

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Javier
ATMM

Prison Entrepreneurship Program
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ATMM

“Have you ever dreamed to be a top producer, making double m’s? Well here’s your chance, only at ATMM’s”

Business Plan
January 2020

Javier
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>I am giving a life changing opportunity to inmates to change our future society by applying education with the desire to change, combined with skills to change their lives forever.</p>	<p>Our goal is to create a chain reaction from each of our customers. We are not just selling a service here, we are giving an opportunity to change our future society by applying education with the desire to change from within..</p>	<p>Helping the recidivism rate decrease while giving a realistic chance to educate for benefits. Filling the niche that has been empty for over a hundred years in TDCJ.</p>																																				
Customers	Differentiators	Extras																																				
<p>Will receive 10% income from ATMM and give the offenders something to believe in to seek change and stay out of trouble.</p>	<p>Only company offering this service in TDCJ 3 products built in one course at a low fee. Giving 10% of any income to customers. (TDCJ) fun and exciting beneficial class.</p>	<p>Free advice, Free tips and free legal help. Free your mind at ATMM's.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p style="text-align: center;">Business Cards/ Radio Ads/ Avid Media Central Platform/ Ecosystem and Fundraisers</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 240,000</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">-</td> <td style="text-align: right;">0%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">240,000</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;">155,100</td> <td style="text-align: right;">65%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">84,800</td> <td style="text-align: right;">35%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">21,200</td> <td style="text-align: right;">9%</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>\$ 63,600</u></td> <td style="text-align: right;"><u>27%</u></td> </tr> </table>	Sales:	\$ 240,000	100%	COGS	-	0%	Gross profit	240,000	100%	Overhead	155,100	65%	Pretax income	84,800	35%	Tax expense	21,200	9%	Owner withdrawals	-	0%	Net income	<u>\$ 63,600</u>	<u>27%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 96,500</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;">-</td> </tr> <tr> <td>Total start up costs:</td> <td style="text-align: right;"><u><u>\$ 96,500</u></u></td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 96,500	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u><u>\$ 96,500</u></u>	Plan Purpose:	Start-Up
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Personal Fit

I am a 29 year old entrepreneur that has 15 years in the music industry. From mixing and mastering projects to rapping at shows to owning and running my own record label. I am very passionate about music which brings me to my newest innovating concept of bringing ATMM to TDCJ which brings a solution to recidivism and an opportunity to the youth locked behind bars. I am experienced and trained with a certificate validating my expertise which gives me a professional competitive advantage when it is combined with my skills.

PERSONAL FIT

My name is Javier AKA Jr. I was born on May 23, 1990. I grew up with no mom and no dad, my grandma tried to raise me on her own. I was taught to be an animal lover, to read my bible, and to stay out of trouble. But I was far from staying out of trouble, in school I was always getting suspended. I completed 8th grade and got kicked out of school. I got kicked out of my grandmas, my gang banging was the cause of it, and to be honest I did not start working until age 24. I was in Odessa working at music, city mall and JcPenny's and that is it.

I started causing trouble real bad, doing illegal things when I was around 13 years old. I was acting out for a street reputation. Trying to fit in is the main reason I was trying to rebel against everyone and everything. I have 3 aggravated assaults on a public servant, I have engaging in organized crime, a cocaine 4-200 charge, and 2 deadly conducts. Those are the charges that have me in jail this time. This time down I have done 4 years and 6 months. My first time I did 2 years and 7 months on a 10 year sentence. This time I signed for 7 years. Since I have been gone I grew more spiritual. I have changed to love more and to give more, in the past I never did. I have committed myself to do better and be better. I am tired of prison.

I have a son who needs me there. I am supposed to be rich and famous, instead I am in prison. Being at my lowest point in life is what had triggered this in my life. So to sum it up I am just ready for change. I am a leader for good now instead of for bad. I am smart and great with numbers which I want to use for business and not drugs. I want to own my own business because I am worth it. I am a boss I do not want to work for less than I am worth. My mind is very good and I can use it to obtain legal money. I am consistent in everything I do to this day, even in PEP. My first year out is when I want to own my own business. Once I make up my mind, I achieve my goal. I am great with money. I do not steal I do not do fraud either. I am under review waiting on an answer at this moment and my max date is March 4, 2022. But I am going home soon and God will give me my 3rd chance and they say the 3rd time is a charm. I am very confident about this time also I am not an addict. I have been working on my weakness in PEP a lot which is my anger problem. But I refuse to let it mess up my future anymore. I know what I want in life now, open minded to the limitless opportunity God has for me in his plan. I will be successful. I am part of a big time brotherhood now I have a lot of support.

If I can take what I knew and who I knew and add what I know now and who I know now you can count on me to be trust worthy with everything, anything, and anyone. I do not have much time anymore I am getting older fast. I have dreams I want to fulfill before I die. I also have a son I have to show the right way. I want him to never go through what I went through. I want to show him you have to work for what you want in life, nothing is free. Once I am released he will be moving in with me after my first six months. So I can be situated I have already had this conversation with his mom and she agreed, now I have to get to him. I am also going to continue with my rap career as the sugar on top of this cake. I am ready to sore with the wings PEP has given me. I have transformed my negative energy into positive energy. I can feel it and people can see it and my wife and sister can hear it too. Now I want everyone to receive it thanks to PEP. I will be released to Dallas in the month of December 2019.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - I have 15 years' experience in this industry. In addition, I have specialized training and skills gained by working in the industry. Lastly, I am passionate about music and helping others achieve.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - The business will focus on developing an educational system that will help the recidivism rate by helping inmates gain valuable skills they can use to provide for themselves.
- 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 owner/principal over all schools and units.
- Is there growth potential to expand my business, or is this a dying market?
 - This venture has potential to expand in the industry.
- How soon can I get my business up and running?
 - I plan to get this venture up and running 1 yr-3 yrs.' upon release.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
 - This will be a low start up costing venture.
- Is this something I would be proud to share with my family and parole officer?
 - Yes it will be life changing.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - No parole restrictions.
- 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?
 - Education is important to offenders to provide a solution to their problems.
- What are the benefits (not features) that I am providing?
 - Training young offenders with music skills so they are able to succeed in future careers.
- Why can I do this better than another business (competitor)?
 - I am providing education, certificates and knowledgeable research.
- How will I deliver this better idea to my customers?
 - There is no company doing this for prisons. Therefore, the company will be innovating by meeting a currently unfulfilled need.

- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
 - The delivery will be a training course provided to program participants. I will advertise with business cards, radio channels and through ministries.
- 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?
 - Yes.
- 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?
 - Fixed location.
- Do I offer a guaranty or return policy?
 - No return policy but a guaranty to change lives for our future society.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - This will appeal more to men than women.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - My customer's ideal age will range from 18-58 years old.
- 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?
 - Does not apply.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - My customers will have conscious, personal image and recreation aspects.

Income:

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

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 at their workplace.

- Do I go to my customer (home service) or does my customer come to me?
 - I will travel to my customers and have my customers come to my place of business.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - My ideal customers will live in gated communities.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - My customers will be all over the state of Texas.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - I will easily find them one at a time.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - I will target TDCJ administration.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - My customer will be a lifetime client.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
TDCJ HVAC	Indirect	Echo Paper	N/A	Established already	Single out customer	I bring excitement in my program
TDCJ Guitar Class	Indirect	Echo paper/ word of mouth	N/A	Established already	Not enough training	I give certificates/ more hands on training/ work in a studio

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - Yes. Avid Education.
- Do you have access to a favorable location for your business?
 - Yes. I will be located in TDCJ.
- Are you going to be the first company of your type in your chosen area operations?
 - Yes.

Internal Extras:

- Do you have a new or cutting edge concept?
 - Yes, the first type of business providing these services.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - No.
- Are you an especially charming or personable person?
 - Yes, I have charisma and I am passionate.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - Authentic training mastering music.
- What is your tagline?
 - You can change the future today at ATMM.
- How does your name and tagline make you different than your competitors?
 - We give clients an opportunity to change the future were no other business can do.
- Can your message be effectively conveyed through multiple types of media?
 - Most definitely.
- Is your message effective across different demographics?
 - Yes.
- 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?
 - YouTube, Facebook and Avid media central platform ecosystem.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - I hope to reach 1,000 clients.
- Once you've reached your typical customer, how many will actually buy from you?
 - I hope to have a ratio of 1 out of every 10 people who see my advertisement.
- For each of the three, what do you think the estimated cost will be?
 - It will depend on what I will need.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - I am trying to make it a one-time fee.
- How will you collect customer reviews?
 - I will collect referrals from clients.

RESUME

Javier

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

Experience

All This Money Making (Studio) *2013-2015*
Recording Artist, audio engineer and managing shows

All This Money Making (Rapper) *2012-2015*
Perform shows, record music and promote myself

Skills

- **People person**
- **Computer skills**
- **Music specialist**
- **Mixing board 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 *2010-2011*
GED

Owner's name	Javier
Company name	ATMM Authentic Training Mastering Music
NAICS Business Classification	
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	100		
cell phone purchase	100		
car/truck down payment, if leased			
permits			
supplies, office & misc.	10,000		
Cash needed for start-up expenses	10,200		

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	300		300
Equipment	36,000		36,000
Studio	50,000		50,000
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	86,300	-	86,300
			60 assumed life (months)
			1,438 monthly depreciation

Total start up cost	96,500		
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	96,500	100%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	96,500	100%

Javier dba ATMM Authentic Training Mastering Music

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															
Protocols 1-2 Fundamentals	6	-	-	20,000	-	-	20,000	-	-	20,000	-	-	20,000	79,999	33%	
Fruitloop Software	6	-	-	20,000	-	-	20,000	-	-	20,000	-	-	20,000	79,999	33%	
Record Label Tips	6	-	-	20,000	-	-	20,000	-	-	20,000	-	-	20,000	80,002	33%	
Total revenue		-	-	60,000	-	-	60,000	-	-	60,000	-	-	60,000	240,000	100%	
Cost of Goods Sold	2															
Protocols 1-2 Fundamentals	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
Fruitloop Software	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
Record Label Tips	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
Gross profit		-	-	60,000	-	-	60,000	-	-	60,000	-	-	60,000	240,000	100%	
Expenses	2															
Auto or truck lease	-													-	0%	
Depreciation	3	-	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	15,822	7%	
Gasoline & fuels	-													-	0%	
Insurance - bonding	-													-	0%	
Insurance - vehicle	-													-	0%	
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	
Marketing	100													100	0%	
Office - rent	-		2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	25,850	11%	
Office - insurance	-													-	0%	
Office - telephone	-		100	100	100	100	100	100	100	100	100	100	100	1,100	0%	
Office - utilities	-													-	0%	
Payroll - not owner and not in COGS	8	-	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	2,275	25,025	10%	
Payroll taxes (9%)	6 & 8	-	205	205	205	205	205	205	205	205	205	205	205	2,252	1%	
Permits	-		2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	25,850	11%	
Supplies	10,000													10,000	4%	
Tax service	-													-	0%	
Telephone - cellular	100		100	100	100	100	100	100	100	100	100	100	100	1,200	1%	
Start-up expenses			-	-	-	-	-	-	-	-	-	-	-	-	0%	
TDCJ													24,000	24,000	10%	
Avid Educations													24,000	24,000	10%	
														-	0%	
														-	0%	
														-	0%	
														-	0%	
														-	0%	
														-	0%	
Total expenses		10,200	8,818	8,818	8,818	8,818	8,818	8,818	8,818	8,818	8,818	8,818	8,818	56,818	155,199	65%
Taxable profit (loss)	1	(10,200)	(8,818)	51,182	(8,818)	(8,818)	51,182	(8,818)	(8,818)	51,182	(8,818)	(8,818)	3,182	84,801	35%	
Tax (expense) benefit	1			(8,041)			(8,386)			(8,386)			3,614	(21,200)	-9%	
Owner's withdrawals	1													-	0%	
Net profit (loss)		(10,200)	(8,818)	43,141	(8,818)	(8,818)	42,795	(8,818)	(8,818)	42,795	(8,818)	(8,818)	6,795	63,601	27%	
Depreciation	3	-	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	1,438	15,822		
Equipment purchases	3	(86,300)	-	-	-	-	-	-	-	-	-	-	-	(86,300)		
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-		
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-		
Owner contribution	3	96,500	-	-	-	-	-	-	-	-	-	-	-	96,500		
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net cash flow		-	(7,380)	44,579	(7,380)	(7,380)	44,234	(7,380)	(7,380)	44,234	(7,380)	(7,380)	8,234	89,622		
Cash, period start		-	-	(7,380)	37,200	29,820	22,440	66,674	59,294	51,914	96,148	88,768	81,389	-		
Cash, period end		-	(7,380)	37,200	29,820	22,440	66,674	59,294	51,914	96,148	88,768	81,389	89,622	89,622		