. His coordination and dispatching experience as an operations manager enables him to communicate efficiently. He is an individual who is punctual and has great customer service skills. He has eight years of experience in the oil and gas industry. He demonstrates excellent leadership and is easy to work with. He is certified in PEC Safelan, H2S, confined space, and rescue. Garibay's experience and credentials make him fit perfectly in a leadership position while possessing the full capability to achieve and deliver.



PRODUCT/SERVICE OFFERING

RG III's Pristine Service is a Christian-based, family-friendly company. We will offer a genuine, professional and caring experience when detailing your vehicles, boats, RVs and aircrafts. We project 70% of our revenue will be from our mobile detailing service, and the remaining 30% revenue from detailing at our shop location. We care about our image and how it reflects in the work provided to our clients by detailing their vehicles. We plan to open our first shop spring break of 2029 in Lubbock, Texas, the home of Texas Tech University.

We care for our planet, so using eco-friendly bio-degradable chemicals to clean our client's assets is a big deal. We use the highest quality plant-based ingredients like citrus, soy, etc., to leave eye popping finished exteriors, appealing smells, and sharp-looking interiors. We follow all the city and state environmental guidelines. We have containment systems, mobile vender permits, and comply with FAA's compliance as well as A&P oversight sign-off requirements. We are registered as an approved vendor with the fixed-based operator (FBO), and will be registered with the Texas Secretary of State. Our shops will be family-friendly, highly standardized, polished, and include showrooms to be used while customers are waiting. We will have a multi-bay facility to get the job done in a timely and efficient manner.

We will be giving 10% of our revenue to the community for high-risk children and single mothers. We will demonstrate unity in the community to promote services while expanding to West Texas cities. Our services will be shut down Saturday and Sunday afternoons to be with family and friends in order to promote positive relationships with our loved ones and God. We will offer employees ownership opportunities through stock options and franchise locations. We will show our quality work through our multimedia marketing campaign.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Our industry is detailing vehicles, boats and aircraft. As of January 2014, the United States Census Bureau published that the carwash industry has \$5.8 billion in annual sales. We predict that this will grow as there are more vehicles, boats and aircraft produced.

Competition:

We have two direct competitors in the Lubbock area, which are The Clean Guys Mobile Detailing Services and Mr. H2O Mobile Wash and Detail. Mr. Badgers Mobile Detailing and Abe's Mobile Wash and Detail are two of our indirect competitors.

Differentiation:

The company is different because we use bio-degradable chemicals to help preserve our planet. We will also offer an app for service scheduling. We will give 10% of our profits back to the community in various ways.

MARKETING STRATEGY

Price:

The price for a basic car wash starts at \$243.18. We will profit \$137.31 on each clean.

The price for a premium RV/boat detail starts at \$30 per foot on an average 40-foot vehicle we anticipate \$1,200 per job. We will profit \$800 on each detail. The price for an airplane detail starts at \$12,000 on each detail. We will profit \$10,000 per detail.

Place:

Our business will be located in Lubbock, Texas.

Promotion:

We offer free Mother's Day washes for the first 100 customers. We will also promote ourselves by helping others in need by hosting back-to-school giveaways. We will also use TikTok and Instagram to show others our vision.

VISION AND OBJECTIVES

RG III's Pristine Service wishes to offer our hybrid detailing services to our customers through our mobile app, or by simply calling us and setting up an appointment. Whether our customers come to us or we come to them, we guarantee that our service is incomparable to any other detailing experience. We plan to use eco-friendly, bio-degradable chemicals which will help us make the world cleaner one detail at a time.

First Year:

In our first year, we plan to begin with a small shop, one company vehicle, and one employee. During this time, we will also be working on building our clientele to generate more revenue.

Third Year:

We project that we will expand sales by 20% enabling us to acquire two more vehicles and trailers. Our increase in sales will also allow us to move into a bigger shop with three bays and have six employees.

Fifth Year:

In our fifth year, we will have made a name for ourselves in the industry. We also project to open up another location in Amarillo, Texas due to our continuous stream of income.

Tenth Year:

By this time, we will have solidified our name in the industry by expanding to all major Texas cities.

Philanthropy:

We plan to make charitable contributions to organizations that provide help to at-risk youth and single mothers. We also plan to host fundraisers by having 5k runs at our local parks and giving our employees paid time off to help with the company fundraisers. Lastly, we plan to work with the United States Department of Agriculture to push for a greener earth.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)			
Sales Revenue	=	\$ 243.18	per unit		Sales Revenue	=	\$ 18,482	
Cost of Goods Sold	=	\$ 55.87	per unit	76	Cost of Goods Sold	=	\$ 4,246	
Gross Profit	=	\$ 187.31	per unit		Gross Profit	=	\$ 14,236	
Revenue Model For One Unit (Second)					Monthly Revenue Model (Second)			
Sales Revenue	=	\$ 1,200.00	per unit		Sales Revenue	=	\$ 30,000	
Cost of Goods Sold	=	\$ 400.00	per unit	25	Cost of Goods Sold	=	\$ 10,000	
Gross Profit	=	\$ 800.00	per unit		Gross Profit	=	\$ 20,000	
Revenue Model For One Unit (Third)					Monthly Revenue Model (Third)			
Sales Revenue	=	\$ 12,000.00	per unit		Sales Revenue	=	\$ 120,000	
Cost of Goods Sold	=	\$ 2,000.00	per unit	10	Cost of Goods Sold	=	\$ 20,000	
Gross Profit	=	\$ 10,000.00	per unit		Gross Profit	=	\$ 100,000	

Revenue Models Include:

1. Auto Detail (full reset/deep clean) - direct labor and chemicals
2. Premium RV/boat detail by linear foot (\$30 per ft * 40ft) - direct labor and chemicals
3. Airplane Detail (large plane interior and exterior) - direct labor and chemicals

Ask: We are asking for a \$100,000 loan for 5 years at 12% interest.

Draft for Business Plan Advisor

Sources of Capital		
Owner cash contribution		\$ 33,000
Loan(s)		\$ 100,000
Total		\$ 133,000

Monthly Income Statement (A)		
Revenue	\$ 168,482	100.0%
COGS	\$ 34,246	20.3%
Gross Profit	\$ 134,236	79.7%
Operating expenses	\$ 10,550	6.3%
EBITDA	\$ 123,686	73.4%

Uses of Capital	From	
Computer/Printer/Desk	Loan	\$ 3,000
Field equipment 2	Loan	\$ 35,000
Field equipment 3	Loan	\$ 6,000
Field equipment 4	Loan	\$ 4,000
Field equipment 5	Loan	
Registration and permits	W/C	\$ 4,000
Insurance deposit	W/C	\$ 6,000
Marketing & Website	W/C	\$ 8,000
Inventory/supplies	W/C	\$ 22,000
Working capital reserve	W/C	\$ 45,000
Total		\$ 133,000

Yearly Income Statement (A)		
Revenue	\$ 2,021,780	100.0%
COGS	\$ 410,953	20.3%
Gross Profit	\$ 1,610,827	79.7%
Operating expenses	\$ 126,600	6.3%
EBITDA	\$ 1,484,227	73.4%
(A) - Cash Basis		
EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization		

Monthly Operating Expenses

Loan Payments	\$ 2,500
Advertising/ Marketing	\$ 250
Phone/Internet	\$ 200
Rent	\$ 2,500
Utilities	\$ 500
Vehicle Lease or Payments	\$ 1,000
Gasoline	\$ 600
Vehicle Insurance	\$ 700
General Liability Insurance	\$ 2,000
Accounting Tax Preparation	\$ 300
	\$ -
Total	\$ 10,550

Sources and Uses	
Owner Contribution (Cash only)	\$ 33,000
Equipment & W/C Loans	\$ 100,000
Total Sources	\$ 133,000
Office equipment	\$ 3,000
Field equipment	\$ 45,000
Start up expenses	\$ 40,000
Working Capital (W/C)	\$ 45,000
Total Uses	\$ 133,000

QUESTIONS FROM WORKSHOP

- Are collaborations easier to market faster?
- How much does it cost to market on Instagram?
- How efficient is Search Engine Marketing?
- How do I obtain customers and obtain long-term contracts?
- What's the current cost to run an application for a detailing company?
- What licenses do I need to work aircrafts?
- How much would patented products cost me?

ASK: We are asking for a \$100,000 loan to be paid back in 5 years at a 12% interest rate.

RÉSUMÉS

Raymundo Gamboa
4606 36th St.
Lubbock, TX 79414

Professional Experience

X-ray Tech

American X-Ray Inspection Services

March 2010 – October 2014

- Responsible for managing Iridium-192 radiation to inspect welds
- Managed two-man team as well as maintained a relationship with the managers of all projects
- Inspected welds of all types

Nacelle Turbine/Hub Builder

Vestes

November 2014 – November 2017

- Responsible for managing crane 20, 40 and 80-ton OSHA certifications
- Managed a four-man team for building the nacelle and hub
- Inspected all imperfections, hydraulic tests and torque test on bolts

Skills

- Weld inspector
- Social skills
- Microsoft Word
- Microsoft Excel
- Computer skills
- X-ray coordinator

Education

HSE

August 2021

Western Texas College
Horticulture

January 2025 – March 2025

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.

Christian Garibay

Draft for Business Plan Advisor

1100 Hwy. 1807
Venus, TX 76084
GaribayCJ90@yahoo.com

Professional Experience

Field Hand

SCM Oilfield Service LLC

March 2012 – April 2013

- Responsible for manual labor and executing task
- Abiding by OSHA safety regulations and utilizing appropriate personal protective equipment
- Using heavy equipment such as sky track, forklift, areal manlift
- Detail pressure washing service
- Communicating and translating

Foreman

TDJ Oilfield Services LLC

April 2013 – June 2014

- Training personnel to safety clean and move drilling rigs
- Direct the work of four people or more
- Hole watch utilize safety retrieval equipment and constantly monitor gas levels inside confined spaces
- Communicate task between working hands and supervisor
- Abide by OSHA safety rules and regulations

Supervisor

TDJ Oilfield Services LLC

June 2014 – September 2018

- Drive crews to and from location and shop safely
- Obtain and acquire material safety data sheet
- Communicate between 1st party vendors and 3rd party companies
- Open and close permits such as confined space and hot work permit
- Supervise and oversee operations at hand
- Complete a job safety analysis along with a group safety briefly

Skills

- | | |
|------------------------------------|------------------------------|
| • Class-C driver license | • Arial man basket certified |
| • H2s confined space certification | • Bilingual |
| • Expire CPR | • Forklift |

Education

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