

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Brian  
Second Sight Media Solutions

Prison Entrepreneurship Program  
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# *Second Sight Media Solutions*

*“A touch above the rest”*

Business Plan  
January 2020

*Brian*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>Blind and disabled students experience high levels of learning difficulties and expected to keep up with peers.</p>	<p>Our mission is to transform society by offering every opportunity to catch a glimpse of a brighter future, by bringing our visionary educational solutions to the disadvantaged.</p>	<p>We provide vital alternative media study materials through Braille and E-text transcription services</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>The alternative media service providers in the educational industry.</p>	<p>We have several different areas of service experience in the alternative media educational industry.</p>	<p>We have a personal relationship with alternative media access center who we have a commitment to provide service through sub-contracting.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>We will market through alternative media access centers and educational seminars at schools.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 72,400</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;"><u>36,200</u></td> <td style="text-align: right;"><u>50%</u></td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">36,200</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;"><u>3,300</u></td> <td style="text-align: right;"><u>5%</u></td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">32,800</td> <td style="text-align: right;">45%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">8,200</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">-</td> <td style="text-align: right;">0%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 24,600</u></td> <td style="text-align: right;"><u>34%</u></td> </tr> </table>	Sales:	\$ 72,400	100%	COGS	<u>36,200</u>	<u>50%</u>	Gross profit	36,200	50%	Overhead	<u>3,300</u>	<u>5%</u>	Pretax income	32,800	45%	Tax expense	8,200	11%	Owner withdrawals	-	0%	Net income	<u>\$ 24,600</u>	<u>34%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 1,200</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right;"><u>1,000</u></td> </tr> <tr> <td><b>Total start up costs:</b></td> <td style="text-align: right;"><b><u>\$ 2,200</u></b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td style="text-align: right;">Startup</td> </tr> </table>	Owner investment - cash	\$ 1,200	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	<u>1,000</u>	<b>Total start up costs:</b>	<b><u>\$ 2,200</u></b>	<b>Plan Purpose:</b>	Startup
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<b>Personal Fit</b>																																						

As owner and founder of Second Sight Media Solutions I am looking forward to providing high quality alternative media educational study materials for the blind and disabled student population. This will aid in the improvement of society as a whole.

## **PERSONAL FIT**

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My name is Brian. I am 39 years old. I was born on March 25, 1980 in Borger, Texas. It was just me and my mother for as long as I can remember. So I pretty much raised myself. I was a good student until about the 5<sup>th</sup> grade when I started skipping school and running away. The last grade that I completed was the 6<sup>th</sup> grade. I moved out on my own at the age of 16 and tried to work, but drug use and laziness led me to a life of crime as a way to support myself and my habits.

At the age of 12 was the first time I went to jail, and it was a downhill slope from there. I started doing these things because I wanted to make friends and feel accepted. As a result I have been to TYC five times and TDCJ state jail two times, and TDCJ four times for a total of over 20 years in jail. The nature of the crimes were for fraud, forgery and drugs.

I have changed my thinking and the way I perceive things. I have committed to stop using drugs, and to stop pursuing easy money, and to be there for my family. I have changed because I am tired of living a life in prison, and away from my family. What triggered me to pursue these changes is that I want a better life, and also I got to experience some of what life had to offer and that opened my eyes to what was attainable.

I am a quick learner and I am constantly trying to understand the who, what, when, where and how of every situation so I can use it to benefit me and the ones around me. I want to own my own business, so that I can be in total control of my life and find ways to give back to society. I am learning how to apply integrity, accountability and wise stewardship to all aspects of my life. I would like to work for another company doing what I plan on doing for 18 months to 2 years before I start my own company. I believe I can be trusted with investment capital because I am doing what it takes to become a new person. I will be released on January 11, 2022.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - My experience in braille transcribing and E-text gives me an opportunity to provide high levels of alternative study materials.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - My company's main objective is to provide the highest quality study material.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - I will be the principle in this venture, but will look for hire in the future.
- Is there growth potential to expand my business, or is this a dying market?
  - Our company has plenty of room to advance.
- How soon can I get my business up and running?
  - I believe I can have this venture up and operational within 3-6 months from release.

- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
  - The startup cost will be a low venture.
- Is this something I would be proud to share with my family and parole officer?
  - Yes.
- 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**

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- Is what I am offering filling the customer's real need?
  - Education is the foundation of society and will be second sights primary goal.
- What are the benefits (not features) that I am providing?
  - Employees will be able to work from home, as well as give back to society.
- Why can I do this better than another business (competitor)?
  - I will be providing E-text and braille solutions.
- How will I deliver this better idea to my customers?
  - I will be sub-contracted through Alternative Media Access Center.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - I will provide solution from home.
- Is my solution consistent with my passion for selling?
  - I have a passion for helping blind and disabled students.
- Is the price of my solution equal to or less than the customer's pain?
  - The cost of my solution is reasonable.
- Is the approximate cost of my solution lower than the price?
  - Time is the main factor.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - We will have a flexible work environment.
- Do I offer a guaranty or return policy?
  - We will guaranty all work done.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - They will be equally benefitted.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - Any age that is in need of my service.

- Does my customer need to be married, single or does it matter?
  - Does not matter.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
  - Language will be limited to English.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - My ideal customer will be schools and educational programs.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - Does not apply.
- Does my customer need to own specific assets (car, house, boat)?
  - Not a factor.

### **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 home and online.
- Do I go to my customer (home service) or does my customer come to me?
  - I will communicate on-line.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - My ideal customers will be located at schools.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - My customers can be located anywhere.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - I have relationships with existing customers.

### **Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I can reach customers all at once.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - I will be sub contracted.

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

- Am I selling to a wholesaler, retailer or does it matter?
  - I am selling to an educational publisher.
- What industry is my customer in?
  - My industry is through educational use.

- What size customer do I want to serve (large/small, single/multiple locations)?
  - Very large customer base.
- Will my customer require special insurance (construction bonding, liability insurance)?
  - No insurance required.
- Does my customer require 24/7 service?
  - Not required but if needed will provide service.
- Do I have the capacity to meet the customer's demands?
  - I can take as much work I can handle and source what I cannot.
- Will the size of a customer allow me to develop other clients or will I be hostage to one company?
  - I will be free to all customers needing my service.

**DIFFERENTIATORS**

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<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>
Price Daniels Computer Recovery	Direct	None	.30 cents a page	Can undercut my price	Limited hours of operation	I have several areas of operation
Alternative Media Access Center	Indirect	None	\$4-\$5 a page	They have publishing rights	Too much work to handle	I will pick up the slack

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - I have established ties with my customer base.
- Do you have access to a favorable location for your business?
  - I will work from home.
- Are you going to be the first company of your type in your chosen area operations?
  - No will not be the first in the industry, but I will add several different skill sets that give me an advantage.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - It will have a limited supply of transcribers.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - I will allow my employees to work from home so hours will be flexible.
- Are you an especially charming or personable person?
  - I have a lot of passion for this work it carries over to my relationships with my customers.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - Provide ability to see again, I deal with media, a solution for disabled people.
- What is your tagline?
  - Transforming your life through alternative study material.
- How does your name and tagline make you different than your competitors?
  - Describes the dedication to the educational field.
- Can your message be effectively conveyed through multiple types of media?
  - Yes.
- Is your message effective across different demographics?
  - Yes people will be able to see their name through Second Sight Media Solutions.
- Is your pricing consistent with the market for similar offerings?
  - Yes.
- Is your pricing consistent with the degree of personalization?
  - The size of the job and difficulty will determine the price.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Flyers, Online ads, and word of mouth.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I will seek to reach a minimum of 200 people.
- Once you've reached your typical customer, how many will actually buy from you?
  - I hope to be doing business with at least 20-25 customers.
- For each of the three, what do you think the estimated cost will be?
  - Flyers (\$200), online ads (\$75), word of mouth (free).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - This will reoccur every month.
- How will you collect customer reviews?
  - I will have customer ballots on flyers and online ads.

## RESUME

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### **Brian**

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

### **Experience**

#### ***Braille Typist***

*April 2018- March 2019*

Transcribe textbooks into braille

#### ***Cook at Chipotle***

*Sept 2016- Sept 2017*

Cook, prep dishes and stock orders

#### ***Cook at Price Daniels***

*April 2015-Sept 2016*

Cook and clean for inmates

#### ***Sheetrock Installer***

*March 2011- Feb 2015*

Install sheetrock and stock sheetrock in houses

### **Skills**

- **Carpentry**
- **Cook**
- **Microsoft office**
- **E-Text transcriber**
- **Braille transcriber**
- **ABBY fine reader program**

### **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.

Owner's name	Brian
Company name	Second Sight Media Solutions
<b>NAICS Business Classification</b>	
Sector (general classification)	_54_Professional_Scientific_and_Technical_Services
Sub-sector (more specific classification)	541: Professional, Scientific, and Technical Services

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

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	150
cell phone purchase	500
car/truck down payment, if leased	
permits	
supplies, office & misc.	
Braille 2000	500
ABBI Fine Reader	150
Microsoft	200
Adobe	200
<b>Cash needed for start-up expenses</b>	<b>1,700</b>

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	500		500
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
<b>Cash needed for start-up assets</b>	<b>500</b>	<b>-</b>	<b>500</b>
			<b>60</b> assumed life (months)
			<b>8</b> monthly depreciation

**Total start up cost** 2,200

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	1,200	55%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	1,000	45%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<b>2,200</b>	<b>100%</b>



**Brian dba Second Sight Media 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														
ETEXT	6	-	420	500	550	850	900	950	1,000	2,000	3,500	4,000	5,000	19,670	27%
Simple Braille	6	-	400	500	600	800	900	1,000	1,100	2,200	2,600	3,000	3,400	16,500	23%
Advanced Braille	6	-	750	1,000	1,250	1,500	1,750	2,000	2,250	4,500	6,000	6,750	8,500	36,250	50%
<b>Total revenue</b>		-	1,570	2,000	2,400	3,150	3,550	3,950	4,350	8,700	12,100	13,750	16,900	72,420	100%
Cost of Goods Sold	2														
ETEXT	6	-	210	250	275	425	450	475	500	1,000	1,750	2,000	2,500	9,835	14%
Simple Braille	6	-	200	250	300	400	450	500	550	1,100	1,300	1,500	1,700	8,250	11%
Advanced Braille	6	-	375	500	625	750	875	1,000	1,125	2,250	3,000	3,375	4,250	18,125	25%
<b>Total COGS</b>		-	785	1,000	1,200	1,575	1,775	1,975	2,175	4,350	6,050	6,875	8,450	36,210	50%
<b>Gross profit</b>		-	785	1,000	1,200	1,575	1,775	1,975	2,175	4,350	6,050	6,875	8,450	36,210	50%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	8	8	8	8	8	8	8	8	8	8	8	92	0%
Gasoline & fuels	-														0%
Insurance - bonding	-														0%
Insurance - vehicle	-														0%
Interest - equip & start up	7	-	-	-	7	6	6	5	5	4	3	3	2	40	0%
Marketing	150													150	0%
Office - rent	-														0%
Office - insurance	-														0%
Office - telephone	-														0%
Office - utilities	-														0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-		0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-		0%
Permits	-														0%
Supplies	-														0%
Tax service	-														0%
Telephone - cellular	500		42	42	42	42	42	42	42	42	42	42	42	962	1%
Start-up expenses	1,050		-	-	-	-	-	-	-	-	-	-	-	1,050	1%
Internet			100	100	100	100	100	100	100	100	100	100	100	1,100	2%
															0%
															0%
															0%
															0%
															0%
<b>Total expenses</b>		1,700	150	150	157	156	155	155	154	154	153	153	153	3,394	5%
<b>Taxable profit (loss)</b>	1	(1,700)	635	850	1,043	1,419	1,619	1,820	2,020	4,196	5,896	6,722	8,297	32,816	45%
Tax (expense) benefit	1						(966)			(2,009)			(5,229)	(8,204)	-11%
Owner's withdrawals	1														0%
<b>Net profit (loss)</b>		(1,700)	635	850	1,043	1,419	653	1,820	2,020	2,187	5,896	6,722	3,069	24,612	34%
Depreciation	3	-	8	8	8	8	8	8	8	8	8	8	8	92	
Equipment purchases	3	(500)	-	-	-	-	-	-	-	-	-	-	-	(500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	1,000	-	-	(80)	(81)	(81)	(82)	(82)	(83)	(84)	(84)	(85)	258	
Owner contribution	3	1,200	-	-	-	-	-	-	-	-	-	-	-	1,200	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		-	643	858	971	1,346	580	1,746	1,946	2,112	5,821	6,646	2,992	25,661	
Cash, period start		-	-	643	1,501	2,472	3,818	4,398	6,144	8,090	10,202	16,023	22,669	-	
<b>Cash, period end</b>		-	643	1,501	2,472	3,818	4,398	6,144	8,090	10,202	16,023	22,669	25,661	25,661	