

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Robbie
Take Back Self-Storage Solutions

Prison Entrepreneurship Program
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Take Back Self-Storage Solutions

“Helping you take back your space, by offering ours”

Business Plan
January 2020

Robbie
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>I will be able to provide my customers with a place to store their personal belongings without jeopardizing quality service.</p>	<p>Take Back Self-Storage Solutions is a family owned and operated business providing safe and secure storage solutions for our customers.</p>	<p>We will fill our customer's needs by offering different size storage units, to cater to our customer's needs.</p>																																				
Customers	Differentiators	Extras																																				
<p>Our target customers will be homeowners, business owners, and apartment complexes along with RV and boat owners.</p>	<p>We are a family owned and ran business that allows us to be accessible anytime, to meet any special needs by our customers.</p>	<p>We take pride in associating our business with God and family. We believe actions speak louder than words.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>Onsite Billboard/ business cards/ fliers and referrals</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 118,500</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right; border-bottom: 1px solid black;">2,300</td> <td style="text-align: right; border-bottom: 1px solid black;">2%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">116,100</td> <td style="text-align: right;">98%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right; border-bottom: 1px solid black;">61,500</td> <td style="text-align: right; border-bottom: 1px solid black;">52%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">54,500</td> <td style="text-align: right;">46%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">13,600</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right; border-bottom: 1px solid black;">31,500</td> <td style="text-align: right; border-bottom: 1px solid black;">27%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-bottom: 3px double black;">\$ 9,400</td> <td style="text-align: right; border-bottom: 3px double black;">8%</td> </tr> </table>	Sales:	\$ 118,500	100%	COGS	2,300	2%	Gross profit	116,100	98%	Overhead	61,500	52%	Pretax income	54,500	46%	Tax expense	13,600	11%	Owner withdrawals	31,500	27%	Net income	\$ 9,400	8%	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 76,580</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;">160,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right; border-bottom: 1px solid black;">104,000</td> </tr> <tr> <td>Total start up costs:</td> <td style="text-align: right; border-bottom: 3px double black;">\$340,580</td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 76,580	Owner investment - equipment	-	Vehicle and/or equipment loan	160,000	Start up financing	104,000	Total start up costs:	\$340,580	Plan Purpose:	Start-Up
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Personal Fit																																						

I believe the greatest compliments in life are the ones that come from others who you don't think are watching. To be able to rise up in the face of the adversity and say to yourself "I may not be able to go and undo my past, but I can start here and now and rewrite my future".

PERSONAL FIT

My name is Robbie and I was born October 26th, 1972 in San Diego, California. The first born of two, to my father and mother who were high school sweethearts. By the time I was 8, my parents divorced and my mother moved my brother and I to Texas. My father remained in California. There was a lot of bitterness between our parents. We kids paid the price for their anger towards each other, through verbal and physical abuse inflicted upon us. By the time I was 10, my mother married again and had twin boys. Just as with my mother's first marriage, this second marriage ended shortly due to tempers being the chief cause as well. At 17 I moved in with my Grandmother due to the fights between my mother and I. My grandmother's house was a blessing in terms of; no more yelling or physical abuse. Being a senior in high school at this time, I would go half of the day to school and then half to work building houses.

After graduation, I married my high-school sweetheart and began working at circuit city with electronics. We had our daughter Britini in 1993. However, following in my parents footsteps we fought endlessly until we divorced in 1995. After nine long years in and out of court, paying for lawyers, paying child support on a child I did not get to see, I finally signed over my rights. During those nine years I could not hold a job longer than nine months due to my mental stress. Then in 2002 I tried to pull myself together to finally start living a normal life with a career. I became a project manager for a home builder and stayed in that profession until the company I worked for shut down in 2008. I could never find my way back into that industry due to the economic hit the home building industry took in 2008. Then in 2011 my beloved grandmother passed away. With my grandmother's death, I became even more unstable dealing with life's problems. The only tools in my mental toolbox was anger and it was my fix-it-all tool. This tool had paved my road to prison in 2012, starting in 1995. From 1995 to 2012 I had made a promise to myself after being abused that not another person would ever dominate me through physical abuse. Oh, how I have regretted that decision ever since. My criminal history consists of many misdemeanor assaults. My stopping point came in 2012, when I caught two misdemeanor family assaults within six months. Enhancing the second one to a Family Violence and sending me to prison.

I have chosen to take responsibility for my actions and take the necessary steps to change. This has been an arduous 8 year journey to become who God has always wanted me to be. The steps I have taken to achieve this goal is by taking classes such as Anger Management, Cognitive intervention, Changes and over a dozen theological courses. I have decided to also be a part of the Prison Entrepreneurship Program (PEP). This program is an instrument in teaching me how to build, operate and grow a successful business. I will utilize the skills that I have learned in this program not only to be a productive member of society but also for the livelihood of my family. I know owning a business is no easy endeavor, but I am dedicated and determined to succeed. My plan is in place and ready to execute thanks to PEP once I am released. My release is contingent upon being granted parole, which I am eligible and waiting on a release date from the board of paroles.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - 15 years in Project Management has simultaneously given me the skills to run and manage a business while balancing meeting the customer needs.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - We will be offering an array of storage solutions, from self-storage units to RV/boat storage at one location.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
 - My wife and I will run and maintain this venture ourselves.
- Is there growth potential to expand my business, or is this a dying market?
 - The demand for storage businesses continues to increase as population increases.
- How soon can I get my business up and running?
 - I believe I can get my business up and running between three to five years of resource gathering.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
 - It will require substantial funding for start-up.
- Is this something I would be proud to share with my family and parole officer?
 - This will be a family owned and God honoring place of business.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - My business will not interfere with parole.
- Would my business start as a part-time venture or need to be full time?
 - This will be a full-time operation and require much alteration.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Every customer has a different storage need, we cater to those different needs by offering storage options.
- What are the benefits (not features) that I am providing?
 - We offer a safe and secure way to store your property with easy access.
- Why can I do this better than another business (competitor)?
 - I will be one of the few self-storage businesses offering not only self-storage unit, but RV/boat storage too.
- How will I deliver this better idea to my customers?
 - By creating a special relationship with my customers, and showing this is sincerely a family ran business.

- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
 - I have a set location, so I will be able to do as advertised.
- Is my solution consistent with my passion for selling?
 - Our solution has come from a passion to provide a positive self-storage experience.
- Is the price of my solution equal to or less than the customer's pain?
 - The value of our service will give our customers peace of mind and security.
- Is the approximate cost of my solution lower than the price?
 - The cost of my solution will balance with the customers' price being charged.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - I will have a fixed location.
- Do I offer a guaranty or return policy?
 - We will offer insurance to cover any damage incurred to our customers' property while under our care.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - My business will equally attract both sexes.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - Ages will range from 21 to 65.
- Does my customer need to be married, single or does it matter?
 - Marital status will not matter.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - We will be limited to only English and Spanish speaking languages.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - My service will appeal to any individual needing to store property.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - Target customers will be those who can afford our service.
- Does my customer need to own specific assets (car, house, boat)?
 - My customers will simply need anything they feel is worth storing.

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 market to customers through our on-site billboard, social media, vehicle placards, flyers and word of mouth.

- Do I go to my customer (home service) or does my customer come to me?
 - Customers will come to our location.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - Customers will reside in the Ellis County area, as well as the locale lake front homes in the area.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - All will be within the Ellis County lines.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - Customers will come by family units or singles that need storage.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - Most customers will be found individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - Our customers will enjoy our family owned and ran environment and will do repeat business with us.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Public storage	Direct	Newspaper/radio ads	\$175 monthly	Well established/branding well known	Focus on quantity not quality	Family owned/focus on quality
Extra space storage	Indirect	Newspapers/ads	\$165 monthly	Well established/well-funded	Only in major city locations	Located in market
Uncle Bobs storage	Direct	Billboards/newspapers	\$135 monthly	Good reputation/brand well known	Cannot cater to individuals need	Family owned/focus on relationships
U-Haul Storage	Indirect	Billboards/TV/Radio	\$160 monthly	Well established/well-funded	Outdated systems/poor pricing models	New building /systems and flexible prices

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - I will be making connections with suppliers within my industry.
- Do you have access to a favorable location for your business?
 - I will be obtaining property within Ellis County; which will be within driving distance of a few neighboring cities and locale lakes.
- Are you going to be the first company of your type in your chosen area operations?
 - No, there are other companies that offer similar services.

Internal Extras:

- Do you have a new or cutting edge concept?
 - We will use the latest security systems alongside the newest camera technology.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - We offer standard self-storage business hours, with the extended offer of emergency arrangements after hours.
- Are you an especially charming or personable person?
 - Very personable and totally committed to quality service.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - The company name conveys that we help our customers “take back” their spaces, offer different solutions, and cater to personal needs.
- What is your tagline?
 - Helping our customers “take back” their space by offering ours.
- How does your name and tagline make you different than your competitors?
 - We bring to thee customers attention that they have an option to free up their personal spaces they once enjoyed.
- Can your message be effectively conveyed through multiple types of media?
 - Not only can our message be conveyed, but it can also understood through multiple types of media.
- Is your message effective across different demographics?
 - Our message will be received clearly in all demographics.
- Is your pricing consistent with the market for similar offerings?
 - Our pricing is very competitive and offers great value to the customers.
- Is your pricing consistent with the degree of personalization?
 - Pricing will be determined on size and duration of use of the storage unit/space.

Media:

- What are three types of media you will use to reach your customers?
 - Billboard on site, social media and vehicle placards.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - I believe will be able to reach a steady flow of customers throughout the month.
- Once you've reached your typical customer, how many will actually buy from you?
 - After reviewing our site and getting an understanding of our services offered, four out of five will buy from us.
- For each of the three, what do you think the estimated cost will be?
 - \$500.00 for billboard ad, social media will be free, and vehicle placards will cost \$150.00.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - This will be a one-time expense upfront.
- How will you collect customer reviews?
 - We will offer online customer reviews as well as mail out reviews for customers that is not online.

RESUME

Robbie

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

Experience

Project Manager *2009-2012*

Document Haz-Mat incidents to EPA and OSHA officials

Superintendent *2002-2009*

Read blueprints and plot plans, schedule building procedures

DSL Provisoner *1999-2002*

I.T. Technician and assigned I.P address to routers

Skills

- **MCSE Network Engineer**
- **A+ and N+ Certified**
- **OSHA Certified**
- **NCCR Certified**
- **Electrical Level 1**
- **Boiler Operator O.J.T**
- **Project Management training**

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.

Micro Hard Technologies *2000-2001*

A+ and N+ MCSE

Windham School District *2017-2018*

Electrical Level 1, NCCR and OSHA

Owner's name	Robbie
Company name	Take Back Self Storage Solutions
NAICS Business Classification	
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	500		
cell phone purchase	80		
car/truck down payment, if leased			
permits	500		
supplies, office & misc.	300		
Land			
Cash needed for start-up expenses	1,380		

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	1,000		1,000
Wrought Iron Fence	3,000		3,000
Security Cameras	1,200		1,200
Building & Land Deposit	40,000	160,000	200,000
building/office deposit	130,000	N/A	N/A
beginning cash balance	4,000	N/A	N/A
Cash needed for start-up assets	179,200	160,000	205,200
			<u>60</u> assumed life (months)
			<u>3,420</u> monthly depreciation

Total start up cost	340,580
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	76,580	22%
Vehicle loan and other equipment debt (see note 7 for financing)	160,000	47%
Startup financing, if applicable (for example Kiva loan)	104,000	31%
Outside equity investment, if applicable		0%
Total start up cost, total sources	340,580	100%

Robbie dba Take Back Self Storage 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														
10' x 10' Storage Unit	6	-	1,440	2,400	3,360	4,320	4,320	4,800	4,320	4,800	4,560	4,800	4,800	43,920	37%
10' x 15' Storage Unit	6	-	1,600	2,560	3,680	4,640	4,640	4,640	5,120	4,640	5,120	4,640	5,120	46,400	39%
10' x 20' Storage Unit	6	-	1,000	1,600	2,400	2,800	2,800	3,000	2,800	3,000	2,800	3,000	3,000	28,200	24%
Total revenue		-	4,040	6,560	9,440	11,760	11,760	12,440	12,240	12,440	12,480	12,440	12,920	118,520	100%
Cost of Goods Sold	2														
10' x 10' Storage Unit	6	-	36	60	84	108	108	120	108	120	114	120	120	1,098	1%
10' x 15' Storage Unit	6	-	30	48	69	87	87	87	96	87	96	87	96	870	1%
10' x 20' Storage Unit	6	-	15	24	36	42	42	45	42	45	42	45	45	423	0%
Total COGS		-	81	132	189	237	237	252	246	252	252	252	261	2,391	2%
Gross profit		-	3,959	6,428	9,251	11,523	11,523	12,188	11,994	12,188	12,228	12,188	12,659	116,129	98%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	37,620	32%
Gasoline & fuels	-														0%
Insurance - bonding	-														0%
Insurance - vehicle	-														0%
Interest - equip & start up	7	-	1,067	1,066	1,585	1,584	1,583	1,581	1,580	1,579	1,578	1,576	1,575	16,354	14%
Marketing	500	25	25	25	25	25	25	25	25	25	25	25	25	775	1%
Office - rent	-														0%
Office - insurance	-	100	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Office - telephone	-														0%
Office - utilities	-	300	300	300	300	300	300	300	300	300	300	300	300	3,300	3%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	500													500	0%
Supplies	300	50	50	50	50	50	50	50	50	50	50	50	50	850	1%
Tax service	-		100				100			100			100	400	0%
Telephone - cellular	80	50	50	50	50	50	50	50	50	50	50	50	50	630	1%
Start-up expenses															0%
															0%
															0%
															0%
															0%
															0%
															0%
Total expenses		1,380	5,012	5,111	5,530	5,529	5,628	5,526	5,525	5,624	5,523	5,521	5,620	61,529	52%
Taxable profit (loss)	1	(1,380)	(1,053)	1,317	3,721	5,994	5,895	6,662	6,469	6,564	6,705	6,667	7,039	54,600	46%
Tax (expense) benefit	1						(3,624)			(4,924)			(5,103)	(13,650)	-12%
Owner's withdrawals	1		(1,000)	(1,000)	(1,500)	(2,000)	(3,000)	(3,500)	(3,500)	(4,000)	(4,000)	(4,000)	(4,000)	(31,500)	-27%
Net profit (loss)		(1,380)	(2,053)	317	2,221	3,994	(728)	3,162	2,969	(2,360)	2,705	2,667	(2,064)	9,450	8%
Depreciation	3	-	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	3,420	37,620	
Equipment purchases	3	(335,200)	-	-	-	-	-	-	-	-	-	-	-	(335,200)	
Principle, equipment loan	7	160,000	(107)	(108)	(109)	(110)	(110)	(111)	(112)	(112)	(113)	(114)	(115)	158,779	
Repay debt financing	7	104,000	-	-	(104)	(104)	(105)	(105)	(106)	(106)	(107)	(107)	(108)	103,049	
Owner contribution	3	76,580	-	-	-	-	-	-	-	-	-	-	-	76,580	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		4,000	1,260	3,629	5,428	7,200	2,477	6,365	6,171	842	5,905	5,865	1,134	50,278	
Cash, period start		-	4,000	5,260	8,889	14,317	21,518	23,995	30,360	36,532	37,373	43,279	49,144	-	
Cash, period end		4,000	5,260	8,889	14,317	21,518	23,995	30,360	36,532	37,373	43,279	49,144	50,278	50,278	