prison entrepreneurship program

Business Plan Competition
October 30, 2026

Zap Trapper

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Zap Trapper

Business Plan
October 2026

Owner & Founder

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EXECUTIVE SUMMARY – ZAP TRAPPER

Opportunity

- Pest control technicians need to compete flock reduction work safely and without having to dispatch pigeons at work sites
- Standard cage traps only pigeons, they don't dispatch them

Purpose

- Revolutionizing the future of flock reduction technology
- Helping pest control companies achieve their full potential
- Reducing invasive flocks and making America great

Solution

- A flock reduction device which traps and dispatches pigeons
- Zap Trapper eliminates messy and inhumane flock reduction methods

Customers

- Pest control companies/owners/managers
- Store owners who struggle to keep their locations clean and pest free
- Large cities and heavily populated areas

Differentiators

- Zap Trapper produces electric traps with a low-voltage zap wire that dispatches pigeons
- Zap Trapper's electric traps and nonelectric traps are safe and eco-friendly
- Nontoxic, eco-friendly and saves customers time and money

Extras

- Zap Trapper's founder is a licensed pest control professional since 2019
- Work experience as a pest control company manager
- Personal experience with invasive pigeon flocks living in Los Angeles, CA, Arizona, and Nevada

Marketing

- Billboards, vehicle wraps, banners and flags and online ads
- Commercials on XM radio stations
- Social media advertising, and search engine optimization

Start-up Costs

Owner Contribution (Cash only)	$	25,000
Equipment & W/C Loans	$	75,000
Total Sources	$	100,000
Office equipment	$	-
Field equipment	$	23,000
Start up expenses	$	57,000
Working Capital (W/C)	$	20,000
Total Uses	$	100,000

Financials

Revenue	$	792,000	100.0%
COGS	$	129,600	16.4%
Gross Profit	$	662,400	83.6%
Operating Expenses	$	48,648	6.1%
EBITDA	$	613,752	77.5%

LEADERSHIP STATEMENT

CEO:

Michael is an outstanding writer, composer, and inspirational speaker. He is highly motivated, committed to excellence, dedicated to service, and devoted to his community. He has 16 years of leadership experience which he began during his early years as a young sailor. Green developed these leadership skills while becoming a corporate manager. His educational achievements include an associate's degree in computerized office administration. He also has his C1 and C2 pest control licenses and possesses valid certifications with both the Nevada and California Department of Food and Agriculture. His combination of skills, experience, and motivation make him a great leader.

COO:

Christopher is an honest, loving, dedicated and hard-working man. He exhibits these leadership qualities through his actions and is a team player. He has experience in the masonry industry including, block, brick, stonework and concrete finishing. Having done this since the age of 12, he's grown to love it. Even though the oilfield is his primary source of income, he has done masonry on and off for 14 years. His certifications are bricklaying/stone masonry, OSHA 10hr, NCCER, and scaffold building.

CFO:

Rodney has an excellent work ethic with over eight years of experience in the oil and gas industry. He is confident in his managerial skills and possesses great leadership qualities. He has a safety-oriented mindset and uses proper safety techniques when working with others. He is a highly motivated individual and uses his skills to perform to the best of his ability. He would make an excellent asset to any company or organization the he becomes a part of.

CMO:

Brandon has a passion for helping and encouraging others to become the best possible version of themselves that they can be. He knows what it is like to have the desire to change your ways and live a better life. He also knows what it's like to not have an example of what a better life looks like. He has been working towards his degree in substance abuse counseling because he has also struggled with substances in the past and is inspired to help others. By combining his personal and professional experience, Brandon will be in a naturally beneficial position to best serve others who are struggling with addiction and substance abuse.

PRODUCT/SERVICE OFFERING

Zap Trapper is a company that will produce and sell bird trapping devices to pest control companies. We will build safe, eco-friendly traps that allow pest professionals to complete pigeon control services in a timely manner without having to dispatch birds during scheduled services. Flock reduction is exactly what our device will do. We will offer a variety of nuisance bird-trapping devices ranging from bird-friendly traps to low-voltage electric traps. Our bird-friendly traps will simply contain birds for transport to sanctuaries where they can be released and our electric traps humanely dispatch the birds. We predict that our non-electric traps will account for 50% of our revenue, while the other 50% will be from our electric traps. Our plan is to open our production facility in Shamrock, Texas and make our products available through our website in the summer of 2027.

Pest control companies will love our inventions which prioritize safety and employee retention. Our devices will follow all EPA and Department of Agriculture guidelines. This makes our traps ideal for flock reduction across the United States. What we offer here at Zap Trapper is a more safe, eco-friendly, and humane alternative to products such as Avitrol which poisons entire ecosystems and standard cage traps which literally starve pigeons to death.

In the future, we hope to expand our product line to include safe-trapping devices for ground pests such as gophers, rats, coyotes, and wild hogs. Our company is dedicated to proudly serving our community and country with honor, courage, and commitment. We are dedicated to excellence and the fair treatment of all.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Pest control is a multi-million-dollar industry. Nuisance bird flock reduction devices are purchased by pest control companies every year. Very few producers of flock reduction devices are considered safe and humane. Our company will have a sustainable competitive advantage at startup.

Competition:

Our competitors consist of standard cage trap manufacturers and producers of poison products like Avitrol. Standard cage traps literally starve pigeons to death. Avitrol poisons entire eco-systems. Although Avitrol is illegal in many states, many pest control companies still use it.

Differentiation:

Our company will produce safe, humane and eco-friendly trapping devices. Our patented design will be the first ever to humanely dispatch flying pests using a low voltage electric current. This will save companies money and technicians time.

MARKETING STRATEGY

Price:
Our prices are above average for the market, but this is because our products are superior in quality and we offer a patented design. Our low-voltage electric trapping devices will be sold at $150 and our non-electric trapping devices will be sold at $125.
Place:
Our facility will be located in Shamrock, Texas on Highway 43. We have property owned out there already. Our customers will come from every state across the US. Our products will be available online and we will handle all the shipping services.
Promotion:
We plan to use pure promotions such as signs, banners and billboards as well mixed model promotions including SiriusXM radio commercials and promotional events hosted near our production facility. We will offer a virtual tour of our production facility available on YouTube to allow customers to see that our products are unique, superior in quality and more reliable than anything they can buy in-store or online.

VISION AND OBJECTIVES

At Zap Trapper, revolutionizing the future of flock reduction technology is our vision. Helping pest control companies achieve their full potential is our mission. Our products make flock reduction safe, humane, and simple.
First Year:
Our team will focus on making positive changes to the world by offering customers a safe, eco-friendly alternative to products currently in use.
Third Year:
We hope to be the number one producer of safe, humane flock reduction devices.
Fifth Year:
We hope to see our devices on every roof top of every Walmart, McDonalds and doughnut shops.
Tenth Year:
In every large city in 48 states, we plan to reduce invasive flocks and make America great.
Philanthropy:
Our hope is to create a safe, clean environment for communities by volunteering to clean up parks and churches during our Sunday off work time.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 125.00	per unit
Cost of Goods Sold	=	$ 20.00	per unit
Gross Profit	=	$ 105.00	per unit
		84.0%	GP %

Units Sold Each Month: 240

Monthly Revenue Model (First)		
Sales Revenue	=	$ 30,000
Cost of Goods Sold	=	$ 4,800
Gross Profit	=	$ 25,200

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 150.00	per unit
Cost of Goods Sold	=	$ 25.00	per unit
Gross Profit	=	$ 125.00	per unit
		83.3%	GP %

Units Sold Each Month: 240

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 36,000
Cost of Goods Sold	=	$ 6,000
Gross Profit	=	$ 30,000

Revenue Model For One Unit (Third)			
Sales Revenue	=		per unit
Cost of Goods Sold	=		per unit
Gross Profit	=	$ -	per unit
			GP %

Units Sold Each Month:

Monthly Revenue Model (Third)		
Sales Revenue	=	$ -
Cost of Goods Sold	=	$ -
Gross Profit	=	$ -

Revenue Models Include:

1. Our non-electric traps are 125 each
2. Our electric traps are 150 each

Ask:	We are seeking a production advisor, advice, and prayers.

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 25,000
Loan(s)		$ -
Total		$ 25,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 500
Field Equipment 2	Loan	$ 1,500
Field Equipment 3	Loan	$ -
Field Equipment 4	Loan	$ -
Field Equipment 5	Loan	$ -
Registration & Permits	W/C	$ 500
Insurance Deposit	W/C	$ 1,500
Marketing & Website	W/C	$ 1,000
Inventory/Supplies	W/C	$ 10,000
Working Capital Reserve	W/C	$ 10,000
Total		**$ 25,000**

Monthly Operating Expenses	
Loan Payments	$ 1,000
Advertising/ Marketing	$ 2,000
Phone/Internet	$ 164
Rent	$ -
Utilities	$ 800
Vehicle Lease or Payments	$ -
Gasoline	$ -
Vehicle Insurance	$ -
General Liability Insurance	$ -
Accounting Tax Preparation	$ 90
Total	**$ 4,054**

Monthly Income Statement (A)		
Revenue	$ 66,000	100.0%
COGS	$ 10,800	16.4%
Gross Profit	$ 55,200	83.6%
Operating Expenses	$ 4,054	6.1%
EBITDA	$ 51,146	77.5%

Yearly Income Statement (A)		
Revenue	$ 792,000	100.0%
COGS	$ 129,600	16.4%
Gross Profit	$ 662,400	83.6%
Operating Expenses	$ 48,648	6.1%
EBITDA	$ 613,752	77.5%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 25,000
Equipment & W/C Loans	$ -
Total Sources	$ 25,000
Office equipment	$ 500
Field equipment	$ 1,500
Start up expenses	$ 13,000
Working Capital (W/C)	$ 10,000
Total Uses	$ 25,000