

prison
entrepreneurship
program

Business Plan Competition
October 2, 2026

Barnabus, Tyree, Dimitri
Integrity Auto

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Integrity Auto



Business Plan
October 2, 2026



Barnabus
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	1
PERSONAL FIT.....	2
TEAM LEADERSHIP STATEMENT.....	3
PRODUCT/SERVICE OFFERING.....	4
MARKET/INDUSTRY.....	5
COMPETITION.....	5
DIFFERENTIATION.....	5
MARKETING STRATEGY.....	6
VISION AND OBJECTIVES.....	7
START-UP COST.....	8
FINANCIAL STATEMENT (PRO FORMA).....	9
RÉSUMÉ.....	11

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
• Auto repairs at a convenience • Customers that can’t come to the shop • Auto emergencies	• To share my passion of cars and help others	• Towing service • Partnership with insurance companies • Mobile service provided																																							
Customers	Differentiators	Extras																																							
• Automotive owners • Insurance companies	• Receive regular mobile updates • Watch live feed of repairs through our APP	• N/A																																							
Marketing	Start-up Costs	Financials & Extras																																							
• Car shows. • Social media platform. • Website.	<table><tr><td>Owner investment - cash</td><td>\$ 212,500</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total start up costs:</td><td><u>\$ 212,500</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 212,500	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 212,500</u>	Plan Purpose:	Start-Up	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 902,800</td><td>10</td></tr><tr><td>COGS</td><td><u>196,400</u></td><td>2</td></tr><tr><td>Gross profit</td><td>706,400</td><td>7</td></tr><tr><td>Overhead</td><td><u>556,800</u></td><td>6</td></tr><tr><td>Pretax income</td><td>149,600</td><td>1</td></tr><tr><td>Tax expense</td><td>37,400</td><td></td></tr><tr><td>Owner withdrawals</td><td>-</td><td></td></tr><tr><td>Net income</td><td><u>\$ 112,200</u></td><td>1</td></tr></table>	Year one summary income statement:			Sales	\$ 902,800	10	COGS	<u>196,400</u>	2	Gross profit	706,400	7	Overhead	<u>556,800</u>	6	Pretax income	149,600	1	Tax expense	37,400		Owner withdrawals	-		Net income	<u>\$ 112,200</u>	1
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TEAM LEADERSHIP STATEMENT

CEO/COO:

Barnabus brings energy, positivity and leadership to the table and has 22 years of experience in the automotive industry. He also specializes in retail sales management, is OSHA certified and is great at creating standard operating procedures.

CFO:

Tyree brings a Technical Certification, ADAS Certification and hard work to the table. With 6 years in the Automotive Tech Industry. He also specializes in repair, replacement and recalibrating any automotive windows.

CMO:

Dimitri brings competence, confidence and a NCCER Certification to the table. He has 10 years of experience as a scaffold builder. He also specializes in building, modifying and demo of any scaffold.

PRODUCT/SERVICE OFFERING

I am the founder and owner of Integrity Auto. I plan to be a one stop shop. My services will be towing traditional shop services and mobile mechanic services. So, I want to bring innovation of modern technology to bring convenience and more to my customers. This brings me into my differentiators, I want to have an application for my company for customers to sign up and get perks, services and live feed of services at the touch of a button. I plan to open by 2032. I will partner up with insurance companies to provide towing where I can use those opportunities to get the word out about my shop where I will have to tow them any ways. As far as my shop I will provide quick fair prices regular services on the lube side. We will handle tune ups, tire rotations, oil changes etc. For our repairs, I want to make sure diagnostics are done properly with drop down test to compression tests, etc. This side will handle any repairs needed that are not regular vehicle maintenance services. My mechanic will have GO Pro where my application will provide an option to watch live feed of their repairs from their personal devices. My application can be used to order a mobile mechanic like an uber as well. I hope to expand within the county and virtually as well. I want my shop to do engine rebuilds, overhauls, boosting or beefing up engines, eventually get into some customizations. My app is what I would like to see grow like handyman or uber but for mechanics. This is my big business idea, "Integrity Auto".

MARKET/INDUSTRY

MARKET

Integrity auto will be a small 3 bay brick and mortar shop. One bay will be for walk ins. Preferably diagnostics and repairs will be done in this bay. The other two bays will be for my target customers, my shop services side will be running by application. Services that can give a for sure time like oil changes is – 20 mins. Spark plugs – 30 mins etc. This will be to avoid anyone getting maintenance services not just pulling up at random they will still be accepted just put in line to walk in bay and shown an application for future service. My target market will be the busy younger to middle aged working class.

COMPETITION

There are two main competitors in the area I will be located. Neither location provides mobile services. My application will create more efficiency /conveniences and lower wait time, my target market are busy bees and need to know when and how long the app scheduling system will allow that. The same will apply for mobile services.

DIFFERENTIATION

My biggest differentiator will be my applications and the features available. If you need to leave your car at home and have its services schedule it and we can send photos and video of the service or repairs being done. We will bring it to the shop if needed and do the same thing. You can be in the waiting room drink coffee and watch the whole process on your phone. If you break down on the side of the road pull open the app and request tow and repair we will take you home or the shop whenever you feel safe.

MARKETING STRATEGY

PRICE:

Integrity Auto will price MATCH, we will have a competitive price or match one. This will fluctuate according to brand of parts and FLUID GRADE (FULL synthetic, high mileage, conventional oil) But I plan to still be competitive not at a point of loss though.

Integrity auto will accept charge accounts for fleets that sign up without SHOP, those terms and pricing will be made between integrity auto and those business.

Typical day to day customers will be cash and card (no personal checks) to prevent bouncing - we will ACCEPT BUSINESS checks.

PLACE:

Our location will be off of a main strip through Sherman. there will be many anchor stores to draw customers. many busy employees working within 10-15 minutes of the location. Our target customers can get services on lunch breaks.

PROMOTION:

Social media presences with my shop application through Facebook, Tiktok, Instagram. I will go to car auctions and shows to pass out business cards. We will put flyers up at my local church and my son's mom can pass out business cards to customers when she grooms dogs. the rest of it will be word of mouth, out workmanship and integrity will speak for itself. We will price match with any of our competitors.

VISION AND OBJECTIVES

Two Months Before Starting

- Create LLC
- Get insured and bonded
- Hire ASE certified technicians
- Begin mixed model promotions
- Launch mobile APP

First Two Months After Starting

- Have most of the APP discrepancies fixed
- Want to average 10-12 cars a day
- Start looking for fleet contracts (Drive time, Enterprise, Hertz, etc.)

First Year

- Have established loyal customers
- Have a legit cash flow and deviation analysis
- Be close too or past breakeven point

Second Year

- Be past the breakeven pint
- Increase customers
- Hire more technicians

Fifth Year

- Look to expand shop
- Hoping to have a strong mobile mechanic employee presence through mobile APP

Tenth Year

- Have several locations and mobile app well know
- Like uber have hiring and employment of mobile services through APP

Philanthropy

I plan to give back by hiring PEP graduates and even donating to local soup kitchens and food pantries

Community Impact

Our long-term vision is to establish Integrity Auto as the premier automotive service brand in North Texas with a scalable business model capable of expanding into multiple market across Texas

START-UP COST

Owner's name	Barnabus
Company name	Integrity Auto
NAICS Business Classification	
Sector (general classification)	_31_33_Manufacturing
Sub-sector (more specific classification)	

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	3,500		
cell phone purchase	1,000		
car/truck down payment, if leased			
permits	500		
supplies, office & misc.	500		
Insurance Down Payment	2,000		
Lease, Utilities Down Payment	2,000		
Mobile App Setup/Launch	150,000		
Cash needed for start-up expenses	159,500		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	20,000		20,000
company trailer			
computer, printer, fax	3,000		3,000
Automotive Equipment/Tools	22,000		22,000
Diagnostic Equipment	8,000		8,000
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	53,000	-	53,000
			60 assumed life (months)
			883 monthly depreciation
Total start up cost	212,500		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	212,500	100%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	212,500	100%

FINANCIALS STATEMENT (PRO FORMA)

Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Brake job				Tune Up				Oil Change			
Product description	Change brake pads/rotors				replace spark plugs and cabin and engine air filters							
Price per unit	300.00 100%				600.00 100%				70.00 100%			
Cost of <u>one</u> unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	9.0%				0%				0%			
cost 1 description	pads 50.00 17%				plugs 4 75.00 13%				oil 19.00 27%			
cost 2 description	rotors 50.00 17%				cabin air filter 5.00 1%				oil filter 15.00 21%			
cost 3 description					engine air filter 5.00 1%							
cost 4 description												
Total variable costs	100.00 33%				85.00 14%				34.00 49%			
Gross profit per unit - what you see on income statement	200.00 67%				515.00 86%				36.00 51%			

	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Brake job sold		48	48	48	48	48	48	48	48	48	48	48	528
Tune Up sold		96	96	96	96	96	96	96	96	96	96	96	1,056
Oil Change sold		144	144	144	144	144	144	144	144	144	144	144	1,584
total revenue		\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 82,080	\$ 902,880
total cost of sales		\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 17,856	\$ 196,416
total income statement gross profit (excludes owner labor)		\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 64,224	\$ 706,464

Assumption 7 - Financing

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet	amortization schedule											
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		principal, ending	-	-	-	-	-	-	-	-	-	-
Monthly payment	\$ -											

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees	5	5	5	5	5	5	5	5	5	5	5	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	27.50	27.50	27.50	27.50	27.50	27.50	27.50	27.50	27.50	27.50	27.50	
salary expense, excluduing payroll taxes	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	22,000	242,000

Assumption 9 - Equipment Purchases, after tax

	Assump- Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Revenue	2	6	6	6	6	6	6	6	6	6	6	6	
Brake job	-	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	158,400	18%
Tune Up	-	57,600	57,600	57,600	57,600	57,600	57,600	57,600	57,600	57,600	57,600	633,600	70%
Oil Change	-	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	110,880	12%
Total revenue	-	82,080	82,080	82,080	82,080	82,080	82,080	82,080	82,080	82,080	82,080	902,880	100%
Cost of Goods Sold	2	6	6	6	6	6	6	6	6	6	6	6	
Brake job	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	6%
Tune Up	-	8,160	8,160	8,160	8,160	8,160	8,160	8,160	8,160	8,160	8,160	89,760	10%
Oil Change	-	4,896	4,896	4,896	4,896	4,896	4,896	4,896	4,896	4,896	4,896	53,856	6%
Total COGS	-	17,856	17,856	17,856	17,856	17,856	17,856	17,856	17,856	17,856	17,856	196,416	22%
Gross profit	-	64,224	64,224	64,224	64,224	64,224	64,224	64,224	64,224	64,224	64,224	706,464	78%

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