

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Johnny  
All In Fitness

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

# *All In Fitness*

*“If you want to win, we gotta go all in”*

Business Plan  
January 2020

*Johnny*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
Myriad unhealthy Americans.	Training is about training but personal trainers are about relationships. Getting to know the customers is as important as the training itself. That's why All In Fitness provides personal training with an emphasis on the personal.	Cardio training.																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
Adults the ages 30-50 years old.	Flexibility/ Delivery	Package deals/ Nutrition packs/ Rewards																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
Social Media/ Business Cards/ Fliers	<table border="0"> <tr> <td>Sales:</td> <td align="right">\$ 147,500</td> <td align="right">100%</td> </tr> <tr> <td>COGS</td> <td align="right">41,300</td> <td align="right">28%</td> </tr> <tr> <td>Gross profit</td> <td align="right"><u>106,200</u></td> <td align="right">72%</td> </tr> <tr> <td>Overhead</td> <td align="right">3,900</td> <td align="right">3%</td> </tr> <tr> <td>Pretax income</td> <td align="right">102,200</td> <td align="right">69%</td> </tr> <tr> <td>Tax expense</td> <td align="right">25,500</td> <td align="right">17%</td> </tr> <tr> <td>Owner withdrawals</td> <td align="right">27,500</td> <td align="right">19%</td> </tr> <tr> <td>Net income</td> <td align="right"><u>\$ 49,100</u></td> <td align="right">33%</td> </tr> </table>	Sales:	\$ 147,500	100%	COGS	41,300	28%	Gross profit	<u>106,200</u>	72%	Overhead	3,900	3%	Pretax income	102,200	69%	Tax expense	25,500	17%	Owner withdrawals	27,500	19%	Net income	<u>\$ 49,100</u>	33%	<table border="0"> <tr> <td>Owner investment - cash</td> <td align="right">\$ 2,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td align="right">-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td align="right">-</td> </tr> <tr> <td>Start up financing</td> <td align="right">2,100</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td align="right"><b><u>\$ 4,100</u></b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td align="right">Startup</td> </tr> </table>	Owner investment - cash	\$ 2,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	2,100	<b>Total start up costs:</b>	<b><u>\$ 4,100</u></b>	<b>Plan Purpose:</b>	Startup
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	<b>Personal Fit</b>																																					

**A personal trainer is more than just an exercise coach. My goal is to put an emphasis on the person so I can get to know my customers.**

## PERSONAL FIT

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From birth to the present day my life has had its ups and downs and it just so happen to start in Virginia Beach, Virginia. I was born on the east coast because my dad was in the navy, shortly after my birth he was discharged and me, my sister and my parents moved to Arlington, TX where I spent the better part of my life. I grew up in a normal suburban household, negativity wasn't a constant ambiance for my childhood and I was surrounded by love and encouragement and also strict discipline daily. But I was one of the kids who were easily influenced by my peers and slowly to spiral toward a lifestyle detrimental to my health and mental state slowly I started to decline in school to the point of effortlessness because my clouded mind cease to care about anything.

This is around the time I started to practice conduct that were detrimental to my life and freedom at or around 15 years old in reflection I realize how selfish I was as a child to put my family particularly my mother through all of the feelings of disappointment this had during this time I started selling drugs and pretty much doing any and everything I wanted. I felt like I rebelled as a teenager because I felt inadequate over time I just felt I was "tough". It took me all this time I'm 26, to start really becoming myself as I am today I hate that it took me coming to prison for 7 years to realize this. But it is what it is.

When I was growing up I was surrounded by the success of my family I could never come across success myself though I wasn't smart I wasn't good at sports like everyone else. I was not coordinated funny or cool like people around me so I never had the confidence I have now. Now that I realize confidence and talent is a choice now I believe I can compete with anyone on any level at anything now I read consistently to sharpen my intellect. Now more importantly I'm more selfless then selfish mentally and emotionally I try to be attentive and giving with family and friends the older I got the more I believe that life is about growth. So all these changes I've been going through, (mentally and emotionally) are me growing as a person. In order to continue my growth and not digress I constantly try to surround myself with positive people who are also about progress and growth. The more I progresses as a person the stronger my resolve in my values are I refuse to let anyone or anything including my straggles digress my progress. I'm done with prison and I'm done with negativity. This focus this passion this confidence and drive that I now have is part of my core values and believes and I also believe it will push me to a prosperous and peaceful life as much as I do this for me I do it for my family and others who believed and still believe in me.

I believe that during this growth process due in part to my reading I've grown socially on a multicultural level. I've turned into the one who can talk to anther's about anything which I enjoy doing. Which is who I want to be. My two passions are exercise and socializing I want to be a personal trainer because I believe training has a social as aspect to it which is natural for me. So upon my release I would like to start this business in Arlington, TX and the D.F.W metroplex. At some point in 2028.

## OPPORTUNITY

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- Can I solve the problem given my skills and personality?
  - My social skills combined with years of transforming my own body will help connect with customers.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - Yes.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - I am offering a service that allows me to be the sole owner and employee.
- Is there growth potential to expand my business, or is this a dying market?
  - I believe there will be for years to come.
- How soon can I get my business up and running?
  - Within 6 months of my release I will be available and up and running.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
  - Both.
- Is this something I would be proud to share with my family and parole officer?
  - This is something that I want to share with the whole planet.
- 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?
  - I plan on being part time while getting certifications to go into business on my own.

## SOLUTION

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- Is what I am offering filling the customer's real need?
  - I feel if the people knew the health facts and dieting facts of fitness, or lack thereof, then they would have more incentive.
- What are the benefits (not features) that I am providing?
  - Looking good, feeling good, being healthy and being confident are all things that come along with a healthy lifestyle.
- Why can I do this better than another business (competitor)?
  - I will provide a wholesome understanding of my customer's needs.
- How will I deliver this better idea to my customers?
  - Once I have a few customers this idea will naturally take effect.

- 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 travel to personal home if need be or gather a group of customers together.
- Is my solution consistent with my passion for selling?
  - Fitness is my chosen profession because it is my passion.
- Is the price of my solution equal to or less than the customer's pain?
  - Yes, I plan on being flexible to my customers' financial situation.
- Is the approximate cost of my solution lower than the price?
  - Time is my main cost, being that I can use parks and things like that to exercise with a group of people I will not need much capital for material.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - I do not need a fixed location.
- Do I offer a guaranty or return policy?
  - I will guarantee my 100% effort every training session.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - I will be working with people who want to lose weight, tone up and get fit.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - 30-50 years old.
- Does my customer need to be married, single or does it matter?
  - It does not matter.
- 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.)?
  - Health conscious and health education.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - Middle class and above.
- 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)?
  - Their home, local gym or a local park.

- Do I go to my customer (home service) or does my customer come to me?
  - I will always go to my customer.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - It is irrelevant where my customer lives.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - The city of Arlington.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - Being at local gyms.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - Either.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - Highly likely.

**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>
24 Hour Fitness	Indirect	TV Commercials, Radio & Internet	Varies	Well established, large capital, more space	Less personal with clients	Being able to be more hands on and personal with customers
Planet Fitness	Indirect	TV Commercials, Radio & Internet	Varies	Well established, large capital, more space	Less personal with clients	Being able to be more hands on and personal with customers
Gold's Gym	Indirect	TV Commercials, Radio & Internet	Varies	Well established, large capital, more space	Less personal with clients	Being able to be more hands on and personal with customers
Local Personal Trainers	Indirect	TV Commercials, Radio & Internet	Varies	Being under proximity of already established customers	Limited to expansion of market	Being closer to my clients

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - I do not have a supplier for my service.
- Do you have access to a favorable location for your business?
  - I will be located in multiple locations whichever is more convenient for my customers.
- 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?
  - I will teach traditional workout methods that have proven results for years.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - Yes, I will be very flexible in my pricing, scheduling, location etc.
- Are you an especially charming or personable person?
  - I am often told I am a people person. I really enjoy getting to know people and making friends.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - We give 100%, focused on all around exercise and focused on health.
- What is your tagline?
  - Personal training with an emphasis on the personal.
- How does your name and tagline make you different than your competitors?
  - My tagline lets customers know that I want to be their friend as well as their trainer.
- Can your message be effectively conveyed through multiple types of media?
  - Yes.
- Is your message effective across different demographics?
  - No. Being that we focus on cardio we would not be able to meet the needs of a body builder.
- Is your pricing consistent with the market for similar offerings?
  - Yes.
- Is your pricing consistent with the degree of personalization?
  - Yes.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Social media, business cards and word of mouth.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I would like to reach 50 customers but after that i would not be too focused on growth after that.
- Once you've reached your typical customer, how many will actually buy from you?
  - About 50.
- For each of the three, what do you think the estimated cost will be?
  - Social media (free), business cards (100), word of mouth (free).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Monthly for the business cards.
- How will you collect customer reviews?
  - I well do face to face reviews.

## RESUME

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### **Johnny**

1100 Hwy 1807

Venus, TX 76084

Cell 999-999-999, myaccount@gmail.com

### **Experience**

#### ***SSI in TDCJ***

2016-2018

Clean dorms and hallways

#### ***Field Squad in TDCJ***

2015-2016

Fending Agriculture

### **Skills**

- **Communication**
- **Janitorial duties**

### **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.

#### ***Windham School District***

2018

Welding and NCCR certificate

Owner's name	Johnny
Company name	All In Fitness
<b>NAICS Business Classification</b>	
Sector (general classification)	_61_Educational_Services
Sub-sector (more specific classification)	611: Educational Services

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

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	300
cell phone purchase	
car/truck down payment, if leased	
permits	100
supplies, office & misc.	
Liability Insurance	500
<b>Cash needed for start-up expenses</b>	<b>900</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			-
Work Out Equipment	1,200		1,200
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	2,000	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>3,200</b>	<b>-</b>	<b>1,200</b>

60 assumed life (months)  
20 monthly depreciation

**Total start up cost** **4,100**

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	2,000	49%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	2,100	51%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<b>4,100</b>	<b>100%</b>



**Johnny dba All In Fitness**  
**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														
Training	6	-	12,500	12,500	12,500	12,500	12,500	12,500	12,500	15,000	15,000	15,000	15,000	147,500	100%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	12,500	12,500	12,500	12,500	12,500	12,500	12,500	15,000	15,000	15,000	15,000	147,500	100%
Cost of Goods Sold	2														
Training	6	-	3,500	3,500	3,500	3,500	3,500	3,500	3,500	4,200	4,200	4,200	4,200	41,300	28%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	3,500	3,500	3,500	3,500	3,500	3,500	3,500	4,200	4,200	4,200	4,200	41,300	28%
<b>Gross profit</b>		-	9,000	9,000	9,000	9,000	9,000	9,000	9,000	10,800	10,800	10,800	10,800	106,200	72%
Expenses	2														
Auto or truck lease		-													0%
Depreciation	3	-	20	20	20	20	20	20	20	20	20	20	20	220	0%
Gasoline & fuels		-													0%
Insurance - bonding		-													0%
Insurance - vehicle		-													0%
Interest - equip & start up	7	-	-	-	14	13	12	11	9	8	7	6	5	85	0%
Marketing		300												300	0%
Office - rent		-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
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		100												100	0%
Supplies		-													0%
Tax service		-													0%
Telephone - cellular		-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Start-up expenses		500	-	-	-	-	-	-	-	-	-	-	-	500	0%
		-													0%
		-													0%
		-													0%
		-													0%
		-													0%
		-													0%
		-													0%
<b>Total expenses</b>		900	270	270	284	283	282	281	279	278	277	276	275	3,955	3%
<b>Taxable profit (loss)</b>	1	(900)	8,730	8,730	8,716	8,717	8,718	8,719	8,721	10,522	10,523	10,524	10,525	102,245	69%
Tax (expense) benefit	1			(4,140)			(6,538)			(6,990)			(7,893)	(25,561)	-17%
Owner's withdrawals	1	-	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(27,500)	-19%
<b>Net profit (loss)</b>		(900)	6,230	2,090	6,216	6,217	(320)	6,219	6,221	1,031	8,023	8,024	132	49,184	33%
Depreciation	3	-	20	20	20	20	20	20	20	20	20	20	20	220	
Equipment purchases	3	(1,200)	-	-	-	-	-	-	-	-	-	-	-	(1,200)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	2,100	-	-	(169)	(170)	(171)	(172)	(173)	(174)	(176)	(177)	(178)	541	
Owner contribution	3	2,000	-	-	-	-	-	-	-	-	-	-	-	2,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		2,000	6,250	2,110	6,067	6,067	(471)	6,067	6,067	877	7,867	7,867	(26)	50,745	
Cash, period start		-	2,000	8,250	10,360	16,427	22,495	22,024	28,091	34,159	35,036	42,903	50,770	-	
<b>Cash, period end</b>		2,000	8,250	10,360	16,427	22,495	22,024	28,091	34,159	35,036	42,903	50,770	50,745	50,745	