

prison
entrepreneurship
program

Business Plan Competition
October 2, 2026

Richard, Georber, Xavier
Purified Water Solutions

Prison Entrepreneurship Program
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Purified Water Solutions



Business Plan
October 2, 2026



Richard
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																																				
Purified water solves the problem of forever chemicals in water.	Purifying the world one home and business at a time.	We will install and maintenance water filtration systems in homes and business in the greater Houston area.																																				
Customers	Differentiators	Extras																																				
People interested in health and wellness males and females 21-45 age.	Our commitment to develop personal relationship with each and every customer.	A drive to deliver fast response time to confirm and complete appointments.																																				
Marketing	Start-up Costs	Financials & Extras																																				
Social median campaigns informing the public of the dangers that these chemicals pose, to our already contaminated water supply	<table><tr><td>Owner investment - cash</td><td>\$ 64,475</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>\$ 64,475</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 64,475	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 64,475</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 177,000</td><td>100%</td></tr><tr><td>COGS</td><td><u>58,800</u></td><td><u>33%</u></td></tr><tr><td>Gross profit</td><td>118,100</td><td>67%</td></tr><tr><td>Overhead</td><td><u>97,000</u></td><td><u>55%</u></td></tr><tr><td>Pretax income</td><td>21,000</td><td>12%</td></tr><tr><td>Tax expense</td><td>5,200</td><td>3%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 15,800</u></td><td><u>9%</u></td></tr></table>	Sales	\$ 177,000	100%	COGS	<u>58,800</u>	<u>33%</u>	Gross profit	118,100	67%	Overhead	<u>97,000</u>	<u>55%</u>	Pretax income	21,000	12%	Tax expense	5,200	3%	Owner withdrawals	-	0%	Net income	<u>\$ 15,800</u>	<u>9%</u>
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TEAM LEADERSHIP STATEMENT

CEO/ CFO:

Richard brings 15 years of experience in the Customer Service Industry.

COO:

Georber brings 20 years of experience in the Construction Industry.

CMO:

Xavier brings 5 years of experience in the Real Estate Industry.

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PRODUCT/SERVICE OFFERING

I am Richard founder and owner of purified water solutions. Purified Water Solutions off the installation and maintenance of water filtration systems specifically designed to remove the dangerous forever chemicals that have polluted our entire water cycle. The actual installation service will bring in roughly 70% of our revenue. While the maintenance service will bring 30% of our revenue.

We plan to open for business January 1st, 2029. The specific water filtration system that we will be installing and maintaining will completely remove these forever chemicals that have been known to be directly responsible for the causing certain cancers and other diseases. No other company is currently offering the installation and maintaining of this water filtration system. We plan to expand every 2 years to offer these products and services to all of Texas.

MARKET/INDUSTRY

MARKET

Purified water solutions are in the fast-growing business of water treatment installation and maintenance. Water treatment installation and maintenance is a multi-billion-dollar industry. In Houston alone, the market is estimated to be \$150-\$250 million annually with annual growth potential of 5.5% over the next several years. There are an estimated 60-100 companies currently operating in the greater Houston area. So, it's safe to say that as Houston continues to grow so will the need for clean and safe water. The consistency of this industry makes it attractive for investors as revenue will relatively grow over time. The startup costs are moderate but so are the profit margins with the average net income being 10%-20%

COMPETITION

Our competitors on a national level are Pure Surge Water Treatment and Living Eco Water. On a state level, they are United Water softeners and Texas Water Team, and on a local level, they are Aqua Systems, Aqua Life and Home Water. We believe that an estimated 20% of our customers will come from these existing companies. We believe that an estimated 20% of our customers will come from these existing companies. We believe that even though our overhead is moderate and the barriers of entry is moderate, our compassion and drive to build relationships with our customers will be a true advantage. With an estimated 40%-60% annual revenue coming from recurring maintenance contracts we could prove to be profitable by the beginning of year 2 and these relationships will be the building blocks to get us there.

DIFFERENTIATION

Our differentiators will be my 15 years of customer service experience, our drive to cultivate genuine relationships with our customers and our fast response time to confirm and complete appointments. We will build a culture around excellence and a mentality of us not being the water treatment business but being the trust business. Water treatment will be our product and service but our ambition to make our customers feel like family not another invoice will be culture.

MARKETING STRATEGY

PRICE:

Purified Water Solutions will use competitive pricing strategies offering water filtration systems priced significantly lower than our competitor, we will use superior customer service which will allow us to build relationships with our customers and create long term recurring income.

Place:

We will be located in Houston minutes from downtown which will enable us to serve the greater Houston area. Being located in such central location will allow us to take advantage of growth trends throughout the city.

PROMOTION:

Our promotion strategies will include networking, localized internet advertising. The use of community marketing as well as strategic alliances with independent realtor and home developers who all specialize in our target area. We also plan to launch a website in January 2028 as all of our promotional materials will include our web address. Initially we plan to spend \$500-\$800 on our website which we will further develop over time. We also plan to spend approximately \$1000 on billboards, business cards and targeted social media campaigns.

VISION AND OBJECTIVES

Two Months Before Starting

- File DBA
- Create LLC
- Begin pure promotion mixed model promotional, virtually free promotion.
- Obtain licenses, registrations, permits and insurances
- 1st round of seed funding (\$50,000-\$75,000)

First Two Months After Starting

- Begin installs (8 per month)
- Start looking at sales by using mixed model promotions to gain customers
- Launch email subscription list campaign

First Year

- Break even and generate profit
- Create nonprofit organization
- Become a sponsor to generate community support

Second Year

- Double profit from previous year
- Hire additional trained technicians
- Expand company van fleet

Fifth Year

- Control 1% of Houston market (\$1.5-\$2.5 million annually)
- Offer franchise options

Tenth Year

- Control 5% of Houston market (\$7.5- \$2.5 million annually)
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Philanthropy

I plan to start a nonprofit organization aimed at providing children in low income neighborhoods with back packs, shoes, school clothes, and school supplies.

Community Impact

I intend on gradually reducing the levels of forever chemicals in our water supply.

START-UP COST

Owner's name	Richard
Company name	Purified Water Solutions
NAICS Business Classification	
Sector (general classification)	22 Utilities
Sub-sector (more specific classification)	221: Utilities

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	5,000		
cell phone purchase	100		
car/truck down payment, if leased			
permits	5,000		
supplies, office & misc.	100		
insurance	8,275		
petty cash	7,000		
Cash needed for start-up expenses	25,475		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	30,000		30,000
company trailer			
computer, printer, fax	1,000		1,000
Hard Tools/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	39,000	-	39,000
			60 assumed life (months)
			650 monthly depreciation
Total start up cost	64,475		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	64,475	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	64,475	100%

FINANCIALS STATEMENT (PRO FORMA)

Richard dba Purified Water Solutions
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Installs				Maintenance							
Product description												
Price per unit			1,000.00	100%			150.00	100%				0%
Cost of one unit												
	hours		rate		hours		rate		hours		rate	
Non-owner payroll exp.			-	0%			-	0%			-	0%
Non-owner payroll tax			-	0%			-	0%			-	0%
cost 1 description	Filter		75.00	8%	Filter		75.00	50%				0%
cost 2 description	Mask		0.10	0%	Mask		0.10	0%				0%
cost 3 description	Plumbing Supplies		199.90	20%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			275.00	28%			75.10	50%			-	0%
Gross profit per unit - what you see on income statement			725.00	73%			74.90	50%			-	0%

	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
Installs sold		12	12	12	12	12	12	12	12	12	12	12	132
Maintenance sold				12	12	24	24	36	36	48	48	60	300
total revenue		\$ 12,000	\$ 12,000	\$ 13,800	\$ 13,800	\$ 15,600	\$ 15,600	\$ 17,400	\$ 17,400	\$ 19,200	\$ 19,200	\$ 21,000	\$ 177,000
total cost of sales		\$ 3,300	\$ 3,300	\$ 4,201	\$ 4,201	\$ 5,102	\$ 5,102	\$ 6,004	\$ 6,004	\$ 6,905	\$ 6,905	\$ 7,806	\$ 58,830
total income statement gross profit (excludes owner labor)		\$ 8,700	\$ 8,700	\$ 9,599	\$ 9,599	\$ 10,498	\$ 10,498	\$ 11,396	\$ 11,396	\$ 12,295	\$ 12,295	\$ 13,194	\$ 118,170

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	1	1	1	1	1	1	1	1	1	1	1	
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	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
salary expense, excluduig payroll taxes	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000

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

Richard dba Purified Water Solutions
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														
Installs	6	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	75%
Maintenance	6	-	-	-	1,800	1,800	3,600	3,600	5,400	5,400	7,200	7,200	9,000	45,000	25%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	12,000	12,000	13,800	13,800	15,600	15,600	17,400	17,400	19,200	19,200	21,000	177,000	100%
Cost of Goods Sold	2														
Installs	6	-	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	36,300	21%
Maintenance	6	-	-	-	901	901	1,802	1,802	2,704	2,704	3,605	3,605	4,506	22,530	13%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	3,300	3,300	4,201	4,201	5,102	5,102	6,004	6,004	6,905	6,905	7,806	58,830	33%
Gross profit		-	8,700	8,700	9,599	9,599	10,498	10,498	11,396	11,396	12,295	12,295	13,194	118,170	67%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	650	650	650	650	650	650	650	650	650	650	650	7,150	4%
Gasoline & fuels	-	-	525	525	525	525	525	525	525	525	525	525	525	5,775	3%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	275	275	275	275	275	275	275	275	275	275	275	3,025	2%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	5,000	500	500	500	500	500	500	500	500	500	500	500	500	10,500	6%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	25%
Payroll taxes (9%)	6 & 8	-	360	360	360	360	360	360	360	360	360	360	360	3,960	2%
Permits	5,000													5,000	3%
Supplies	100	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Tax service	-	-												-	0%
Telephone - cellular	100	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Start-up expenses	15,275	-	-	-	-	-	-	-	-	-	-	-	-	15,275	9%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		25,475	6,510	6,510	6,510	6,510	6,510	6,510	6,510	6,510	6,510	6,510	6,510	97,085	55%
Taxable profit (loss)	1	(25,475)	2,190	2,190	3,089	3,089	3,988	3,988	4,886	4,886	5,785	5,785	6,684	21,085	12%
Tax (expense) benefit	1		-				-			(708)			(4,564)	(5,271)	-3%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(25,475)	2,190	2,190	3,089	3,089	3,988	3,988	4,886	4,179	5,785	5,785	2,120	15,814	9%
Depreciation	3	-	650	650	650	650	650	650	650	650	650	650	650	7,150	
Equipment purchases	3	(39,000)	-	-	-	-	-	-	-	-	-	-	-	(39,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	64,475	-	-	-	-	-	-	-	-	-	-	-	64,475	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	2,840	2,840	3,739	3,739	4,638	4,638	5,536	4,829	6,435	6,435	2,770	48,439	
Cash, period start		-	-	2,840	5,680	9,419	13,158	17,795	22,433	27,969	32,798	39,233	45,668	-	
Cash, period end		-	2,840	5,680	9,419	13,158	17,795	22,433	27,969	32,798	39,233	45,668	48,439	48,439	

Purified Water Solutions
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