

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Kaleb  
Wave Wraps Graphic Designs

Prison Entrepreneurship Program  
P.O. Box 926274  
Houston, TX 77292  
(832) 767-0928  
[www.pep.org](http://www.pep.org)

# *Wave Wraps Graphic Designs*

*“Don’t scrap it, wrap it”*

Business Plan  
January 2020

*Kaleb*  
Owner & Founder

**TABLE OF CONTENTS**

---

**EXECUTIVE SUMMARY .....1**

**PERSONAL FIT EDITED.....2**

**OPPORTUNITY .....2**

**SOLUTION .....3**

**CUSTOMERS.....4**

**DIFFERENTIATORS .....6**

**EXTRAS .....7**

**MARKETING.....7**

**RÉSUMÉ ..... ATTACHED**

**FINANCIAL PROJECTIONS ..... ATTACHED**

**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>Many people want another avenue to advertise their business with and have ran out of inexpensive reasonable options while another large part wants to express themselves.</p>	<p>We ensure the quality of each design and placement before applying the product, with checkpoints along the way for our customer peace of mind.</p>	<p>Wave Wraps Graphic Design puts together and applies vinyl wraps to our customer's specific needs to ensure satisfaction.</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>Small business owners seeking to promote their business on their work trucks or vehicles. Body Art and automotive enthusiasts seeking to express themselves on their ride.</p>	<p>We apply a step by step system to ensure that we guide our customers to their absolute satisfaction while being art oriented.</p>	<p>My concept is not a cutting edge in my opinion/ we do fill a need for quality advertisement and art.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>Networking with small business communities, car lots and auto body shops/ Racing shops will be a major marketing tool. Will promote my business around areas that are art/design oriented.</p>	<table border="0"> <tr> <td>Sales:</td> <td>\$ 449,300</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td><u>150,200</u></td> <td><u>33%</u></td> </tr> <tr> <td>Gross profit</td> <td>299,100</td> <td>67%</td> </tr> <tr> <td>Overhead</td> <td><u>109,600</u></td> <td><u>24%</u></td> </tr> <tr> <td>Pretax income</td> <td>189,500</td> <td>42%</td> </tr> <tr> <td>Tax expense</td> <td>47,300</td> <td>11%</td> </tr> <tr> <td>Owner withdrawals</td> <td><u>33,000</u></td> <td><u>7%</u></td> </tr> <tr> <td>Net income</td> <td><u>\$ 109,100</u></td> <td><u>24%</u></td> </tr> </table>	Sales:	\$ 449,300	100%	COGS	<u>150,200</u>	<u>33%</u>	Gross profit	299,100	67%	Overhead	<u>109,600</u>	<u>24%</u>	Pretax income	189,500	42%	Tax expense	47,300	11%	Owner withdrawals	<u>33,000</u>	<u>7%</u>	Net income	<u>\$ 109,100</u>	<u>24%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 10,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td>15,200</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>32,500</td> </tr> <tr> <td>Start up financing</td> <td>-</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b><u>\$ 57,700</u></b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td>Start-Up</td> </tr> </table>	Owner investment - cash	\$ 10,000	Owner investment - equipment	15,200	Vehicle and/or equipment loan	32,500	Start up financing	-	<b>Total start up costs:</b>	<b><u>\$ 57,700</u></b>	<b>Plan Purpose:</b>	Start-Up
Sales:	\$ 449,300	100%																																				
COGS	<u>150,200</u>	<u>33%</u>																																				
Gross profit	299,100	67%																																				
Overhead	<u>109,600</u>	<u>24%</u>																																				
Pretax income	189,500	42%																																				
Tax expense	47,300	11%																																				
Owner withdrawals	<u>33,000</u>	<u>7%</u>																																				
Net income	<u>\$ 109,100</u>	<u>24%</u>																																				
Owner investment - cash	\$ 10,000																																					
Owner investment - equipment	15,200																																					
Vehicle and/or equipment loan	32,500																																					
Start up financing	-																																					
<b>Total start up costs:</b>	<b><u>\$ 57,700</u></b>																																					
<b>Plan Purpose:</b>	Start-Up																																					
	<b>Personal Fit</b>																																					

As the founders of Wave Wraps Graphic Design I look forward to utilizing my years of art experience to meet customer's needs. My passion for art and vehicles are a driving factor for my own personal growth. I am aiming to provide easy satisfying and high quality art for people through my service.

## **PERSONAL FIT EDITED**

---

My name is Kaleb. I was born in Dauphin, Manitoba Canada on March 21, 1997. I was raised in Texas by my mom with my brother Kaden. For the most part it was my mom and I in Abilene Texas where I finished high school.

When I was 13 I started using drugs. It all started as an escape from life and a way to get back at my parents for the divorce but it ended up being all I ever thought about or wanted to do. I picked up selling drugs as a way to do drugs for free and continued to do that until I was 20 years old. I continually pushed the limits of how far I would go in my crime in order to be 'the man' in my group of friends. At 16 I started to get misdemeanor charges for marijuana and paraphernalia, and at 18 I caught my first serious charges; a drug case. I spent 3 months in jail before I signed for probation. Several months later I caught a robbery charge, but I wasn't indicted for almost a year and a half. Before being indicted on that charge I moved to Maine in order to get clean from heroin and away from my bad habits. My 6<sup>th</sup> month clean I was called into my probation office and arrested for my robbery charge. I signed for 5 years on both charges after being extradited to Texas and I have been in prison since then. I've spent about three years of my life in jail or prison. Since coming to prison I have been in two different faith-based programs, learned how to cut hair, and rebuilt my relationships with my family and started to focus on fixing my character flaws. I no longer blow things out of proportion. I'm able to think before I speak and I control my emotions rather than let them control me. I have fully committed to changing every aspect of my life. I will be going to a transitional house in a completely new area to prevent myself from being around old friends. In essence I am giving up old people, places and things. I'm committing to spending as much time with my family as I can to make up for lost time. I plan to further my education by earning a degree in graphics design to add onto my years of experience. I say these things and commit to them because the life God intended for me is not the one I've been living. Being thrust into a 5 year sentence with no parole at 20 years old was a huge wake up call for me. Coming to prison not only saved my life but has provided me with an opportunity to have a new life. I am fiercely loyal to whatever I hold at heart, which is now to be a beneficial factor in my life and all those around me as well. I want to own my own business for the simple fact that if I do it and build it with my own hands, I'll appreciate it more. I've changed the way I look at people I could positively impact and grow with. I hope to be able to start my business within two years of my release. I took all of our driving values to heart and I know that any opportunity presented to me is through God and him alone. I will be released to Dallas-Fort Worth in the month of January, 2022.

## **OPPORTUNITY**

---

- Can I solve the problem given my skills and personality?
  - Yes.

- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - I feel my solution is adequate for the complaints presented.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - I can hire employees to work with my business.
- Is there growth potential to expand my business, or is this a dying market?
  - I have a burning desire for art, design and cars giving me the ability to focus on and build my area of the market.
- How soon can I get my business up and running?
  - Within 12-18 months of release.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
  - I will be able to attack the market quickly with a relatively low startup cost.
- Is this something I would be proud to share with my family and parole officer?
  - Yes. Everything my company does will stand on high standards and excellence.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes.
- Would my business start as a part-time venture or need to be full time?
  - This will be a full time venture.

## **SOLUTION**

---

- Is what I am offering filling the customer's real need?
  - Yes.
- What are the benefits (not features) that I am providing?
  - A tight knit group of employees to provide a friendly workplace environment.
- Why can I do this better than another business (competitor)?
  - Due to my experience in art and my understanding of it I will be able to provide a high quality design for my customer's wraps.
- How will I deliver this better idea to my customers?
  - I will network with auto shops, performance racing shops, car lots and tattoo shops to reach new customers.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - Yes.
- Is my solution consistent with my passion for selling?
  - Yes.
- Is the price of my solution equal to or less than the customer's pain?
  - Our pricing model will allow us to provide our service for 5%-10% less than our competitors.
- Is the approximate cost of my solution lower than the price?

- Yes.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - Yes. I will need a fixed location.
- Do I offer a guaranty or return policy?
  - I will offer a quality guarantee for my wraps with a 2 year warrantee for the product itself.

## **CUSTOMERS**

---

### **Demographics:**

- Will my service have different appeal to men versus women?
  - Men are more likely to buy my product although I will welcome both.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - My customer ideal age will be 20-45 depending on the service wanted.
- Does my customer need to be married, single or does it matter?
  - Marital status will not be a factor.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
  - No.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - Personal image and business promotions.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - I think my business will appeal more to the middle class.
- Does my customer need to own specific assets (car, house, boat)?
  - A vehicle will be required to utilize my services.

### **Location:**

- Where will I sell to my customers (their home, their workplace, on the street, online, my store, an event like trades day)?
  - I will sell to my customers from my shop.
- Do I go to my customer (home service) or does my customer come to me?
  - My customers will come to my shop.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - My ideal customers will be small business owners.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - My target customer will be located in a 15-20 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?

- My customer will come one by one through a referral system.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I may be able to find these customers in groups but they are more than likely to purchase my product individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - The customer will definitely purchase from me again. They will also refer me to their family and friends because I will deliver quality work.

***If Doing Business to Business Operations (Optional):***

- Am I selling to a wholesaler, retailer or does it matter?
  - I will primarily be selling to small businesses.
- What industry is my customer in?
  - Any business that has vehicles etc. that need my wraps as a form of advertising.
- What size customer do I want to serve (large/small, single/multiple locations)?
  - Small to medium.
- Will my customer require special insurance (construction bonding, liability insurance)?
  - No.
- Does my customer require 24/7 service?
  - No.
- Do I have the capacity to meet the customer's demands?
  - Yes.
- Will the size of a customer allow me to develop other clients or will I be hostage to one company?
  - The size of my customer will do nothing to hinder the growth of my company.

**DIFFERENTIATORS**

<b>My Competitors</b>	<b>Direct or Indirect</b>	<b>Promotion</b>	<b>Price</b>	<b>Their Advantages</b>	<b>Their Disadvantages</b>	<b>My Differentiators</b>
Auto Body Shops	Direct	Internet Radio T.V	\$1,000- \$2,000	One Spot Stop	Limited focus due to number of services provided/low quality product	Focus on quality of art and materials used
Paint Shops	Direct	Internet Radio T.V	\$2000 +	More permanent than vinyl wrap	Decreases value of car sometimes/you get what you pay for	Can be removed at any time and less time consuming
Sign Shops	Indirect	Internet Radio T.V	\$250+	Small amount of material needed to make signs	Having to ship wraps to another company to apply to car	Printed and applied In houses

## **EXTRAS**

---

### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - No.
- Do you have access to a favorable location for your business?
  - No.
- Are you going to be the first company of your type in your chosen area operations?
  - No.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - My idea is not new but my art is the differentiator.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - Yes.
- Are you an especially charming or personable person?
  - I am naturally a people person. I get along with most people and know how to make people feel important.

## **MARKETING**

---

### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - Vinyl wraps, advertisement design, in a way that matches current trends.
- What is your tagline?
  - Don't scrap it, Wrap it.
- How does your name and tagline make you different than your competitors?
  - My idea encourages others to take control of their idea and make it a reality.
- Can your message be effectively conveyed through multiple types of media?
  - Yes.
- Is your message effective across different demographics?
  - Yes.
- Is your pricing consistent with the market for similar offerings?
  - Yes, but we offer competitive pricing in order to outdo the competition.
- Is your pricing consistent with the degree of personalization?
  - Yes. The pricing will match the quality of the product.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Referrals, social media marketing, networking with auto body shops, car lots and body art tattoo shops.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I want to reach a minimum of 100-150 customers each month.
- Once you've reached your typical customer, how many will actually buy from you?
  - At least 7-25 customers.
- For each of the three, what do you think the estimated cost will be?
  - Not 100% sure.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Not entirely sure.
- How will you collect customer reviews?
  - Online reviews and follow ups about our service.

## RESUME

---

### **Kaleb**

1100 Hwy 1807  
Venus, TX 76084  
Cell 999-999-999, myaccount@gmail.com

### **Experience**

#### ***Waiter at Cracker Barrel***

*March 2013- July 2014*

Be prompt, attentive, friendly and able to manage customers properly

#### ***Barber***

*November 2018- May 2019*

Cut hair 7-8hrs daily

### **Skills**

- **People Person**
- **Persuasive**
- **Artist**
- **Server**
- **Barber**

### **Education/Certifications**

#### ***PEP***

*May 2019-January 2020*

Values-based entrepreneurship program of intensive three-month leadership academy and six-month business plan competition with training in business, marketing, finance and competitive strategies. Participants are coached by top executives and MBA advisors from universities across the country culminating in a 30-minute presentation to CEOs and investors. Graduates earn certificate in Entrepreneurship from Baylor University's Hankamer School of Business.

#### ***Abilene High School***

*August 2012- May 2014*

High School Diploma

Owner's name	Kaleb
Company name	Wave Wrap Graphic Design
<b>NAICS Business Classification</b>	
Sector (general classification)	_55_Management_of_Companies_and_Enterprises
Sub-sector (more specific classification)	551: Management of Companies and Enterprises

**Start-up Costs**  
**Year 1**

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	250
cell phone purchase	300
car/truck down payment, if leased	-
permits	150
supplies, office & misc.	500
Tools/Heatgun/Applicators	1,000
Training program	2,500
Cash needed for start-up expenses	<u>4,700</u>

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	2,500	7,500	10,000
company trailer			
computer, printer, fax	500		500
Plotter,Printer,Lamination equip	10,000	25,000	35,000
			-
			-
building/office deposit	2,500	N/A	N/A
beginning cash balance	5,000	N/A	N/A
Cash needed for start-up assets	<u>20,500</u>	<u>32,500</u>	<u>45,500</u>
			60 assumed life (months)
			<u>758</u> monthly depreciation

**Total start up cost** 57,700

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	10,000	17%
Vehicle loan and other equipment debt (see note 7 for financing)	32,500	56%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable	15,200	26%
<b>Total start up cost, total sources</b>	<u><u>57,700</u></u>	100%

**Kaleb dba Wave Wrap Graphic Design**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

**Assumption 6 - Revenue Model (Economics of One Unit)**

	Product 1				Product 2				Product 3			
Product name	Small Wrap				Medium Wrap				Big Wrap			
Product description	A small vinyl car wrap.				A medium vinyl car wrap.				A big vinyl car wrap.			
Price per unit			2,850.00	100%			3,990.00	100%			4,750.00	100%
Cost of one 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	Cast Vinyl		650.00	23%	Cast Vinyl		850.00	21%	Cast Vinyl		1,200.00	25%
cost 2 description	Lamination		300.00	11%	Lamination		400.00	10%	Lamination		500.00	11%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			950.00	33%			1,250.00	31%			1,700.00	36%
<b>Gross profit per unit - what you see on income statement</b>			1,900.00	67%			2,740.00	69%			3,050.00	64%

	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
Small Wrap sold		2	2	2	3	3	4	6	7	7	7	7	50
Medium Wrap sold		2	2	2	3	3	4	4	5	5	5	5	40
Big Wrap sold		1	1	1	3	3	3	3	4	4	4	4	31
total revenue		\$ 18,430	\$ 18,430	\$ 18,430	\$ 34,770	\$ 34,770	\$ 41,610	\$ 47,310	\$ 58,900	\$ 58,900	\$ 58,900	\$ 58,900	\$ 449,350
total cost of sales		\$ 6,100	\$ 6,100	\$ 6,100	\$ 11,700	\$ 11,700	\$ 13,900	\$ 15,800	\$ 19,700	\$ 19,700	\$ 19,700	\$ 19,700	\$ 150,200
total income statement gross profit (excludes owner labor)		\$ 12,330	\$ 12,330	\$ 12,330	\$ 23,070	\$ 23,070	\$ 27,710	\$ 31,510	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 299,150

**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	\$ 32,500	principal, beginning	32,500	31,698	30,891	30,079	29,261	28,437	27,609	26,774	25,934	25,089	24,237	
Interest rate (example 8%)	8.0%	interest expense	217	211	206	201	195	190	184	178	173	167	162	2,083
Loan term (# of months)	36	principal payment	(802)	(807)	(812)	(818)	(823)	(829)	(834)	(840)	(846)	(851)	(857)	(9,119)
Monthly payment	1,018	principal, ending	31,698	30,891	30,079	29,261	28,437	27,609	26,774	25,934	25,089	24,237	23,381	
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	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	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	
salary expense, excluding payroll taxes	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	56,320

**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
Heat Guns					500				250			
Shaping Tools					250				125			

**Kaleb dba Wave Wrap Graphic Design**  
**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															
Small Wrap	6	-	5,700	5,700	5,700	8,550	8,550	11,400	17,100	19,950	19,950	19,950	19,950	142,500	32%	
Medium Wrap	6	-	7,980	7,980	7,980	11,970	11,970	15,960	15,960	19,950	19,950	19,950	19,950	159,600	36%	
Big Wrap	6	-	4,750	4,750	4,750	14,250	14,250	14,250	14,250	19,000	19,000	19,000	19,000	147,250	33%	
<b>Total revenue</b>		-	<b>18,430</b>	<b>18,430</b>	<b>18,430</b>	<b>34,770</b>	<b>34,770</b>	<b>41,610</b>	<b>47,310</b>	<b>58,900</b>	<b>58,900</b>	<b>58,900</b>	<b>58,900</b>	<b>449,350</b>	<b>100%</b>	
Cost of Goods Sold	2															
Small Wrap	6	-	1,900	1,900	1,900	2,850	2,850	3,800	5,700	6,650	6,650	6,650	6,650	47,500	11%	
Medium Wrap	6	-	2,500	2,500	2,500	3,750	3,750	5,000	5,000	6,250	6,250	6,250	6,250	50,000	11%	
Big Wrap	6	-	1,700	1,700	1,700	5,100	5,100	5,100	5,100	6,800	6,800	6,800	6,800	52,700	12%	
<b>Total COGS</b>		-	<b>6,100</b>	<b>6,100</b>	<b>6,100</b>	<b>11,700</b>	<b>11,700</b>	<b>13,900</b>	<b>15,800</b>	<b>19,700</b>	<b>19,700</b>	<b>19,700</b>	<b>19,700</b>	<b>150,200</b>	<b>33%</b>	
<b>Gross profit</b>		-	<b>12,330</b>	<b>12,330</b>	<b>12,330</b>	<b>23,070</b>	<b>23,070</b>	<b>27,710</b>	<b>31,510</b>	<b>39,200</b>	<b>39,200</b>	<b>39,200</b>	<b>39,200</b>	<b>299,150</b>	<b>67%</b>	
Expenses	2															
Auto or truck lease	-														-	0%
Depreciation	3	-	758	758	758	758	771	771	771	771	777	777	777	8,448	2%	
Gasoline & fuels	-		100	100	100	100	100	100	100	100	100	100	100	1,100	0%	
Insurance - bonding	-		150	150	150	150	150	150	150	150	150	150	150	1,650	0%	
Insurance - vehicle	-		100	100	100	100	100	100	100	100	100	100	100	1,100	0%	
Interest - equip & start up	7	-	217	211	206	201	195	190	184	178	173	167	162	2,083	0%	
Marketing	250		480	480	480	480	980	480	480	480	480	480	480	6,030	1%	
Office - rent	-		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	2%	
Office - insurance	-		150	150	150	150	150	150	150	150	150	150	150	1,650	0%	
Office - telephone	-													-	0%	
Office - utilities	-		200	200	200	200	200	200	200	200	200	200	200	2,200	0%	
Payroll - not owner and not in COGS	8	-	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	5,120	56,320	13%	
Payroll taxes (9%)	6 & 8	-	461	461	461	461	461	461	461	461	461	461	461	5,069	1%	
Permits	150						150						150	450	0%	
Supplies	500		75	75	75	75	75	75	75	75	75	75	75	1,325	0%	
Tax service	-													-	0%	
Telephone - cellular	300		60	60	60	60	60	60	60	60	60	60	60	960	0%	
Start-up expenses	3,500													3,500	1%	
Tools	-		500				750						500	1,750	0%	
Christmas Bonus	-												5,000	5,000	1%	
	-													-	0%	
	-													-	0%	
	-													-	0%	
	-													-	0%	
	-													-	0%	
<b>Total expenses</b>		<b>4,700</b>	<b>9,371</b>	<b>8,865</b>	<b>8,860</b>	<b>8,855</b>	<b>10,262</b>	<b>8,856</b>	<b>8,851</b>	<b>8,845</b>	<b>8,846</b>	<b>8,840</b>	<b>14,484</b>	<b>109,635</b>	<b>24%</b>	
<b>Taxable profit (loss)</b>	1	<b>(4,700)</b>	<b>2,959</b>	<b>3,465</b>	<b>3,470</b>	<b>14,215</b>	<b>12,808</b>	<b>18,854</b>	<b>22,659</b>	<b>30,355</b>	<b>30,354</b>	<b>30,360</b>	<b>24,716</b>	<b>189,515</b>	<b>42%</b>	
Tax (expense) benefit	1			(431)			(7,623)			(17,967)			(21,357)	(47,379)	-11%	
Owner's withdrawals	1	-	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(33,000)	-7%	
<b>Net profit (loss)</b>		<b>(4,700)</b>	<b>(41)</b>	<b>34</b>	<b>470</b>	<b>11,215</b>	<b>2,185</b>	<b>15,854</b>	<b>19,659</b>	<b>9,388</b>	<b>27,354</b>	<b>27,360</b>	<b>358</b>	<b>109,136</b>	<b>24%</b>	
Depreciation	3	-	758	758	758	758	771	771	771	771	777	777	777	8,448		
Equipment purchases	3	(48,000)	-	-	-	-	(750)	-	-	-	(375)	-	-	(49,125)		
Principle, equipment loan	7	32,500	(802)	(807)	(812)	(818)	(823)	(829)	(834)	(840)	(846)	(851)	(857)	23,381		
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-		
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000		
Equity investor	3	15,200	-	-	-	-	-	-	-	-	-	-	-	15,200		
<b>Net cash flow</b>		<b>5,000</b>	<b>(84)</b>	<b>(15)</b>	<b>416</b>	<b>11,156</b>	<b>1,382</b>	<b>15,796</b>	<b>19,596</b>	<b>9,319</b>	<b>26,911</b>	<b>27,286</b>	<b>278</b>	<b>117,040</b>		
Cash, period start		-	5,000	4,916	4,901	5,316	16,472	17,855	33,650	53,246	62,565	89,476	116,761	-		
<b>Cash, period end</b>		<b>5,000</b>	<b>4,916</b>	<b>4,901</b>	<b>5,316</b>	<b>16,472</b>	<b>17,855</b>	<b>33,650</b>	<b>53,246</b>	<b>62,565</b>	<b>89,476</b>	<b>116,761</b>	<b>117,040</b>	<b>117,040</b>		