

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Curtis  
Vision Landscape and Irrigation

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

# *Vision Landscape and Irrigation*

*“If you can dream it, we can scheme it!”*

Business Plan  
January 2020

*Curtis*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>With more businesses and homes being built landscaping opportunities are projected to grow 11% between 2016 and 2026.</p>	<p>Vision Landscape and Irrigation is on a mission to create fun, green communities and recreational areas with innovation and servant-leader mentality.</p>	<p>Vision Landscape Construction and Irrigation will provide most of the customer needs with a wide range of services.</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>This business will target small business owners, HOA's, County and Local governments household income.</p>	<p>This business will be one of the only landscaping and irrigation business to offer a 24 hour emergency service.</p>	<p>This concept is not new or cutting edge however there are not many companies in the Austin area offering such a wide range of services or a 24 hour emergency service.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p><b>Our primary target customers will be HOA's and apartment complexes with the ability and need to pay for more costly</b></p>	<table border="0"> <tr> <td>Sales:</td> <td>\$ 184,800</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>50,600</td> <td>27%</td> </tr> <tr> <td>Gross profit</td> <td>134,100</td> <td>73%</td> </tr> <tr> <td>Overhead</td> <td>14,800</td> <td>8%</td> </tr> <tr> <td>Pretax income</td> <td>119,300</td> <td>65%</td> </tr> <tr> <td>Tax expense</td> <td>29,800</td> <td>16%</td> </tr> <tr> <td>Owner withdrawals</td> <td>18,000</td> <td>10%</td> </tr> <tr> <td>Net income</td> <td><u>\$ 71,500</u></td> <td><u>39%</u></td> </tr> </table>	Sales:	\$ 184,800	100%	COGS	50,600	27%	Gross profit	134,100	73%	Overhead	14,800	8%	Pretax income	119,300	65%	Tax expense	29,800	16%	Owner withdrawals	18,000	10%	Net income	<u>\$ 71,500</u>	<u>39%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 10,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td>7,850</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b><u>\$ 17,850</u></b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td>Start-Up</td> </tr> </table>	Owner investment - cash	\$ 10,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	7,850	<b>Total start up costs:</b>	<b><u>\$ 17,850</u></b>	<b>Plan Purpose:</b>	Start-Up
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<b>Personal Fit</b>																																						

**I have over a decade of landscaping experience, Five years irrigation experience and 30 years of life experience. I have the knowledge to start and make my business thrive in the industry and key contacts with suppliers and mentors as well. Vision Landscape Construction and Irrigation is not simply a vision it' a reality.**

## **PERSONAL FIT**

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My name is Curtis; I was born August 1, 1989, in Houston, Texas. My parents are Ronald and Dava Herrin. I have three daughters. In school I was a good student up until the eighth grade. Like most good kids gone bad; I hung out with and was influenced by the wrong crowd. By 10<sup>th</sup> grade I decided to stop attending school completely.

I began using drugs and drinking at the age of 15 and, my first child was born when I was 18. A year later my second daughter was born and my third when I was 26. During these time periods, I was constantly fighting and being sentenced to incarceration for drugs and assaults. I eventually was sentenced to two years TDCJ for aggravated assault in 2012. Upon completion of my two year sentence, I was released.

I was able to avoid incarceration up until 2018; I was charged with another assault and sentenced to four years TDCJ. Looking back I realize that I simply did not know how to express my feelings and deal with the stress of life. Since my incarceration I have learned to talk about my problems with positive friends and family. I have graduated Cognitive Intervention, taken Anger Management classes and graduated Authentic Manhood.

I have decided to focus my attention on taking better care of my daughters and building on my career. I am tired of being a disappointment to family and friends; I have made the decision to stop blaming others for my problems and bad decisions. I know I am smart and very capable of being a much better person and father. I would like to start a business to invest in my children having a better future as well as bettering my community. I will be released to Austin, Texas in 2020.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - My 16 years in landscaping industry has provided me with extensive knowledge and experience in the industry.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - We are providing all of our customers landscaping, construction and irrigational needs.
- 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 principal in this venture. As the company grows I will look to hire help.
- Is there growth potential to expand my business, or is this a dying market?
  - My company is passionate about this field and will focus on landscaping.
- How soon can I get my business up and running?
  - I expect to be up and running 6-8 months after being released.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?

- This venture is a low startup cost.
- Is this something I would be proud to share with my family and parole officer?
  - I would love to share with my family.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes.
- Would my business start as a part-time venture or need to be full time?
  - This will be a full time venture.

## **SOLUTION**

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- Is what I am offering filling the customer's real need?
  - We will keep our customers properties beautiful and safe.
- What are the benefits (not features) that I am providing?
  - Will save the customer time and money without hiring multiple companies.
- Why can I do this better than another business (competitor)?
  - Due to my experience and understanding of the industry and the knowledge of problems and solutions.
- How will I deliver this better idea to my customers?
  - My experience and knowledge will save time and money.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - We will be a mobile service.
- Is my solution consistent with my passion for selling?
  - My experience and contacts in the industry will allow me to meet my customer needs.
- Is the price of my solution equal to or less than the customer's pain?
  - Our pricing is reasonable.
- Is the approximate cost of my solution lower than the price?
  - Our cost will vary due to job being provided.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - I will need an office/yard for material.
- Do I offer a guaranty or return policy?
  - We will offer guaranteed quality along with a return policy on products.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - Will not apply.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - Anyone above the age of 18 years old.
- Does my customer need to be married, single or does it matter?
  - Does not apply.

- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
  - Does not apply will have a bi-lingual employee.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - My business will appeal to customer health, cleanliness and personal image.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - It will range from middle to rich class.
- Does my customer need to own specific assets (car, house, boat)?
  - Customer will need to own a house.

### **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 home and businesses.
- Do I go to my customer (home service) or does my customer come to me?
  - I will be going to my customer.
- 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 middle upper class neighborhoods.
- 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 within 15-20 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - My customer will be found 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?
  - I will reach them as a group.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - Once they see the work they will use my service again.

**DIFFERENTIATORS**

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<b>My Competitors</b>	<b>Direct or Indirect</b>	<b>Promotion</b>	<b>Price</b>	<b>Their Advantages</b>	<b>Their Disadvantages</b>	<b>My Differentiators</b>
ABC Home and commercial service	Direct	TV/newspaper/and media	Varies	Branding well known	N/A	Cost effective/24hr service
Top Choice Lawn care	Direct	TV/radio/media	Varies	Brand well known	N/A	Cost effective/24hr service
PRT landscaping and contracting	Direct	TV/newspaper/and media	Varies	Brand well known	N/A	Cost effective/ 24hr service

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - I have business connections with suppliers.
- Do you have access to a favorable location for your business?
  - No.
- Are you going to be the first company of your type in your chosen area operations?
  - I am not the first company of my type, but willing to bring unique experience and knowledge to Austin area.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - There are no companies in Austin that offer a wide range of services.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - I will offer specialized scheduling and a 24hr service call.
- Are you an especially charming or personable person?
  - Yes.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - We will offer landscape, construction and irrigation service.
- What is your tagline?
  - If you can dream it, we can scheme it.
- How does your name and tagline make you different than your competitors?
  - My company name describes the service and commitment we offer to our customers' needs and wants to transform their property.
- Can your message be effectively conveyed through multiple types of media?
  - Yes.
- Is your message effective across different demographics?
  - Yes.
- Is your pricing consistent with the market for similar offerings?
  - Yes we are suitable to our customers lifestyle needs.
- Is your pricing consistent with the degree of personalization?
  - Yes the size of the job will determine the price.

### **Media:**

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

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I will seek to reach a minimum of 100 customers.
- Once you've reached your typical customer, how many will actually buy from you?
  - I will seek to do business with at least 50 customers.
- For each of the three, what do you think the estimated cost will be?
  - Flyers(\$15), business cards(\$120), word of mouth(priceless)
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Both flyers and business cards will cost every 3 months.
- How will you collect customer reviews?
  - Online reviews and phone calls.

## RESUME

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### **Curtis**

1100 Hwy 1807

Venus, TX 76084

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

### **Experience**

#### ***Irrigation Technician***

*January 2014-January 2019*

Installation of irrigation systems and storm drainage systems along with repairs to systems already in place.

#### ***Landscape Construction Team Leader***

*August 2013-January 2018*

Installed sod, boulders, and built recreational equipment and retaining walls.

#### ***Shipping and receiving Sales Clerk***

*January 2013-December 2013*

Trained cashiers and unloaded incoming merchandise.

#### ***Cable Installation Technician***

*January 2008-January 2012*

Installed co-ax cable from power pole to customers' building.

### **Skills**

- **Team leader**
- **Problem solver**
- **Customer service**
- **Heavy equipment operator**
- **Forklift operator**
- **Proficient with most power tools**

### **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***

*March 2013-September 2013*

Certificate: Microsoft Certification

Owner's name	Curtis
Company name	Vision Landscape and Irrigation
<b>NAICS Business Classification</b>	
Sector (general classification)	23_Construction
Sub-sector (more specific classification)	238: Specialty Trade Contractors

**Start-up Costs**  
**Year 1**

**Assumption 4 - Total Uses**

<b>Non-Depreciable Costs</b>	Paid or contributed in Month 1		
marketing, business cards, fliers	150		
cell phone purchase	200		
car/truck down payment, if leased			
permits	400		
supplies, office & misc.	100		
Inventory	1,500		
<b>Cash needed for start-up expenses</b>	<b>2,350</b>		

  

<b>Depreciable Costs</b>	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	5,500		5,500
company trailer	1,000		-
computer, printer, fax			-
Equipment	9,000		9,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
<b>Cash needed for start-up assets</b>	<b>15,500</b>	<b>-</b>	<b>14,500</b>
			<b>60</b> assumed life (months)
			<b>242</b> monthly depreciation

  

<b>Total start up cost</b>	<b>17,850</b>		
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**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	10,000	56%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	7,850	44%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<b>17,850</b>	<b>100%</b>

**Curtis dba Vision Landscape and Irrigation**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

**Assumption 6 - Revenue Model (Economics of One Unit)**

	Product 1				Product 2				Product 3			
Product name	General Landscaping				Irrigation				Tree Removal			
Product description	One property or two hours mowing, replacing flowers ect.				Sprinkler systems installation				1 tree removal			
Price per unit	120.00		100%		4,500.00		100%		750.00		100%	
Cost of one unit	hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.			-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%		-	0%			-	0%			-	0%
cost 1 description	Gas		5.00	4%	Plans Permits	800.00	18%	Gas	10.00		1%	
cost 2 description	Replacement Flowers		30.00	25%	Sprinkler System	1,000.00	22%				0%	
cost 3 description				0%			0%				0%	
cost 4 description				0%			0%				0%	
Total variable costs			35.00	29%		1,800.00	40%		10.00		1%	
<b>Gross profit per unit - what you see on income statement</b>			85.00	71%		2,700.00	60%		740.00		99%	

	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	Total Year
General Landscaping sold		5	5	10	10	20	20	25	20	15	5	5	140
Irrigation sold		1	2	3	4	4	4	3	3	1	-	-	25
Tree Removal sold		3	3	3	10	10	10	10	10	5	5	5	74
total revenue		\$ 7,350	\$ 11,850	\$ 16,950	\$ 26,700	\$ 27,900	\$ 27,900	\$ 24,000	\$ 23,400	\$ 10,050	\$ 4,350	\$ 4,350	\$ 184,800
total cost of sales		\$ 2,005	\$ 3,805	\$ 5,780	\$ 7,650	\$ 8,000	\$ 8,000	\$ 6,375	\$ 6,200	\$ 2,375	\$ 225	\$ 225	\$ 50,640
total income statement gross profit (excludes owner labor)		\$ 5,345	\$ 8,045	\$ 11,170	\$ 19,050	\$ 19,900	\$ 19,900	\$ 17,625	\$ 17,200	\$ 7,675	\$ 4,125	\$ 4,125	\$ 134,160

**Assumption 7 - Financing**

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year	
Equipment financing, see Start-up Costs sheet	amortization schedule												
Amount borrowed	\$ -												
Interest rate (example 8%)													
Loan term (# of months)													
Monthly payment	-												
Start-up financing, see Start-up Costs sheet													
Amount borrowed	\$ 7,850			7,547	7,243	6,936	6,627	6,316	6,003	5,688	5,371		
Interest rate (example 8%)	8.0%			50	48	46	44	42	40	38	36	397	
Payback period (# of months)	24		(303)	(305)	(307)	(309)	(311)	(313)	(315)	(317)	(319)	(2,798)	
Grace period (months pay delay)	3												
Monthly payment	\$ 355			7,850	7,850	7,547	7,243	6,936	6,627	6,316	6,003	5,688	5,371

**Assumption 8 - Payroll, nondirect**

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, excluding payroll taxes	-	-	-	-	-	-	-	-	-	-	-	-

**Assumption 9 - Equipment Purchases, after start-up**

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Tiller			350									
Chipper									6,000			
Riding Mower						2,500.00						

**Curtis dba Vision Landscape and Irrigation**  
**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															
General Landscaping	6	-	600	600	1,200	1,200	2,400	2,400	3,000	2,400	1,800	600	600	16,800	9%	
Irrigation	6	-	4,500	9,000	13,500	18,000	18,000	18,000	13,500	13,500	4,500	-	-	112,500	61%	
Tree Removal	6	-	2,250	2,250	2,250	7,500	7,500	7,500	7,500	7,500	3,750	3,750	3,750	55,500	30%	
<b>Total revenue</b>		-	7,350	11,850	16,950	26,700	27,900	27,900	24,000	23,400	10,050	4,350	4,350	184,800	100%	
Cost of Goods Sold	2															
General Landscaping	6	-	175	175	350	350	700	700	875	700	525	175	175	4,900	3%	
Irrigation	6	-	1,800	3,600	5,400	7,200	7,200	7,200	5,400	5,400	1,800	-	-	45,000	24%	
Tree Removal	6	-	30	30	30	100	100	100	100	100	50	50	50	740	0%	
<b>Total COGS</b>		-	2,005	3,805	5,780	7,650	8,000	8,000	6,375	6,200	2,375	225	225	50,640	27%	
<b>Gross profit</b>		-	5,345	8,045	11,170	19,050	19,900	19,900	17,625	17,200	7,675	4,125	4,125	134,160	73%	
Expenses	2															
Auto or truck lease	-														-	0%
Depreciation	3	-	242	242	248	248	248	289	289	289	389	389	389	3,261	2%	
Gasoline & fuels	-	-	150	150	150	200	200	250	250	250	200	150	100	2,050	1%	
Insurance - bonding	-	-												-	0%	
Insurance - vehicle	-	-	180	180	180	180	180	180	180	180	180	180	180	1,980	1%	
Interest - equip & start up	7	-	-	-	52	50	48	46	44	42	40	38	36	397	0%	
Marketing	150				300				150					600	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	400											1,000		1,400	1%	
Supplies	100		40	40	40	40	40	40	40	40	40	40	40	540	0%	
Tax service	-													-	0%	
Telephone - cellular	200		60	60	60	60	60	60	60	60	60	60	60	860	0%	
Start-up expenses	1,500		-	-	-	-	-	-	-	-	-	-	-	1,500	1%	
Push Mower	-		180											180	0%	
Pole Saw	-					450								450	0%	
Landscape Design Software	-			100										100	0%	
Computer Aide Draft	-						1,500							1,500	1%	
	-													-	0%	
	-													-	0%	
	-													-	0%	
	-													-	0%	
<b>Total expenses</b>		2,350	852	772	1,030	1,228	2,276	865	1,013	861	909	1,857	805	14,818	8%	
<b>Taxable profit (loss)</b>	1	(2,350)	4,493	7,273	10,140	17,822	17,624	19,035	16,612	16,339	6,766	2,268	3,320	119,342	65%	
Tax (expense) benefit	1			(2,354)			(11,397)			(12,996)			(3,088)	(29,835)	-16%	
Owner's withdrawals	1	-			(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(18,000)	-10%	
<b>Net profit (loss)</b>		(2,350)	4,493	4,919	8,140	15,822	4,228	17,035	14,612	1,342	4,766	268	(1,768)	71,506	39%	
Depreciation	3	-	242	242	248	248	248	289	289	289	389	389	389	3,261		
Equipment purchases	3	(15,500)	-	-	(350)	-	-	(2,500)	-	-	(6,000)	-	-	(24,350)		
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-		
Repay debt financing	7	7,850	-	-	(303)	(305)	(307)	(309)	(311)	(313)	(315)	(317)	(319)	5,052		
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000		
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-		
<b>Net cash flow</b>		-	4,735	5,161	7,735	15,765	4,168	14,515	14,590	1,319	(1,160)	340	(1,698)	65,469		
Cash, period start		-	-	4,735	9,896	17,631	33,396	37,564	52,079	66,669	67,988	66,828	67,168	-		
<b>Cash, period end</b>		-	4,735	9,896	17,631	33,396	37,564	52,079	66,669	67,988	66,828	67,168	65,469	65,469		