

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Cipriano
Unitys Communication

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

Unitys Communication

“Where we take the time fiberopticing the world one call at a time”

Business Plan
January 2020

Cipriano
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>With the growing population companies in this industry are unable to keep up with the demand for cable + data installs to achieve faster data capabilities.</p>	<p>Our goal is to optimize solutions by recognizing critical success factors as well as constraints to meet our client's needs.</p>	<p>I plan to offer a company that will seek to fill the customer needs for rewiring to achieve faster data speeds.</p>																																				
Customers	Differentiators	Extras																																				
<p>I will target newly built businesses, older buildings, commercial businesses and property development companies.</p>	<p>I will offer a company that not only pulls wires but also installs all the devices the devices go with it. We will also offer gigabyte solutions.</p>	<p>I will be using my experience and connections in this industry to give my customers an over the top experience.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>Websites/ Business Cards/ Industry Journals and Industry Associates.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$2,145,000</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;"><u>1,143,600</u></td> <td style="text-align: right;"><u>53%</u></td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">1,001,300</td> <td style="text-align: right;">47%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;"><u>605,600</u></td> <td style="text-align: right;"><u>28%</u></td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">395,600</td> <td style="text-align: right;">18%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">98,900</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;"><u>75,000</u></td> <td style="text-align: right;"><u>3%</u></td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 221,700</u></td> <td style="text-align: right;"><u>10%</u></td> </tr> </table>	Sales:	\$2,145,000	100%	COGS	<u>1,143,600</u>	<u>53%</u>	Gross profit	1,001,300	47%	Overhead	<u>605,600</u>	<u>28%</u>	Pretax income	395,600	18%	Tax expense	98,900	5%	Owner withdrawals	<u>75,000</u>	<u>3%</u>	Net income	<u>\$ 221,700</u>	<u>10%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 30,000</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;">25,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right;"><u>3,500</u></td> </tr> <tr> <td>Total start up costs:</td> <td style="text-align: right;"><u>\$ 58,500</u></td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	25,000	Start up financing	<u>3,500</u>	Total start up costs:	<u>\$ 58,500</u>	Plan Purpose:	Start-Up
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I have decided to chase my dreams to be the man my family and I always wanted to be. Every day is a better day to be a little bit better and I am eager to gather so much more than this program has already blessed me with.

PERSONAL FIT

My name is Cipriano. I was born on April 21, 1988 in San Antonio Texas. I came from a hardworking family, my parent's relationship was toxic though. I have never met my biological father, I was raised by my mother and she is my motivation. When I was a few months old my mom met another man and he raised me as his own. I have a younger sister and brother who are not only my siblings but my best friends. My father started doing things that got into trouble which caused him to go to prison when I was twelve years old. That left my mother to raise us on her own and that is when the struggle became hard for us. I became rebellious towards my mother because I felt she was neglecting the attention I wanted from her. I went to many different schools growing up due to my behavior. I ended up making it the tenth grade and then dropping out. That was a big mistake that I deeply regret. I never had problems learning in school I was not a bad kid I just made bad decisions. I moved out my mom's house when I was about fourteen, at that point I began secluding myself and acting out in anger. My father got out of prison and I moved in with him. Things only got worse from then on. I was on the wrong path all together. I started committing crimes at the age of fifteen years old. At this point of my life I was at an all-time low, sometimes feeling homeless. I was venting my conflicted emotions on every one and anyone within reach. I hated myself and spent most of the time wishing I was never born. I was controlled by anger and insecurities. Due to my insecurities I had hungered for acceptance and the attention of those who I thought were better than me. I eventually rejected the attention I gained from my criminal ways and looked upon the world and its people with hatred. I can honestly say that if I would have never came to prison I probably would not have made it to be a part of this PEP program which I have learned so much from. I am now thirty one years old after being arrested I can honestly say I am a good person. Experience has put so much into perspective for me. I was able to rise from the broken boy I once was. I have four beautiful daughters and a handsome son. They alone have encouraged me to make a change for the better. Now that I am more mature I have learned from my mistakes. Lack of success has triggered these changes in me. I have never valued my life as much as I do at this moment.

I believe I can be trusted as an entrepreneur because I have taken risk and I am not afraid of failure. I love life, and will strive to make a genuine change in this world. I want to start my own business because it has always been a dream of mine and I believe I can do it. One of the main changes I have made in life is forming an intimate relationship with my mom and kids. I now have a sense of integrity and a passion to become something great in life. I have decided to chase my dreams to be the man my family and I always wanted to be. Every day is a better day to be a little bit better and I am eager to gather so much more than this program has already blessed me with.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - I have been a communication technician for 10yrs and I am committed to deliver industry leading services.

- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - We are committed to providing our clients the best appearance, technology management and consulting services possible.
- 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 main principal of my company however I will hire technician experts to help lead my business to success.
- Is there growth potential to expand my business, or is this a dying market?
 - This is not a dying market in fact it has the potential to grow.
- How soon can I get my business up and running?
 - I will have my business up and running within 2 years of my 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 take low capital to start up.
- Is this something I would be proud to share with my family and parole officer?
 - Absolutely.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - I will be off parole when my business opens up.
- Would my business start as a part-time venture or need to be full time?
 - My venture will be full-time.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes it fills the customers' needs, and without my line of work it will be hard for a businesses to run properly.
- What are the benefits (not features) that I am providing?
 - We offer increased value and reasonable results.
- Why can I do this better than another business (competitor)?
 - My deep understanding and knowledge on this type of consulting which no other competitors off what I will.
- How will I deliver this better idea to my customers?
 - I will advertise through the internet, promoting my business at local venues along with practicing my own work through the website.
- 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 sell strictly from the internet.
- 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?
 - Equal.

- 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?
 - I will have a website/contractor.
- Do I offer a guaranty or return policy?
 - I offer satisfaction guaranty.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - This does not apply to my service.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - My ideal customers will be in the range of 30-75 years of age.
- Does my customer need to be married, single or does it matter?
 - Does not apply to me.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - My service will not be affected by language barriers or ethnicity.
- 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 customers with running businesses.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - My customers will need to be middle and rich class.
- Does my customer need to own specific assets (car, house, boat)?
 - My customer's assets will not be 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 customer from the internet.
- Do I go to my customer (home service) or does my customer come to me?
 - I will be going to my customer's job site to run my service.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - My customers will be all throughout Texas.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - I will have a number of crews were distance will not be a factor.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - I will find customers both one at a time and by referrals.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - We will need to promote our business on a website to a group of general contractors.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - I will be the contractor doing quality service for our customers. I am sure they will be loyal customers.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Spectrum	Indirect	Web site/ business cards	Price on contracts	Well established/ convenient	Hires sub- contractors with no experience to finish jobs	My team is certified communication technicians with experience
Alpha Net	Indirect	Web site/ business cards	Price on contracts	Well established/ convenient	Hires sub- contractors with no experience to finish jobs	My team is certified communication technicians with experience
GC Communication	Indirect	Web site/ business cards	Price on contracts	Well established/ convenient	Hires sub- contractors with no experience to finish jobs	My team is certified communication technicians with experience

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - I have unique contacts that will provide me work.
- Do you have access to a favorable location for your business?
 - Our favorable location will be San Antonio, TX.
- Are you going to be the first company of your type in your chosen area operations?
 - No I will not be the first in our area.

Internal Extras:

- Do you have a new or cutting edge concept?
 - No.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - I will offer specialized training that cannot be matched by my competitors.
- Are you an especially charming or personable person?
 - I am super charming with tons of charisma.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - The name Unitys is both of my daughter's name combined together and we are family oriented.
- What is your tagline?
 - Fiberopticing the world one call at a time.
- How does your name and tagline make you different than your competitors?
 - Our name and tagline alienates us from all cliché components utilized by competitors.
- Can your message be effectively conveyed through multiple types of media?
 - Our message will be conveyed through multiple types of media.
- Is your message effective across different demographics?
 - Our message is very affective across different demographics.
- Is your pricing consistent with the market for similar offerings?
 - Our pricing is consistent in the market.
- Is your pricing consistent with the degree of personalization?
 - Our pricing is based on the degree of personalization we provide.

Media:

- What are three types of media you will use to reach your customers?
 - Social media, newspaper and business cards.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - I am trying to reach hundreds of clients.
- Once you've reached your typical customer, how many will actually buy from you?
 - I hope to reach at least 10% of all the clients I obtain.
- For each of the three, what do you think the estimated cost will be?
 - All charges combined will be around \$5,500.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - It will depend on the cash flow.
- How will you collect customer reviews?
 - I will be collecting my reviews on our website.

RESUME

Cipriano

1100 Hwy 1807

Venus, TX 76084

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

Experience

Mechanic Technician

2006-2007

Lube tech, tire tech and spark plug tech

Communication Tech

2008-2009

Pulling voice and data wires, install fiber optics and camera surveillance

Janitor

2014-2016

Floor waxing

Manufacture laborer

2014-2016

Stock rotations, cycle counts and inventory counts

Skills

- **Automotive mechanic**
- **Communication technician**
- **Customer service**
- **Supervisor**
- **Forklift operator**
- **OSHA certified**
- **Carpenter**
- **Leader**

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

2016

Painting and decorating business and homes

Cipriano dba Unitys Communication
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														
500 wire communication pull	6	-	65,000	32,500	-	32,500	32,500	32,500	65,000	32,500	32,500	65,000	32,500	422,500	20%
1000 wire communication pull	6	-	-	-	130,000	130,000	-	65,000	65,000	-	130,000	-	65,000	585,000	27%
2500 wire communication pull	6	-	-	162,500	-	-	162,500	162,500	-	162,500	162,500	162,500	162,500	1,137,500	53%
Total revenue		-	65,000	195,000	130,000	162,500	195,000	260,000	130,000	195,000	325,000	227,500	260,000	2,145,000	100%
Cost of Goods Sold	2														
500 wire communication pull	6	-	34,656	17,328	-	17,328	17,328	17,328	34,656	17,328	17,328	34,656	17,328	225,264	11%
1000 wire communication pull	6	-	-	-	69,312	69,312	-	34,656	34,656	-	69,312	-	34,656	311,904	15%
2500 wire communication pull	6	-	-	86,640	-	-	86,640	86,640	-	86,640	86,640	86,640	86,640	606,480	28%
Total COGS		-	34,656	103,968	69,312	86,640	103,968	138,624	69,312	103,968	173,280	121,296	138,624	1,143,648	53%
Gross profit		-	30,344	91,032	60,688	75,860	91,032	121,376	60,688	91,032	151,720	106,204	121,376	1,001,352	47%
Expenses	2														
Auto or truck lease	-	-	350	350	350	350	350	350	350	350	350	350	350	3,850	0%
Depreciation	3	-	533	533	533	533	533	783	783	783	783	783	783	7,367	0%
Gasoline & fuels	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	1%
Insurance - bonding	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Insurance - vehicle	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	0%
Interest - equip & start up	7	-	167	164	185	182	179	176	173	169	166	163	159	1,883	0%
Marketing	2,000	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	1%
Office - rent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - insurance	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	0%
Office - telephone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - utilities	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	0%
Payroll - not owner and not in COGS	8	-	28,800	28,800	28,800	40,320	40,320	40,320	40,320	57,600	57,600	57,600	57,600	478,080	22%
Payroll taxes (9%)	6 & 8	-	2,592	2,592	2,592	3,629	3,629	3,629	3,629	5,184	5,184	5,184	5,184	43,027	2%
Permits	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Supplies	500	-	500	500	500	500	500	500	500	500	500	500	500	6,000	0%
Tax service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Telephone - cellular	1,000	-	150	150	150	150	150	150	150	150	150	150	150	2,650	0%
Start-up expenses	8,000	-	-	-	-	-	-	-	-	-	-	-	-	8,000	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total expenses		11,500	37,892	37,890	37,911	50,464	50,461	50,708	50,705	69,537	69,533	69,530	69,527	605,657	28%
Taxable profit (loss)	1	(11,500)	(7,548)	53,142	22,777	25,396	40,571	70,668	9,983	21,495	82,187	36,674	51,849	395,695	18%
Tax (expense) benefit	1	-	-	(8,524)	-	-	(22,186)	-	-	(25,537)	-	(42,678)	-	(98,924)	-5%
Owner's withdrawals	1	-	-	(3,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(75,000)	-3%
Net profit (loss)		(11,500)	(7,548)	41,619	14,777	17,396	10,385	62,668	1,983	(12,041)	74,187	28,674	1,172	221,771	10%
Depreciation	3	-	533	533	533	533	533	783	783	783	783	783	783	7,367	
Equipment purchases	3	(47,000)	-	-	-	-	-	(15,000)	-	-	-	-	-	(62,000)	
Principle, equipment loan	7	25,000	(340)	(343)	(345)	(347)	(349)	(352)	(354)	(356)	(359)	(361)	(364)	21,130	
Repay debt financing	7	3,500	-	-	(135)	(136)	(137)	(138)	(139)	(140)	(140)	(141)	(142)	2,252	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	(7,355)	41,810	14,831	17,446	10,432	47,962	2,274	(11,754)	74,471	28,955	1,449	220,520	
Cash, period start	-	-	-	(7,355)	34,455	49,285	66,731	77,163	125,125	127,399	115,646	190,116	219,071	-	
Cash, period end	-	-	(7,355)	34,455	49,285	66,731	77,163	125,125	127,399	115,646	190,116	219,071	220,520	220,520	