

prison
entrepreneurship
program

**Business Plan Competition
October 2, 2026**

Coma, Kaeleb, Pablo, Pablo
Roll-n-Soul LLC

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

Roll-n-Soul LLC

Business Plan
October 2, 2026

Coma
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
- No food trucks - Limited lunch break times - Multiple factories in my area	Help hard working people enjoy their 30 min lunch breaks and to feed the block	- Start a food truck - Mobile food - Convenient																																				
Customers	Differentiators	Extras																																				
- Factory workers - Club goers - Car meet/ park - Little league Games	- No competition where I’m located - Soul food - Already have a customer base	My wife’s great cooking and the secret to how we fry																																				
Marketing	Start-up Costs	Financials & Extras																																				
Fliers business cards word of mouth Facebook and other social media and my truck rap and big picture of delicious meal on the side and my number on all of them	<table><tr><td>Owner investment - cash</td><td>\$ 25,600</td></tr><tr><td>Owner investment - equipment</td><td>30,000</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>\$ 55,600</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 25,600	Owner investment - equipment	30,000	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 55,600</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 369,700</td><td>100%</td></tr><tr><td>COGS</td><td><u>104,600</u></td><td><u>28%</u></td></tr><tr><td>Gross profit</td><td>265,000</td><td>72%</td></tr><tr><td>Overhead</td><td><u>166,200</u></td><td><u>45%</u></td></tr><tr><td>Pretax income</td><td>98,800</td><td>27%</td></tr><tr><td>Tax expense</td><td>24,700</td><td>7%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 74,100</u></td><td><u>20%</u></td></tr></table>	Sales	\$ 369,700	100%	COGS	<u>104,600</u>	<u>28%</u>	Gross profit	265,000	72%	Overhead	<u>166,200</u>	<u>45%</u>	Pretax income	98,800	27%	Tax expense	24,700	7%	Owner withdrawals	-	0%	Net income	<u>\$ 74,100</u>	<u>20%</u>
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TEAM LEADERSHIP STATEMENT

Business Name: Roll-N-Soul LLC

CEO:

Coma is a people's person and works good with others. He has worked many jobs in many different industries. He also is very great at working production and assembly lines. With many years of working with livestock.

COO:

Kaeleb brings effective listening and good judgement to the table.

CFO:

Pablo L brings dependability, honest hard-working skills to the table. He is bi-lingual and good with numbers. He graduated at the top of his class. Good with his hands as he worked in the oil fields to construction as a Heavy Equipment Operator. He is efficient in the ability to lead a group of men to execute a job. He's Certified if Electrical Technician.

CMO:

Pablo M brings all kinds of skills from hands on DIY to marketing on social media. He is always been a do it yourself to get it done right the first time. Pablo has a background in plumbing, electrical, automotive and recreational vehicles. He also specializes in mentorship and thinking outside the box always has a great attitude.

PRODUCT/SERVICE OFFERING

Roll-N-Soul provides a variety of authentic soul food. Our truck can be seen in plenty locations like factories, clubs, and parks and many other events around town. We will have different dishes through the week but every day for our number one best seller the pork chop sandwich. You can buy a full plate or just the main dish. Our meals will be made fresh everyday no microwave meals here. Our pork chop sandwich will be made the way you like fried, baked or even smoked. Roll-N-Soul serves people who want a cheap lunch that's convenient and won't take up their whole lunch break to go get. As stated before, we will have different meals everyday with sides like cornbread, cabbage, core and others. Also, pies, cakes, and cobblers with drinks. Diffidently child and friendly drinks.

MARKET/INDUSTRY

MARKET

Roll-n-Soul soul food is a growing industry. People will always need and want food. We ill target mostly factory workers on their lunch. we will mostly be located in the Brenham area but still service all of Washington County. Yes, our truck specializes in soul food, but also serve other foods as well. During winter and fall we make most of our money at the factories and spring and summer we do big and small events. Out meal cost but are worth the funds because no little meals come out of our rucks unless you buy small stuff.

COMPETITION

There are food services but no food trucks, so I will always be first on the scene, and none of the food places in Brenham, Tx serves food so I got them beat. We also cater events. Pull up to house parties and office events just call and schedule the time and date.

DIFFERENTIATION

I'm different because I'm the only one serving soul food and can pull up on you and not make you have to come to me. I can be found all over town and not just in the same old spot, so just give me a call and place your order and let me know where your job or the close place you want to pick up or have your plate dropped off at, also do catering.

MARKETING STRATEGY

Price:

Roll-N-Soul LLC will be using the cost-plus pricing strategy, we will have look in consideration of what we payed for the meals of that day. we will be in a food truck and not a regular brick and mortar soul food spot so our plates will be a little cheaper but not by much, we will also have to think of gas. we will accept cash, credit cards, and when we do big events personal checks, after so long of coming to factories and getting to know customers we will offers until pay day credit.

Place:

What makes my food truck so special is that is a truck and all the other soul food spots are stationary so when lunch breaks for factories come which they all have different lunch breaks, I will be in the parking lots, so I also will be in all the good spots like the park after the clubs, and etc. I will also be reachable by phone for call ins.

PROMOTION:

We plan on getting business through word of mouth and sale calls, i also plan to give away free t-shirts for the first month with my number and name of my business and what we offer to new customers. sale calls would be to factories and club owners. I will also put flyers up all over the place and car windshields.

VISION AND OBJECTIVES

Two Months Before Starting

- File DBA
 - Obtain Food Handlers License
 - Create an LLC
 - Obtain general & vehicle insurance
 - Make sales calls
-
- **First Two Months After Starting**
 - Start saving for hard times
 - Implement promotion and stamp card

First Year

- Buy second vehicle
- Hire 2 employees
- Certify and equip fleet

Second Year

- Commence multiple county sales
- Begin college utilization
- Continue dual truck functions

Fifth Year

- Upgrade menu
- Food truck sales at all factories

Tenth Year

- 4 trucks in multiple counties
- Begin harvest plan with heirs

Philanthropy

Food truck plate give away weekly during the food drives

Community Impact

Plate giveaways and promotional ventures and donations to local missions.

START-UP COST

Owner's name	Coma
Company name	Roll-N-Soul, LLC
NAICS Business Classification	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	722: Food Services and Drinking Places

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	1,000		
cell phone purchase			
car/truck down payment, if leased			
permits	1,500		
supplies, office & misc.	500		
Accounting	100		
P.O.S. Fee	1,000		
Insurance	2,000		
DBA	300		
Cash needed for start-up expenses	6,400		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	35,000		35,000
company trailer			
computer, printer, fax	1,200		1,200
equipment	10,000		10,000
generator	3,000		3,000
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	49,200	-	49,200
			60 assumed life (months)
			820 monthly depreciation
Total start up cost	55,600		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	25,600	46%
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	30,000	54%
Total start up cost, total sources	55,600	100%

Coma, Kaeleb, Pablo L., Pablo M.

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														
Porkchop Plate	6	-	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	123,255	33%
Fish Plate	6	-	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	123,255	33%
Fried Chicken Plate	6	-	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	11,205	123,255	33%
Total revenue		-	33,615	33,615	33,615	33,615	33,615	33,615	33,615	33,615	33,615	33,615	33,615	369,765	100%
Cost of Goods Sold	2														
Porkchop Plate	6	-	4,340	4,340	4,340	4,340	4,340	4,340	4,340	4,340	4,340	4,340	4,340	47,741	13%
Fish Plate	6	-	1,524	1,524	1,524	1,524	1,524	1,524	1,524	1,524	1,524	1,524	1,524	16,763	5%
Fried Chicken Plate	6	-	3,653	3,653	3,653	3,653	3,653	3,653	3,653	3,653	3,653	3,653	3,653	40,181	11%
Total COGS		-	9,517	9,517	9,517	9,517	9,517	9,517	9,517	9,517	9,517	9,517	9,517	104,685	28%
Gross profit		-	24,098	24,098	24,098	24,098	24,098	24,098	24,098	24,098	24,098	24,098	24,098	265,080	72%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	820	820	820	820	820	820	820	820	820	820	820	9,020	2%
Gasoline & fuels	-	-	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200	4%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	1,000	-	500	500	500	500	500	500	500	500	500	500	500	6,500	2%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	7,140	7,140	7,140	7,140	7,140	7,140	7,140	7,140	7,140	7,140	7,140	78,540	21%
Payroll taxes (9%)	6 & 8	-	643	643	643	643	643	643	643	643	643	643	643	7,069	2%
Permits	1,500	-												1,500	0%
Supplies	500	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	17,000	5%
Tax service	-	-												-	0%
Telephone - cellular	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Start-up expenses	3,400	-	-	-	-	-	-	-	-	-	-	-	-	3,400	1%
Misc.	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Investor Compensation	-	-	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	12,375	3%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		6,400	14,528	14,528	14,528	14,528	14,528	14,528	14,528	14,528	14,528	14,528	14,528	166,204	45%
Taxable profit (loss)	1	(6,400)	9,571	9,571	9,571	9,571	9,571	9,571	9,571	9,571	9,571	9,571	9,571	98,877	27%
Tax (expense) benefit	1			(3,185)			(7,178)			(7,178)			(7,178)	(24,719)	-7%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(6,400)	9,571	6,385	9,571	9,571	2,393	9,571	9,571	2,393	9,571	9,571	2,393	74,158	20%
Depreciation	3	-	820	820	820	820	820	820	820	820	820	820	820	9,020	
Equipment purchases	3	(49,200)	-	-	-	-	-	-	-	-	-	-	-	(49,200)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	25,600	-	-	-	-	-	-	-	-	-	-	-	25,600	
Equity investor	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Net cash flow		-	10,391	7,205	10,391	10,391	3,213	10,391	10,391	3,213	10,391	10,391	3,213	89,578	
Cash, period start		-	-	10,391	17,596	27,987	38,377	41,590	51,980	62,371	65,584	75,974	86,365	-	
Cash, period end		-	10,391	17,596	27,987	38,377	41,590	51,980	62,371	65,584	75,974	86,365	89,578	89,578	

Rollback period

Coma, Kaeleb, Pablo L., Pablo M.