

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Brian
Wired Up

Prison Entrepreneurship Program
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Wired Up

“If it fires up, we wire it up”

Business Plan
January 2020

Brian
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
Lack of automotive electrical repair being done in repair shops.	We here at Wired Up strive to provide elite electrical diagnosis and installation in any automotive application.	Provide a mobile automotive service specializing in electrical repair/upgrade/install.																																				
Customers	Differentiators	Extras																																				
My customers will be owners of cars, trucks, RVs and trailers that are no longer covered under the manufacturer's warranty.	I do the tough tedious job that most automotive shops will not do and I am mobile and will come to you no matter where you are, even if you are broken down on the side of the road.	I am mobile and will be able to reach a larger customer base.																																				
Marketing	Financials & Extras	Start-up Costs																																				
I will be visiting repair shops, car shows and racing events where I will be marketing my wiring capabilities by showing a clear Plexiglas box with a working dashboard with electronics and wiring that I did myself.	<table border="0"> <tr> <td>Sales:</td> <td>\$ 106,300</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>1,300</td> <td>1%</td> </tr> <tr> <td>Gross profit</td> <td>105,000</td> <td>99%</td> </tr> <tr> <td>Overhead</td> <td>12,800</td> <td>12%</td> </tr> <tr> <td>Pretax income</td> <td>92,200</td> <td>87%</td> </tr> <tr> <td>Tax expense</td> <td>23,000</td> <td>22%</td> </tr> <tr> <td>Owner withdrawals</td> <td>43,000</td> <td>40%</td> </tr> <tr> <td>Net income</td> <td>\$ 26,100</td> <td>25%</td> </tr> </table>	Sales:	\$ 106,300	100%	COGS	1,300	1%	Gross profit	105,000	99%	Overhead	12,800	12%	Pretax income	92,200	87%	Tax expense	23,000	22%	Owner withdrawals	43,000	40%	Net income	\$ 26,100	25%	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 20,200</td> </tr> <tr> <td>Owner investment - equipment</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>6,000</td> </tr> <tr> <td>Start up financing</td> <td>-</td> </tr> <tr> <td>Total start up costs:</td> <td>\$ 26,200</td> </tr> <tr> <td>Plan Purpose:</td> <td>Startup</td> </tr> </table>	Owner investment - cash	\$ 20,200	Owner investment - equipment	-	Vehicle and/or equipment loan	6,000	Start up financing	-	Total start up costs:	\$ 26,200	Plan Purpose:	Startup
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	Personal Fit																																					

As founder of Wired Up, I will strive to provide elite electrical diagnosis and installation in any automotive application. With my 10€ years of experience starting from 16 years of age installing car stereos to learning electronics engineering, I will apply my knowledge and skills to get the job done right the first time.

PERSONAL FIT

My name is Brian Scott. I was born March 26th, 1990 in Dallas Texas at Doctors Hospital. I lived in Mesquite Texas until the age of 9 when I moved to Forney, Texas. My mom's name is Tanya and my dad's name is Scott. They divorced when I was 16 years old. I am an only child and I have no kids of my own. I was raised with good morals and values in suburban neighborhoods away from the dangers of an inner city life. I actually lived a very sheltered life not being able to hang out with other kids that were in constant trouble but that did not keep me from getting in fights at school all the time. I was in ISS (in school suspension) at least 3 times a year, every year. I was a decent student, I made A's and B's at the beginning of each year, but because of laziness and procrastination I ended each year making C's. I actually never left home. I just became lazy and complacent and only had a few minimum wage jobs starting at age 16.

The thing that ultimately landed me in prison is my drug use. I first started doing illegal things when I was 18, after I graduated high school. I noticed how the "cool" kids smoked weed and I wanted to hang out with them. As I started smoking more and more I noticed more people wanted to hang out with me. Next thing I knew, people started asking to buy from me. All of a sudden, I was able to stay high all day, I had friends, I had more money in my pocket than when I started and I still had weed left over so I decided to deal full time because that lifestyle was fun. This went on for about a year and then I was introduced to cocaine and ecstasy. Same old story, new product. I was charged with aggravated assault while high on cocaine. To pay for the legal costs I began selling everything not just what I wanted to sell. I went off of the deep end when I started probation. I failed 4 UAs the first year. I overdosed once before being forced to go to rehab for my freedom. I was only sober for 2 months before going back to using. Only this time I technically died, I overdosed during spring break in 2015 and my heart stopped for almost a minute before I was resuscitated. I came back home and acted like that didn't even faze me, I was so desensitized I made jokes about it. In 2016 while still on probation I was in a car accident in which three vehicles were totaled. I walked away without a scratch. As I would later realize that was Gods intervention in my life. I was unable to travel to purchase drugs so I began using air-duster inhalants. I had a psychotic episode in which the police were called. I ended up fighting them. The police searched my room and found my marijuana plants, and various paraphernalia. My probation was revoked and I was charged with additional drug related charges. I was given 10 years for a drug possession and 5 years for each probation revocation on my assault charges. They were all run concurrent. This is my first time in prison. I have been here for 33 months.

Since my incarceration began I was scared to death about what was going to happen to me so I reevaluated where I wanted to go and who I wanted to be. I know this sounds cliché but I found God. I used to be the person heckling those bible thumpers but now I found a peace that I have never felt before. But I still continued to do wrong even in prison. I continued to use drugs just to escape mentally until one day I hit rock bottom and was caught with K2. I was facing new charges and was given G4 custody level. While waiting to be shipped off the unit I broke down and got on my knees and prayed to God to build me back up into a better man. I promised that I would not fight him anymore. I gave my life fully to Christ that day and I was at a level of peace I have never felt. I was waiting for over a month to leave here when one day I received an appeal saying my case had been

overturned and my custody level restored. I could not believe it. "God is real" I said to myself! A few weeks later I saw Gami in the hallway and the Holy Spirit made me so anxious that I knew I had to talk to him. Thirty minutes later, I was the newest member of Vision 20/20! Ever since then I have vowed to better myself in some way, big or small, each and every day. I have turned away from drugs, reconnected with my dad. He came to see me for the first time since I was 17. I am at the top of my class in GPA, I am putting 110% effort in everything I do from now on. I only look back to see how far I have come. I went from losing sight of myself to now being able to see the light at the end of the tunnel.

I still have a little over 7 years to discharge my sentence, but I hope to be released on parole by July of 2020 to Dallas, Texas.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - My 10 years of experience in automotive electrical repair and installation validate my ability to solve these types of issues.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - The main focus of my business is to provide elite diagnosis, repair and installation for automotive electrical applications.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
 - I will do all of the work at the founding of the business and hire others as the business grows.
- Is there growth potential to expand my business, or is this a dying market?
 - Vehicles are becoming more dependent on electrical systems making my specific service a necessity for the foreseeable future.
- How soon can I get my business up and running?
 - I can be up and running within 12-18 months 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?
 - I have a low start-up cost due to my service being mobile.
- Is this something I would be proud to share with my family and parole officer?
 - I am proud of what I have dreamed up and made into an achievable plan and I will be glad to share this with my family and parole.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - Parole should not interfere with this opportunity.
- Would my business start as a part-time venture or need to be full time?
 - Wired Up! Will be a full time business that will require my full attention.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes, we fill a lack of electrical work done in the automotive industry.
- What are the benefits (not features) that I am providing?
 - I save the customer time and money by coming to them and diagnosing the root issues causing the problems instead of replacing bulk parts like my competitors.
- Why can I do this better than another business (competitor)?
 - Due to my passion for troubleshooting and detail orientation, I am willing to take the time and effort necessary to do the job right the first time.
- How will I deliver this better idea to my customers?
 - I will rely on referrals from reputable repair shops as well as word of mouth.
- 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 come to you no matter where you are, even if you are broken down on the side of the road.
- Is my solution consistent with my passion for selling?
 - My passion comes from my 12 years of personal experience.
- Is the price of my solution equal to or less than the customer's pain?
 - The price of my service is less than the frustration of having the electrical systems that my customers have come to rely on in an un-operational and malfunctioning state.
- Is the approximate cost of my solution lower than the price?
 - Time is the only cost of my solution where I employ my experience and education which add up to be less than the price.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - I am a mobile service and will not be requiring a store front.
- Do I offer a guaranty or return policy?
 - I guarantee my service to ensure customer satisfaction and repeat customers.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - I will be targeting men and women alike because most people are easily overwhelmed by electrical issues.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - The age range of my customer will be broad attracting young adults to the elderly.
- Does my customer need to be married, single or does it matter?
 - Relationship status does not matter.

- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - We will not be limited by language 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 ideal customer is a car, truck or trailer owner with electrical issues.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - I will target poor to middle class customers.
- Does my customer need to own specific assets (car, house, boat)?
 - My customer only needs to own a car, truck or trailer for me to work on.

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 my service wherever the car, truck or trailer is located that needs work.
- Do I go to my customer (home service) or does my customer come to me?
 - I am mobile and will always 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 will live in the DFW Metroplex.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - My geographic radius will be the DFW Metroplex initially and will eventually reach statewide as the business grows.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - Easily one at a time, by word of mouth and by referrals.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - I can reach them as a group through social media and advertising in the newspaper as well as online. I can also reach them individually by referrals and word of mouth.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - I will most likely have 5%-10% repeat customers because most of my jobs will be repairs.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Lone Star Auto Electric	Indirect	Newspaper Web Page	Pricing Varies Per Job	Already Established	Not Mobile Long Waiting	I Will Provide Services I the D.F.W Metro Plexus
A & B Auto Electric	Indirect	Newspaper Social Media	Pricing Varies Per Job	Established Customer Base	Not Mobile	I Am a Mobile Service And Will Beat Their Prices
Auto Fix Auto Electric	Indirect	Social Media Web Page	Pricing Varies Per Job	Established Customer Base and Location	Not Mobile	Mobility And Competitive Prices
Car Toys	Indirect	T.V/Radio Newspaper Social Media Web Page	Pricing Varies Per Job	Branding Well Known	Not Mobile	Mobility Convenience.
Best Buy	Indirect	T.V/Radio Newspaper Social Media Web Page	Pricing Varies Per Job	Shop While Waiting Well Known Branding	Not Mobile	Mobility

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - No connections yet.
- Do you have access to a favorable location for your business?
 - I am mobile so my favorable location is the DFW metroplex.
- Are you going to be the first company of your type in your chosen area operations?
 - I will be the first mobile automotive electrical diagnosis repair installation service in this area.

Internal Extras:

- Do you have a new or cutting edge concept?
 - My concept is very unique because I am combining a specific automotive service with a mobile business base.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - My hours of operation will be during the day which is when most breakdowns occur.
- Are you an especially charming or personable person?
 - I am very approachable and work hard to ensure customer satisfaction.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - We work quickly to save you time. We diagnose, install, and repair all of your automotive electrical needs. We do quality work to ensure your satisfaction.
- What is your tagline?
 - "If it fires up, we wire it up."
- How does your name and tagline make you different than your competitors?
 - My tagline is very transparent in telling the customers that we will handle all of your wiring and electrical needs for any automotive application.
- Can your message be effectively conveyed through multiple types of media?
 - Of course!
- Is your message effective across different demographics?
 - Yes, people all over the DFW metroplex will know who we are and what we do.
- Is your pricing consistent with the market for similar offerings?
 - Yes, we will be offering competitive prices to outdo the competition while still making a profit.
- Is your pricing consistent with the degree of personalization?
 - Yes, the time, quality of work and effort put into each job will determine pricing.

Media:

- What are three types of media you will use to reach your customers?
 - I will advertise by using social media by posting before and after photos of my work. I will pass out business cards at car shows, race events, and repair shops and of course referrals and word of mouth.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - I expect to reach 300-500 potential customers each month initially but these numbers will grow as the business grows.
- Once you've reached your typical customer, how many will actually buy from you?
 - I look forward to doing business with at least 150 customers per month.
- For each of the three, what do you think the estimated cost will be?
 - Social media is and word of mouth are free to me but will be priceless to my business venture and the business cards will be \$25- \$100.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - All of these will be recurring monthly.
- How will you collect customer reviews?
 - Online reviews through social media and paper questionnaires.

RESUME

Brian

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

Experience

Door Installer

March 2016- June 2016

Installs doors, door brackets, door hinges and wiring for key cards on doors

Skills

- **Computer Specialist**
- **Automotive Electrical Specialist**
- **Tool Handler**

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.

Trinity Valley Community College

November 2017- July 2018

Electric and Power Transmission

Windham School District

September 2018- October 2018

OSHA 10 Construction Safety

Owner's name Brian
 Company name Wired Up

NAICS Business Classification
 Sector (general classification) _81_Other_Services_except_Public_Administration
 Sub-sector (more specific classification) 811: Repair and Maintenance

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	
car/truck down payment, if leased	
permits	1,200
supplies, office & misc.	
Wiring	1,000
Misc. Electrical Repair Equipment	1,500

Cash needed for start-up expenses 4,200

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	1,000	6,000	7,000
company trailer			
computer, printer, fax	1,000	-	1,000
Tools	4,000		4,000
Snap-on Diagnostic Tool	5,000		5,000
			-
building/office deposit		N/A	N/A
beginning cash balance	5,000	N/A	N/A
Cash needed for start-up assets	16,000	6,000	17,000

60 assumed life (months)
283 monthly depreciation

Total start up cost 26,200

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,200	77%
Vehicle loan and other equipment debt (see note 7 for financing)	6,000	23%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	26,200	100%

