

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Rondell
Porta's-R-Us

Prison Entrepreneurship Program
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Porta's-R-Us

"We are taking waste to a new place"

Business Plan
January 2020

Rondell
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>Offer service to contractors that are not pleased with their service at a lower price and produce higher level of service.</p>	<p>Our mission here at Porta's-R-Us is to provide affordable portable units here in the Houston, TX area to meet the needs of our construction companies with quality service.</p>	<p>Visit city of Houston parks and recreation to offer my service and our mission is to provide 100% guaranty service to our customers.</p>																																				
Customers	Differentiators	Extras																																				
<p>Construction residential and commercial, main events and third party vendors and companies that will help supply the items needed to help better service other customers.</p>	<p>I have 4 yrs. Experience in this industry and can offer the same service but at a more effective service at a lower price.</p>	<p>My concept is not new but what I can assure you is that I will provide quality service six days a week.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>I intend to use business cards, flyers and word of mouth and also plan to join the Portable Toilet Association.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 120,900</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right; border-bottom: 1px solid black;">52,200</td> <td style="text-align: right; border-bottom: 1px solid black;">43%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">68,700</td> <td style="text-align: right;">57%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right; border-bottom: 1px solid black;">16,600</td> <td style="text-align: right; border-bottom: 1px solid black;">14%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">52,000</td> <td style="text-align: right;">43%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">13,000</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right; border-bottom: 1px solid black;">-</td> <td style="text-align: right; border-bottom: 1px solid black;">0%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-bottom: 3px double black;">\$ 39,000</td> <td style="text-align: right; border-bottom: 3px double black;">32%</td> </tr> </table>	Sales:	\$ 120,900	100%	COGS	52,200	43%	Gross profit	68,700	57%	Overhead	16,600	14%	Pretax income	52,000	43%	Tax expense	13,000	11%	Owner withdrawals	-	0%	Net income	\$ 39,000	32%	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 12,300</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;">10,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right; border-bottom: 1px solid black;">-</td> </tr> <tr> <td>Total start up costs:</td> <td style="text-align: right; border-bottom: 3px double black;">\$ 22,300</td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 12,300	Owner investment - equipment	-	Vehicle and/or equipment loan	10,000	Start up financing	-	Total start up costs:	\$ 22,300	Plan Purpose:	Start-Up
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Personal Fit																																						

The thing that has changed about me is that it is not about me but about what I can do different today and change my circumstances. I have learned that there are people that need me out there and have learned to let go and let God lead me to where I need to be.

PERSONAL FIT

Hi! My name is Rondell, I was born in Frankfurt Germany on September 7, 1966. My father was in the army on his way to Vietnam at the time I was born. Two years later my sister was born and we went to school there. Our upbringing was fun, our dad would take us to the state fair and other places growing up in Germany was pretty cool. My sister and I would go to a dairy farm and help milk the cows and play with a baby calf on the weekends. My mother taught us a lot about respect, cleaning up and sharing with others and the importance of education. In 1976 my father was transferred to Ft. Hood army base in Killeen, Texas. I was 10 years old then, a year later my father and mother divorced, my father was drinking heavily and having nightmares. At the time I did not understand what he was going through but when I got older my mom explained it to me. My mom took on a job and raised me and my sister up like any other kids in those days. We had job duties like washing dishes, taking out the trash, cleaning the bathroom, living room and bedroom. I had to cut the grass. School I enjoy, I would do it all over if I could. I had a lot of fun and played football, ran track and played basketball but football was my sport. I wanted to play in the NFL one day for the Dallas Cowboys, which was my dream. At the age of 16, I started drinking and smoking marijuana getting into fights, which seemed like a hobby to me. I started stealing, breaking into businesses and stealing cars. I do not know how I still managed to finish school but I did. After school I got a job. I was 18 then about to be 19 years old, working on Ft. Hood in the mess hall. After six months I moved out of my mom's house and continued on my own. I continued getting having problems. I started selling drugs on the side it was not about rebelling or anything just hung around with the wrong people. I continued to work and pay my bills raising a daughter and twin boys.

In April of 1991 I was arrested for 2 robbery charges which I was subsequently convicted of and which I ended up serving two years of. I got released and then went back in 1998 on a parole violation due to failing drug tests. I served the rest of my sentenced and was released in 2006. That is when I moved to Houston, Texas. I got on my feet for six years. I stayed out of trouble, worked hard doing what I love to do: driving trucks. March 3, 2012 I was arrested for Delivery of a Controlled Substance. After seven years I was trying to sell drugs again, what was I thinking? I ended up losing my CDL for one year and served two years on a seven year sentence. I got out, got back on my feet doing good. Feb. 23, 2017 I had a son who is now about to be three years old. Jan. 12, 2018 I came back on violation for not returning back to the halfway house. The reason is I could not get a job due to my address and the reputation this place has. Now this time I have been incarcerated for 2 years. I am looking to make parole next year. All together I have served 14 yrs. between both incarcerations. Over the years a lot has changed, I stopped selling drugs and stopped hanging out with those who are still doing wrong. I got more responsible, more humble and accepting of others. I had to sit down and think about my life and how lost I look doing stupid things making bad decisions. My commitment is to my family and my youngest son that is two-years-old. To be there for them, to stay free of these walls. To give myself happiness, joy, fun and life I want to be that grandfather, son, brother, provider to my family. I have made a commitment to myself to stay alcohol and drug free and live a clean and sober life. I am tired of losing my freedom due to bad decisions on my part. This environment is what triggered me finally. I am tired of being sick and tired. I want better for my family and myself. Today I think I can put the effort into

running a business with others. My plan is to own my own business and to leave something for my family to build on. Today I can be trusted. I look to open up my business a year or two after my release. I want someone or shall I say an investor to trust me but you know you have to earn it first. So I am going to take it one day at a time and let God decide if I am worthy.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - I served in this industry for four years and have an outgoing personality.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - I am able to provide customers with new model portable toilets for city parks.
- 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 working by myself for the first 2 years then look into hiring.
- Is there growth potential to expand my business, or is this a dying market?
 - We will look forward to expanding.
- How soon can I get my business up and running?
 - I will be opening my business within 1 yr. upon release.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
 - It will be a low cash start up.
- Is this something I would be proud to share with my family and parole officer?
 - Yes I will be proud to share with family and my parole.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - Yes most definitely.
- Would my business start as a part-time venture or need to be full time?
 - It is a part time venture.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes some city parks do not provide public restrooms.
- What are the benefits (not features) that I am providing?
 - Cost efficient with no hassle.
- Why can I do this better than another business (competitor)?
 - My service will be self-service by my own company.
- How will I deliver this better idea to my customers?
 - I will utilize social media.
- 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?
 - Less.
- Is the approximate cost of my solution lower than the price?
 - Not much.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - Mobile business.
- Do I offer a guaranty or return policy?
 - Provide guaranteed quality service to our customers.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - It will appeal to construction workers.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - Age is not a factor.
- 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?
 - Will not be effective by the language barriers.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - Service will appeal to the customer's health and cleanliness.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - Target customers will need an income from middle to rich class.
- Does my customer need to own specific assets (car, house, boat)?
 - Not a factor to have assets.

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 rent to contractors and commercial home builders.
- Do I go to my customer (home service) or does my customer come to me?
 - I will go to my customers.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - My ideal customer's will work in River Oaks, Katy, Woodland area.

- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - Range does not apply.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - I will find my customers 1 at a time.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - The customers will be found individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - They will be a repeat business with my service.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Aztec	Direct	TV, Radio	\$50	Brand well known	None	Service
United	Direct	TV	\$50	Brand well known	None	Service
Texas Out House	Direct	Radio	\$50	Brand well known	None	Service

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - I will establish a relationship with my suppliers.
- Do you have access to a favorable location for your business?
 - I will seek a location in Houston, Texas.
- Are you going to be the first company of your type in your chosen area operations?
 - I will not be the first company in the industry.

Internal Extras:

- Do you have a new or cutting edge concept?
 - My passion for my customers need s is very important to me.
- 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?
 - My personality will attract my customers.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - We are professional in what we do and strongly believe in cleanliness.
- What is your tagline?
 - We are taking waste to a new place.
- How does your name and tagline make you different than your competitors?
 - Describes the commitment to keeping your portable toilet clean and sanitize.
- Can your message be effectively conveyed through multiple types of media?
 - Yes.
- Is your message effective across different demographics?
 - People will hear the name in all areas of Houston.
- Is your pricing consistent with the market for similar offerings?
 - I will offer competitive prices.
- Is your pricing consistent with the degree of personalization?
 - Price will be determined on the size of the job.

Media:

- What are three types of media you will use to reach your customers?
 - Business cards, word of mouth and online.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - A minimum of 100 to 150 people monthly.
- Once you've reached your typical customer, how many will actually buy from you?
 - I will be looking forward to doing business with at least 50 customers.
- For each of the three, what do you think the estimated cost will be?
 - Business cards (\$20), word of mouth (priceless).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - Every two months for business cards.
- How will you collect customer reviews?
 - Online reviews from my customers.

RESUME

Rondell

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

Experience

Staff mark Temp/ UPS Warehouse 2017-2018
Unloaded trucks.

Porta Potty Truck Driver 2015-2017
Service portable toilets.

Warehouse Man 2013-2014
Pack and receive products and inventory.

Skills

- **Forklift operator**
- **Truck Driver**
- **Warehouse skills**

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 2013
Forklift Certificate

Cow Town Truck Driving 1996
CDL certified

Owner's name Rondell
 Company name Porta's-R-U's

NAICS Business Classification

Sector (general classification) _56_Administrative_and_Support_and_Waste_Management_and_Remediation_Services
 Sub-sector (more specific classification) 562: Waste Management and Remediation Services

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	500		
cell phone purchase	500		
car/truck down payment, if leased			
permits	200		
supplies, office & misc.			
Starting Inventory	1,000		
Insurance	500		
Uniform	100		
Cash needed for start-up expenses	2,800		

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	5,000	10,000	15,000
company trailer			
computer, printer, fax	500		500
Used Portable Units	4,000		4,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	9,500	10,000	19,500
			60 assumed life (months)
			325 monthly depreciation

Total start up cost	22,300
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	12,300	55%
Vehicle loan and other equipment debt (see note 7 for financing)	10,000	45%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	22,300	100%

Rondell dba Porta's-R-U's
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														
Porta Potty	6	-	4,400	5,500	6,600	6,600	6,600	7,150	7,700	8,800	8,250	7,700	6,600	75,900	63%
Portable Toilets	6	-	3,750	3,750	3,750	3,750	5,000	5,000	5,000	3,750	3,750	3,750	3,750	45,000	37%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	8,150	9,250	10,350	10,350	11,600	12,150	12,700	12,550	12,000	11,450	10,350	120,900	100%
Cost of Goods Sold	2														
Porta Potty	6	-	2,400	3,000	3,600	3,600	3,600	3,900	4,200	4,800	4,500	4,200	3,600	41,400	34%
Portable Toilets	6	-	900	900	900	900	1,200	1,200	1,200	900	900	900	900	10,800	9%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	3,300	3,900	4,500	4,500	4,800	5,100	5,400	5,700	5,400	5,100	4,500	52,200	43%
Gross profit		-	4,850	5,350	5,850	5,850	6,800	7,050	7,300	6,850	6,600	6,350	5,850	68,700	57%
Expenses	2														
Auto or truck lease		-													0%
Depreciation	3	-	325	325	325	325	325	325	325	325	325	325	325	3,575	3%
Gasoline & fuels		-	400	400	400	400	400	400	400	400	400	400	400	4,400	4%
Insurance - bonding		-					500						500	1,000	1%
Insurance - vehicle		-	250	250	250	250	250	250	250	250	250	250	250	2,750	2%
Interest - equip & start up	7	-	67	64	62	59	56	54	51	48	46	43	40	589	0%
Marketing		500												500	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		200	80	80	80	80	80	80	80	80	80	80	80	1,080	1%
Supplies		-												-	0%
Tax service		-												-	0%
Telephone - cellular		500	60	60	60	60	60	60	60	60	60	60	60	1,160	1%
Start-up expenses		1,600	-	-	-	-	-	-	-	-	-	-	-	1,600	1%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		2,800	1,182	1,179	1,177	1,174	1,671	1,169	1,166	1,163	1,161	1,158	1,655	16,654	14%
Taxable profit (loss)	1	(2,800)	3,668	4,171	4,673	4,676	5,129	5,881	6,134	5,687	5,439	5,192	4,195	52,046	43%
Tax (expense) benefit	1			(1,260)			(3,620)			(4,426)			(3,707)	(13,011)	-11%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(2,800)	3,668	2,911	4,673	4,676	1,509	5,881	6,134	1,261	5,439	5,192	488	39,034	32%
Depreciation	3	-	325	325	325	325	325	325	325	325	325	325	325	3,575	
Equipment purchases	3	(19,500)	-	-	-	-	-	-	-	-	-	-	-	(19,500)	
Principle, equipment loan	7	10,000	(386)	(388)	(391)	(393)	(396)	(399)	(401)	(404)	(407)	(409)	(412)	5,614	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	12,300	-	-	-	-	-	-	-	-	-	-	-	12,300	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	3,608	2,848	4,608	4,608	1,438	5,808	6,058	1,182	5,358	5,108	401	41,024	
Cash, period start		-	-	3,608	6,456	11,063	15,671	17,109	22,917	28,975	30,157	35,515	40,622	-	
Cash, period end		-	3,608	6,456	11,063	15,671	17,109	22,917	28,975	30,157	35,515	40,622	41,024	41,024	