

prison
entrepreneurship
program

**Business Plan Competition
October 2, 2026**

Justin, Pompilio, George, Kenute
Woodchuck Tree Services LLC

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

Woodchuck Tree Service LLC

Business Plan
October 2, 2026

Justin
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																																				
• Rapid response time • Committed to cleaning equipment to prevent un intentional damage to trees • Most tree services in the Crockett area don’t have stump grinding equipment. • I personally know owners of RV parks, camping grounds.	• The purpose of Woodstock tree service is to trim and remove trees cut grass and build fence to keep children and pets safe	• Safely remove trees to prevent damage to homes. • Clean equipment after working on each tree. • Grinding stumps below ground level. • Provide an affordable alternative fuel source for hearing and cooking.																																				
Customers	Differentiators	Extras																																				
• Safely remove trees to prevent damage to homes. • Clean equipment after working on each tree. • Grinding stumps below ground level. • Provide an affordable alternative fuel source for hearing and cooking.	• Rapid response time • Committed to cleaning equipment to prevent un intentional damage to trees • Most tree services in the Crockett area don’t have stump grinding equipment. • I personally know owners of RV parks, camping grounds, and have an established customer based from past sales.	• All big land owners in Crockett area are either persona; friends or customers of my stepfather who owns Nicholas construction • My father has cut trees and mowed lawns my whole life and has many customers to pass on to me																																				
Marketing	Start-up Costs	Financials & Extras																																				
• Word of mouth • Billboard on family owned property on loop in Crockett • Truck wrap • Promotional T-shirts and caps	<table><tr><td>Owner investment - cash</td><td>\$ 98,100</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>\$ 98,100</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 98,100	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 98,100</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 582,400</td><td>100%</td></tr><tr><td>COGS</td><td><u>162,100</u></td><td>28%</td></tr><tr><td>Gross profit</td><td>420,300</td><td>72%</td></tr><tr><td>Overhead</td><td><u>248,800</u></td><td>43%</td></tr><tr><td>Pretax income</td><td>171,400</td><td>29%</td></tr><tr><td>Tax expense</td><td>42,800</td><td>7%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 128,500</u></td><td><u>22%</u></td></tr></table>	Sales	\$ 582,400	100%	COGS	<u>162,100</u>	28%	Gross profit	420,300	72%	Overhead	<u>248,800</u>	43%	Pretax income	171,400	29%	Tax expense	42,800	7%	Owner withdrawals	-	0%	Net income	<u>\$ 128,500</u>	<u>22%</u>
Owner investment - cash	\$ 98,100																																					
Owner investment - equipment	-																																					
Vehicle and/or equipment loan	-																																					
Start up financing	-																																					
Total start up costs:	<u>\$ 98,100</u>																																					
Plan Purpose:	Start-Up																																					
Sales	\$ 582,400	100%																																				
COGS	<u>162,100</u>	28%																																				
Gross profit	420,300	72%																																				
Overhead	<u>248,800</u>	43%																																				
Pretax income	171,400	29%																																				
Tax expense	42,800	7%																																				
Owner withdrawals	-	0%																																				
Net income	<u>\$ 128,500</u>	<u>22%</u>																																				

TEAM LEADERSHIP STATEMENT

Business Name: Woodchuck Tree Service LLC

CEO:

Justin brings Leadership, knowledge, and determination to the table and has 8 years of experience in tree and lawn care. He also specializes in Residential painting, low pressure steam boilers, and automotive repair.

COO:

Pompilio brings bilingual communication, effective listening and good judgment to the table. With one year of experience in landscaping. He also has the ability to trim trees and mow lawns.

CFO:

George brings business knowledge and behavioral science to the table and has 1 year of experience in residential construction. He also specializes in rough carpentry and plumbing.

CMO:

Kenute brings problem solving, conflict resolution and integrity to the table and has 5 years of experience in pressure washing. He also specializes in tree and lawn care.

PRODUCT/SERVICE OFFERING

Woodchuck Tree Service LLC provides tree trimming, tree removal, firewood, and stump grinding. We are always on-call for the convenience of our customers. Our services account for 30%, 15%, 30%, 5%, 20%, of our total revenues. We will begin our operations in 2029. Trees and tree limbs can become a danger to homes and people. Woodchuck Tree Service LLC can restore peace of mind to homeowners and businesses. We treat trees suffering from bugs and fungi. If a customer needs a tree removed we execute the job in a safe and efficient manner.

Afterwards we grind the stump down if the customer wants it out the way. We don't just burn the wood that is left over. For oak and other hardwoods, we sell as firewood to heat homes and BBQ restaurants. For pine and soft-wood, we sell firewood to campgrounds. While our competitors cut down trees with dirty equipment, spreading rot and fungi, we are committed to keeping equipment clean to ensure the safety of healthy trees. By 2030 we will expand into pipe fencing and small engine repair. Goals include the following: For every live tree that is cut down, two will be planted on personally owned property. Expand into surrounding counties, with a Woodchuck Tree Service LLC crew in every county.

MARKET/INDUSTRY

MARKET

Wood Chuck Services is in the steadily growing industries of tree and lawn care. Some of our target customers include the Spring Creek Country Club, Texas Shores and other communities surrounding Houston County Lake. After questioning many potential customers in those areas, it has been decided that most do not prefer to trim their own trees, or mow their own lawns. We cut more trees during storm season, fall and winter. We mow lawns during spring and summer. We sell seasoned firewood more in fall and winter, we build and repair fence year-round.

COMPETITION

There are two other tree services in the Crockett area. East Texas, tree services and Trees Inc. There are one other tree care lawn care services. Which is called Arvizu Tree and Lawn Care.

DIFFERENTIATION

We are different from our competitor because East Texas tree service and Trees Inc, only handle trees. Arvizu does both, but they only provide services inside of Crockett city limits. We provide tree, lawn care and fence building and repairs. we also have existing customers in four separate counties.

MARKETING STRATEGY

PRICE:

Woodchuck services LLC will use hourly rate and cost-plus pricing strategies. Our prices are equal to or slightly above that of our competitors because we never sacrifice quality for quantity. We accept cash, personal checks, credit cards and even offer payment plans available for larger jobs over \$1000.

PLACE:

Woodchuck services LLC will be based on west loop 304 in Crockett, Tx at the intersection of the Houston county lake road. which is an easily accessible location. visible to anyone passing by on loop 302, our competitive advantages are that we not only offer free services, we also offer lawn care. the two competitors in the area offer only tree services.

PROMOTION:

Woodchuck services LLC will be promoted mainly by word of mouth, social media, bill boards, business cards, promotional t-shirts, caps, and flyers. bill board (family owned) = \$200/month. Social Media = FREE. Woodchuck services LLC logo, job description, phone number, will be on all forms of promotion. business cards will be placed at business establishments all over town. flyers will be delivered to targeted neighborhoods. t-shirts and caps will be given to customers.

VISION AND OBJECTIVES

Two Months Before Starting

- File DBA
- Create LLC
- Obtain Liability Insurance
- Hire first tree and lawn care specialist
- Begin pure promotion

First Two Months After Starting

- Acquire 20 weekly customers
- Gift woodchuck hats and shirts to customers
- Begin saving for cash reserve

First Year

- Hire second employee
- Hire third employee
- Purchase equipment for 2nd crew

Second Year

- Offer landscaping
- Acquire 50 weekly customers
- Upgrade saws and mowers

Fifth Year

- Offer gutter installation
- Offer fence building

Tenth Year

- Have my son run the company
- Be advisor for my son

Philanthropy

I plan to donate 10% of my net profit to PEP and Tunnels to Towers.

Community Impact

I plan to eventually use all electric equipment to be friendlier to the environment.

START-UP COST

Owner's name	Justin
Company name	WoodChuck Services, LLC
NAICS Business Classification	
Sector (general classification)	81 Other Services except Public Administration
Sub-sector (more specific classification)	811: Repair and Maintenance

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	300		
car/truck down payment, if leased			
permits			
supplies, office & misc.	100		
Insurance Down Payment	3,500		
DBA	300		
Cash needed for start-up expenses	5,200		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	40,000		40,000
company trailer	16,000		
computer, printer, fax	1,000		1,000
equipment	35,900		35,900
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	92,900	-	76,900
			60 assumed life (months)
			1,282 monthly depreciation
Total start up cost	98,100		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	98,100	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	98,100	100%

FINANCIALS STATEMENT (PRO FORMA)

EOU, Financing, and Payroll Assumptions

Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3				
Product name	Tree Care + Additional Services				Lawn Care				Firewood, Mulch				
Product description	Storm Clean-Up, Fence Building												
Price per unit			4,000.00	100%			80.00	100%			350.00	100%	
Cost of <u>one</u> unit	hours		rate		hours		rate		hours		rate		
Non-owner payroll exp.				-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%			-	0%			-	0%			-	0%
cost 1 description	gas		60.00	2%	gas		10.00	13%	gas		10.00	3%	
cost 2 description	oil		10.00	0%	oil		5.00	6%	oil		10.00	3%	
cost 3 description	concrete		100.00	3%				0%				0%	
cost 4 description	lumber		1,000.00	25%				0%				0%	
Total variable costs			1,170.00	29%			15.00	19%			20.00	6%	
Gross profit per unit - what you see on income statement			2,830.00	71%			65.00	81%			330.00	94%	

	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
Tree Care + Additional Services sold		12	12	12	12	12	12	12	12	12	12	12	132
Lawn Care sold		40	40	40	40	40	40	40	40	40	40	40	440
Firewood, Mulch sold		5	5	5	5	5	5	5	5	5	5	5	55
total revenue		\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 52,950	\$ 582,450
total cost of sales		\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 14,740	\$ 162,140
total income statement gross profit (excludes owner labor)		\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 38,210	\$ 420,310

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	4	4	4	4	4	4	4	4	4	4	4	
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	26.25	26.25	26.25	26.25	26.25	26.25	26.25	26.25	26.25	26.25	26.25	
salary expense, excluding payroll taxes	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	184,800

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
Chainsaw Chains	20	20	20	20	20	20	60	60	60	60	60	
Weedeater String	20	20	20	20	20	20	20	20	20	20	20	
Lawnmower Blades		100.00		100.00		100.00						

Woodchuck Tree Service LLC
Justin Smith, Pompilio Bolanos, George Carter, Kenute Guy

	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														
Tree Care + Additional Services	6	-	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	528,000	91%
Lawn Care	6	-	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200	35,200	6%
Firewood, Mulch	6	-	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750	19,250	3%
Total revenue		-	52,950	52,950	52,950	52,950	52,950	52,950	52,950	52,950	52,950	52,950	52,950	582,450	100%
Cost of Goods Sold	2														
Tree Care + Additional Services	6	-	14,040	14,040	14,040	14,040	14,040	14,040	14,040	14,040	14,040	14,040	14,040	154,440	27%
Lawn Care	6	-	600	600	600	600	600	600	600	600	600	600	600	6,600	1%
Firewood, Mulch	6	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Total COGS		-	14,740	14,740	14,740	14,740	14,740	14,740	14,740	14,740	14,740	14,740	14,740	162,140	28%
Gross profit		-	38,210	38,210	38,210	38,210	38,210	38,210	38,210	38,210	38,210	38,210	38,210	420,310	72%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,282	1,285	1,285	1,288	1,288	1,291	1,292	1,293	1,295	1,296	1,297	14,192	2%
Gasoline & fuels	-	-	800	800	800	800	800	800	800	800	800	800	800	8,800	2%
Insurance - bonding	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Insurance - vehicle	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	1,000	-	150	150	150	150	150	150	150	150	150	150	150	2,650	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	16,800	184,800	32%
Payroll taxes (9%)	6 & 8	-	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	1,512	16,632	3%
Permits	-	-												-	0%
Supplies	100	-	150	150	150	150	150	150	150	150	150	150	150	1,750	0%
Tax service	-	-												-	0%
Telephone - cellular	300	-	150	150	150	150	150	150	150	150	150	150	150	1,950	0%
Start-up expenses	3,800	-	-	-	-	-	-	-	-	-	-	-	-	3,800	1%
Misc. Expenses	-	-	750	750	750	750	750	750	750	750	750	750	750	8,250	1%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		5,200	22,144	22,147	22,147	22,150	22,150	22,153	22,154	22,155	22,157	22,158	22,159	248,874	43%
Taxable profit (loss)	1	(5,200)	16,066	16,063	16,063	16,060	16,060	16,057	16,056	16,055	16,053	16,052	16,051	171,436	29%
Tax (expense) benefit	1			(6,732)			(12,046)			(12,042)			(12,039)	(42,859)	-7%
Owner's withdrawals	1	-									-	-	-	-	0%
Net profit (loss)		(5,200)	16,066	9,331	16,063	16,060	4,014	16,057	16,056	4,013	16,053	16,052	4,012	128,577	22%
Depreciation	3	-	1,282	1,285	1,285	1,288	1,288	1,291	1,292	1,293	1,295	1,296	1,297	14,192	
Equipment purchases	3	(92,900)	(40)	(140)	(40)	(140)	(40)	(140)	(80)	(80)	(80)	(80)	(80)	(93,840)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	98,100	-	-	-	-	-	-	-	-	-	-	-	98,100	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	17,308	10,476	17,308	17,208	5,262	17,208	17,268	5,226	17,268	17,268	5,229	147,029	
Cash, period start		-	-	17,308	27,784	45,092	62,300	67,562	84,770	102,038	107,264	124,532	141,800	-	
Cash, period end		-	17,308	27,784	45,092	62,300	67,562	84,770	102,038	107,264	124,532	141,800	147,029	147,029	

Woodchuck Tree Service LLC
Justin Smith, Pompilio Bolanos, George Carter, Kenute Guy