

prison
entrepreneurship
program

**Business Plan Competition
June 5, 2026**

Norman, Michael, Derrick, Colby
Misha

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

Misha

Business Plan
June 2026

Norman
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
PERSONAL FIT	ERROR! BOOKMARK NOT DEFINED.
TEAM LEADERSHIP STATEMENT	ERROR! BOOKMARK NOT DEFINED.
PRODUCT/SERVICE OFFERING.....	ERROR! BOOKMARK NOT DEFINED.
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																																				
Child safety products, new brand name	To save infants/children pets from heat related deaths/left in vehicles	Weigh sensor Bluetooth app location services alarm notifying guardian of child in car seat																																				
Customers	Differentiators	Extras																																				
Everyone new moms & dads CPS caseload/neglectful parents/daycare	Competition has smart seat but sales for \$1000-1200 our sale for\$50.00	Free 30-day trial on app																																				
Marketing	Start-up Costs	Financials & Extras																																				
All child safety products, all social platforms city cancel or fire depts police stations	<table><tr><td>Owner investment - cash</td><td>\$ 80,000</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>\$ 80,000</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 80,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 80,000</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 12,100,000</td><td>100%</td></tr><tr><td>COGS</td><td><u>3,630,000</u></td><td><u>30%</u></td></tr><tr><td>Gross profit</td><td>8,470,000</td><td>70%</td></tr><tr><td>Overhead</td><td><u>181,300</u></td><td><u>1%</u></td></tr><tr><td>Pretax income</td><td>8,288,600</td><td>69%</td></tr><tr><td>Tax expense</td><td>2,072,100</td><td>17%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 6,216,400</u></td><td><u>51%</u></td></tr></table>	Sales	\$ 12,100,000	100%	COGS	<u>3,630,000</u>	<u>30%</u>	Gross profit	8,470,000	70%	Overhead	<u>181,300</u>	<u>1%</u>	Pretax income	8,288,600	69%	Tax expense	2,072,100	17%	Owner withdrawals	-	0%	Net income	<u>\$ 6,216,400</u>	<u>51%</u>
Owner investment - cash	\$ 80,000																																					
Owner investment - equipment	-																																					
Vehicle and/or equipment loan	-																																					
Start up financing	-																																					
Total start up costs:	<u>\$ 80,000</u>																																					
Plan Purpose:	Start-Up																																					
Sales	\$ 12,100,000	100%																																				
COGS	<u>3,630,000</u>	<u>30%</u>																																				
Gross profit	8,470,000	70%																																				
Overhead	<u>181,300</u>	<u>1%</u>																																				
Pretax income	8,288,600	69%																																				
Tax expense	2,072,100	17%																																				
Owner withdrawals	-	0%																																				
Net income	<u>\$ 6,216,400</u>	<u>51%</u>																																				

Personal Fit

Norman was born December 23rd 1980 in Eastland Tx to a pair of young adults that weren't ready to be parents. My mother left for the fast life and drugs leaving me to be ruined by family. When I was around my father he was extremely abusive finally being shipped off to live with my grandparent's life evened out. After high school I met my wife and we rusted into a wedding had children young and I went to the oil and gas field.

I then joined a volunteer fire department and they sent me to Texas A&M for the fire academy where I received my level II fire science. I rose quickly and became a problem in life, marriage and my job resulting in me losing all I had, family career, relationship, children, everything, I then turned to cocaine and after that high wasn't enough I found meth. My world soon completely crumbled after that, landed in jail, job after job. I turned to a life of crime and soon found myself running from family, responsibilities and the cops. I was finally arrested for drugs and sent to prison.

This experience has truly saved my life. I'm excited for another chance to be a father, friend and continue to grow my relationship with GOD. I truly believe I'm called into prison ministry and have utilized every opportunity in TDCJ to progress in life. I've used this opportunity to grow spiritually, mentally and with the diet here physical. I've always had a passion of safety work and helping those in need. From NA groups to life skills my vow is to never put my family or self in this situation again

Norman, Michael, Colby
Misha

TEAM LEADERSHIP STATEMENT

CEO/CFO:

Norman bring 15 years of HSE, Firefighting, First Responder in the Safety field, Emergency Response field. He's also OSHA 300 confined space, deep-water survival, H2O, SCBA, heights and Fall Rescue.

COO:

Michael brings about 24 experiences in all sorts of Construction trades. He has many years of strong work ethics, Construction Safety, First Aid and CPR training.

CMO:

Colby has a Class B CDL and over 20 years of construction experience. First Aid Certification, Supervisor, Team Leader CPR, blood ban pathogen and OSHA 30.

Norman, Michael, Colby
Misha

PRODUCT/SERVICE OFFERING

Misha is a lifesaving product that turns your child's car seat into a smart seat by registering weight and temperature once child is seated by downloading the Misha App. The car seat is then paired to your smart device, with a radius of 5 feet. Once the barrier is broken an alarm on your phone goes off. If not deactivated within 15 seconds the top 5 contacts are notified. After 15 seconds of that not being disabled. Your location is sent to 911 thus saving your child or pet's life. With over 278 children dying each year to being left unattended in vehicles. Over 200 pets dying each year Misha can save lives is a simple solution.

Norman, Michael, Colby
Misha

MARKET

Our market is every parent and family member with the need for a car seat.

COMPETITION

We really don't have much, only one brand but they retail theirs at \$900 per unit.

DIFFERENTIATION

Cost, are sale for \$50.00 per unit easy to install affordable to low- & medium-income families.

Norman, Michael, Colby
Misha

MARKETING STRATEGY

PRICE:

\$50.00 per unit. With a planned projected \$25,000 units ready for sale coming to \$1.2 million in sale.

PLACE:

Misha will be outsourced for development & manufacturing in Houston TX.

PROMOTION:

Social media, Houston City Council, Houston Fire & Police dept, Houston Chamber of Commerce.

Norman, Michael, Colby
Misha

VISION AND OBJECTIVES

Two Months Before Starting

- Hire Patent Attorney
- Obtain patent
- Obtain Tech
- Get demo made
- Consultation

First Two Months After Starting

- Further consultant
- Produce temp to companies
- Get product into stores

First Year

- Sell at least 25,000 units
- Obtain top investors
- Put patent for sale

Second Year

- Sale patent
- Invest in stock
- Start new patent

Fifth Year

- Multi patent
- Multi stock sold

Tenth Year

- retirement
- invest

Philanthropy

10% always to God donate money to units without chapels and invest in P.E.P

Community Impact

Saving lives and creating new child safety tech.

Norman, Michael, Colby
Misha

START-UP COST

Owner's name	Norman
Company name	Misha
NAICS Business Classification	
Sector (general classification)	31_33_Manufacturing
Sub-sector (more specific classification)	334: Computer and Electronic Product Manufacturing

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	10,000		
cell phone purchase	100		
car/truck down payment, if leased			
permits			
supplies, office & misc.	50		
DBA	300		
Insurance	1,000		
Patent Attorney	25,000		
Prototype	21,000		
App Development	21,000		
Cash needed for start-up expenses	78,450		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			
computer, printer, fax	1,550		1,550
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	1,550	-	1,550
			60 assumed life (months)
			26 monthly depreciation
Total start up cost	80,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	80,000	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	80,000	100%

Norman, Michael, Colby
Misha

FINANCIALS STATEMENT (PRO FORMA)

Norman dba Misha
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	Misha											
Product description	Carseat/smart seat & detecting weight sending signal in bluetooth to cell phone											
Price per unit	100.00 100%				0%				0%			
Cost of one unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	12.00 12%				-				-			
cost 2 description	15.00 15%				-				-			
cost 3 description	3.00 3%				-				-			
cost 4 description	-				-				-			
Total variable costs	30.00 30%				-				-			
Gross profit per unit - what you see on income statement	70.00 70%				-				-			

	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
Misha sold		11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	121,000
sold													-
sold													-
total revenue		\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 1,100,000	\$ 12,100,000
total cost of sales		\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 330,000	\$ 3,630,000
total income statement gross profit (excludes owner labor)		\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 770,000	\$ 8,470,000

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	\$ -	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	-	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ -	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)	-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	-	-	-	-	-	-	-	-	-	-	-	-
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	2	2	2	2	2	2	2	2	2	2	2	
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	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
salary expense, excludng payroll taxes	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800

Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year

Norman, Michael, Colby
Misha

Norman Jones dba Misha
Projected Income and Cash Flow Statements
Year 1

	Assump- tions	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	First Year	% of Total Revenue
Revenue	2														
Misha	6	-	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	12,100,000	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	12,100,000	100%
Cost of Goods Sold	2														
Misha	6	-	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	3,630,000	30%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	330,000	3,630,000	30%
Gross profit		-	770,000	770,000	770,000	770,000	770,000	770,000	770,000	770,000	770,000	770,000	770,000	8,470,000	70%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	26	26	26	26	26	26	26	26	26	26	26	284	0%
Gasoline & fuels	-													-	0%
Insurance - bonding	-		200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Insurance - vehicle	-													-	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	10,000		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	43,000	0%
Office - rent	-		600	600	600	600	600	600	600	600	600	600	600	6,600	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	0%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	0%
Permits	-													-	0%
Supplies	50		100	100	100	100	100	100	100	100	100	100	100	1,150	0%
Tax service	-		50	50	50	50	50	50	50	50	50	50	50	550	0%
Telephone - cellular	100		150	150	150	150	150	150	150	150	150	150	150	1,750	0%
Start-up expenses	68,300		-	-	-	-	-	-	-	-	-	-	-	68,300	1%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		78,450	9,358	9,358	9,358	9,358	9,358	9,358	9,358	9,358	9,358	9,358	9,358	181,386	1%
Taxable profit (loss)	1	(78,450)	760,642	760,642	760,642	760,642	760,642	760,642	760,642	760,642	760,642	760,642	760,642	8,288,614	69%
Tax (expense) benefit	1			(360,709)			(570,482)			(570,482)			(570,482)	(2,072,153)	-17%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(78,450)	760,642	399,934	760,642	760,642	190,161	760,642	760,642	190,161	760,642	760,642	190,161	6,216,460	51%
Depreciation	3	-	26	26	26	26	26	26	26	26	26	26	26	284	
Equipment purchases	3	(1,550)	-	-	-	-	-	-	-	-	-	-	-	(1,550)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	80,000	-	-	-	-	-	-	-	-	-	-	-	80,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	760,668	399,959	760,668	760,668	190,186	760,668	760,668	190,186	760,668	760,668	190,186	6,295,195	
Cash, period start		-	-	760,668	1,160,627	1,921,295	2,681,963	2,872,150	3,632,818	4,393,486	4,583,672	5,344,340	6,105,008	-	
Cash, period end		-	760,668	1,160,627	1,921,295	2,681,963	2,872,150	3,632,818	4,393,486	4,583,672	5,344,340	6,105,008	6,295,195	6,295,195	

Norman, Michael, Colby
Misha