

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Edward  
TMBC Lanscape Design and Consulting

Prison Entrepreneurship Program  
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[www.pep.org](http://www.pep.org)

# *TMBC Landscape Design and Consulting*

*“Beautifying the community one tree at a time”*

Business Plan  
January 2020

*Edward*  
Owner & Founder

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**EXECUTIVE SUMMARY**

|   |   |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
|---|---|---|--------------|------|------|---------|-----|--------------|---------|-----|----------|--------|----|---------------|---------|-----|-------------|---------|-----|-------------------|--------|----|------------|------------|-----|---|-------------------------|----------|------------------------------|--------|-------------------------------|--------|--------------------|-------|------------------------------|------------------|----------------------|----------|
| <b>Opportunity</b>  | <b>Purpose</b>  | <b>Solution</b>   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <p>Landscaping is a multi-billion dollar industry. New construction residential, commercial and golf courses need good quality landscaping service to meet their needs.</p> | <p>Will consistently provide our clients with services and products to meet or exceed their expectations and creatively beautify their projects creating unique natural designs for every job.</p>  | <p>Satisfying customers with quality work, great customer service in a timely manner.</p> |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <b>Customers</b>  | <b>Differentiators</b>  | <b>Extras</b>   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <p>New construction both residential and commercial and golf course club houses.</p>  | <p>Work hard to get my company name out. Discount to senior citizens and also strive to always put the customer first with good quality work.</p>   | <p>My business is not new but will be predominately located in the DFW area.</p>          |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <b>Marketing</b>  | <b>Financials &amp; Extras</b>  | <b>Start-up Costs</b>   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <p>Internet, social media, google ads, craigslist, business cards and select contractor list in the DFW metro area will be the marketing techniques we will use.</p>        | <table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 1,386,500</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right; border-bottom: 1px solid black;">449,200</td> <td style="text-align: right; border-bottom: 1px solid black;">32%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">937,300</td> <td style="text-align: right;">68%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right; border-bottom: 1px solid black;">74,300</td> <td style="text-align: right; border-bottom: 1px solid black;">5%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">862,900</td> <td style="text-align: right;">62%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">215,700</td> <td style="text-align: right;">16%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right; border-bottom: 1px solid black;">55,000</td> <td style="text-align: right; border-bottom: 1px solid black;">4%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-bottom: 3px double black;">\$ 592,100</td> <td style="text-align: right; border-bottom: 3px double black;">43%</td> </tr> </table> | Sales:  | \$ 1,386,500 | 100% | COGS | 449,200 | 32% | Gross profit | 937,300 | 68% | Overhead | 74,300 | 5% | Pretax income | 862,900 | 62% | Tax expense | 215,700 | 16% | Owner withdrawals | 55,000 | 4% | Net income | \$ 592,100 | 43% | <table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 2,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">13,050</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td style="text-align: right;">15,950</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right; border-bottom: 1px solid black;">1,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td style="text-align: right; border-bottom: 3px double black;"><b>\$ 32,000</b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td style="text-align: right;">Start-Up</td> </tr> </table> | Owner investment - cash | \$ 2,000 | Owner investment - equipment | 13,050 | Vehicle and/or equipment loan | 15,950 | Start up financing | 1,000 | <b>Total start up costs:</b> | <b>\$ 32,000</b> | <b>Plan Purpose:</b> | Start-Up |
| Sales:  | \$ 1,386,500  | 100%  |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| COGS  | 449,200   | 32%   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Gross profit  | 937,300   | 68%   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Overhead  | 74,300  | 5%  |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Pretax income   | 862,900   | 62%   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Tax expense   | 215,700   | 16%   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Owner withdrawals   | 55,000  | 4%  |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Net income  | \$ 592,100  | 43%   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Owner investment - cash   | \$ 2,000  |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Owner investment - equipment  | 13,050  |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Vehicle and/or equipment loan   | 15,950  |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| Start up financing  | 1,000   |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <b>Total start up costs:</b>  | <b>\$ 32,000</b>  |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <b>Plan Purpose:</b>  | Start-Up  |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |
| <b>Personal Fit</b>   |   |   |              |      |      |         |     |              |         |     |          |        |    |               |         |     |             |         |     |                   |        |    |            |            |     |   |                         |          |                              |        |                               |        |                    |       |                              |                  |                      |          |

With my 20 plus years of experience in this industry I have learned a lot of useful skills. I also have a unique combination of hard work and dedication that make landscaping my passion in life.

## **PERSONAL FIT**

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My name is Edward C. I am 55 years old. I was born in Caddo Parish Hospital. I was raised by my mom and dad. They both raised me and my siblings with good morals and values. They taught me that if you want anything out of life you have to work hard for it and it is a blessing for me to say that they are still teaching those same morals and values to their grandkids and great grand kids.

I was raised in the small country town of Clarence, Louisiana. I went to school there from kindergarten to six grade. Then my parents moved us to the city of Natchitoches. I was an average student in school maintaining a B average, but I was pretty good at sports playing basketball and running track. When I got to high school I mainly focused on track. I went to the state championship all four years. After I graduated high school I went on to attend Grambling State University and I majored in Computer Science. I only attended for one year, because of financial problems I had to drop out. So I moved to Texas to stay with my sister and brother-in-law and I got a job with a landscape company. I love doing landscaping and I stayed with that company for about 10 years until they started having financial problems. So I got a new job at the Pepsi Cola bottling plant and started my own business by working the night shift at Pepsi and doing my landscaping during the day. My company grew to the point that I had to leave Pepsi. Also I got married when I was in my mid-thirties. Then I had my first son. After my son was about five years old I started having problems in my marriage and business. That is when I started to drink alcohol. I ended up getting two DWIs back to back. I thought I had it under control for a while, but I ended up going through a real bad divorce. I started to drink again. I got into another relationship and I had my other son and things were going ok. But that relationship went bad and I started to drink again. I thought I had it under control but I kept on struggling with my past and I ended up getting another DWI and I was sentenced to 6 years in prison. I have been incarcerated now for over three years.

Since being here I have come to the conclusion that I was my own problem. I had to stop feeling sorry for myself and ask the Lord for forgiveness and get back to the way I was raised, with good morals and values. I cannot change the past, but I do know that I can change my future. I have been an entrepreneur before and I know that I can do it again. I have always been honest and dependable. I just have to be patient and stay focused and everything will work itself out as long as I trust in god.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - My 20 years of experience gives me an advantage to solve any and all problems.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - My main focus will be to make sure that the customer will always be satisfied.
- 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 which I will be looking to hire experienced help.

- Is there growth potential to expand my business, or is this a dying market?
  - Yes there is a huge growth in this industry.
- How soon can I get my business up and running?
  - My goal is to be up and running 1 year 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 will be a low funding venture.
- Is this something I would be proud to share with my family and parole officer?
  - Yes I would love to share with my family.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes I believe it is.
- 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?
  - Yes it will.
- What are the benefits (not features) that I am providing?
  - Employment and a trade that they will love and have a passion for.
- Why can I do this better than another business (competitor)?
  - I will give a unique hands on and great quality work.
- How will I deliver this better idea to my customers?
  - The contracts I obtain with the word of mouth to potential clients.
- 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 be required to travel.
- Is my solution consistent with my passion for selling?
  - My passion for the landscape industry I strongly loved.
- Is the price of my solution equal to or less than the customer's pain?
  - It will be less due to the product I offer.
- Is the approximate cost of my solution lower than the price?
  - Time will be my main cost.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - I will have a home office.
- Do I offer a guaranty or return policy?
  - I will not leave the job until you are satisfied.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - Both genders will be interested in my product.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - My ideal customer age will be between 25-75 years of age.
- 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 I know multiple languages.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - It will appeal to the customer personal image, health conscious and recreation.

### **Income:**

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

### **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 business.
- Do I go to my customer (home service) or does my customer come to me?
  - I will travel to my customer.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - My customer will be in the Dallas/Ft Worth area.
- 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 spread throughout the city.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - I will find them one at a time along with referral.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I will reach my customers individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - My goal is to get 50% to buy from me.

**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>                    |
|-----------------------|---------------------------|---------------------|--------------|-------------------------|--|--|
| Asplundh Tree Expert  | Indirect                  | TV/ Radio           | N/A          | Well-known name         | Not many jobs/ small jobs                    | We offer more services at affordable price   |
| Brickman              | Direct                    | Radio/ Yellow pages | N/A          | Well-known brand        | Limited services/ small project              | We offer work on big or small jobs           |
| Valley Crest          | Direct                    | TV/Radio/ Internet  | N/A          | Well-known brand        | Expensive no room for upsell                 | We will do quality work/ save customer money |
| TruGreen              | Indirect                  | TV/ Radio           | N/A          | Well-known brand        | Extremely expensive/ lack in quality service | We will charge at a reasonable price         |
|                       |                           |                     |              |                         |  |  |

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - Yes I have multiple connections with suppliers.
- Do you have access to a favorable location for your business?
  - Yes my home is where my business office is located.
- Are you going to be the first company of your type in your chosen area operations?
  - No I am not the first in my area.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - My business is unique in the Dallas area.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - Yes offer both types of scheduling.
- Are you an especially charming or personable person?
  - Yes I am a personable person.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - It shows we are residential and commercial landscape business that provides design and installation.
- What is your tagline?
  - TMBC landscape design and consulting company that will beautify the community one tree at a time.
- How does your name and tagline make you different than your competitors?
  - People will see our work and then wonder what TMBC stands for.
- Can your message be effectively conveyed through multiple types of media?
  - Yes with social media.
- Is your message effective across different demographics?
  - Yes.
- Is your pricing consistent with the market for similar offerings?
  - Yes I will offer competitive advantage.
- Is your pricing consistent with the degree of personalization?
  - Yes pricing will be based on the job description.

### **Media:**

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

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I want to be able to reach around 150 customers.
- Once you've reached your typical customer, how many will actually buy from you?
  - My goal is to have 50% of customers a month.
- For each of the three, what do you think the estimated cost will be?
  - Business cards (\$20) referrals and word of mouth (priceless).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - This will be recurring charges every 3 months.
- How will you collect customer reviews?
  - They will be able to give their referral on-line.

## RESUME

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### **Edward**

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

### **Experience**

**Landscape /Horticulture Supervisor** *March 2016-2018*  
Managed and maintained all landscaping of golf course and club house

**Assistant Superintendent** *August 2015-March 2016*  
Managed a four man crew. Responsible for the golf course and club house at Jim Mclean Golf School

**Landscape Supervisor** *June 2016-August 2016*  
Responsible for the landscaping of clubhouse and golf course at Preston Wood and Country Club

**Landscape Supervisor** *April 2015-August 2016*  
Responsible for the maintenance of all landscaping at Stone Brier Country Club

### **Skills**

- **Construction**
- **Management**
- **Sales and Marketing**
- **Landscape Design**
- **Golf Course management**
- **Chemical applicator lawn/garden**
- **Machine operator**
- **Agriculture/Greenhouse**

### **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.

**Grambling State** *August 1981-May 1982*  
Computer Science

**MTC** *May 2019*  
Financial Peace

|   |                                      |
|---|--------------------------------------|
| Owner's name                              | Edward                               |
| Company name                              | TMBC Landscape Design and Consulting |
| <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**

| Non-Depreciable Costs                    | Paid or contributed in Month 1 |  |  |
|--|--------------------------------|--|--|
| marketing, business cards, fliers        | 500                            |  |  |
| cell phone purchase                      | 300                            |  |  |
| car/truck down payment, if leased        |                                |  |  |
| permits                                  | 200                            |  |  |
| supplies, office & misc.                 | 200                            |  |  |
| Shovels,cokes, gloves, blower            | 350                            |  |  |
| Tree Dolly, Wheel Barrow                 | 500                            |  |  |
| Waterhoses                               | 100                            |  |  |
| Misc.                                    | 400                            |  |  |
|  |                                |  |  |
| <b>Cash needed for start-up expenses</b> | <b>2,550</b>                   |  |  |

  

| Depreciable Costs                      | Paid or contributed in Month 1 | Equipment Financing (Additional to amount paid) | Depreciable Assets       |
|--|--------------------------------|---|--------------------------|
| company car, truck or van              | 5,000                          | 15,950  | 20,950                   |
| company trailer                        | 1,500                          |   |                          |
| computer, printer, fax                 | 600                            |   | 600                      |
| Design Software                        | 100                            |   | 100                      |
| Website                                | 300                            |   | 300                      |
|  |                                |   | -                        |
| building/office deposit                |                                | N/A   | N/A                      |
| beginning cash balance                 | 6,000                          | N/A   | N/A                      |
| <b>Cash needed for start-up assets</b> | <b>13,500</b>                  | <b>15,950</b>                                   | <b>21,950</b>            |
|  |                                |   | 60 assumed life (months) |
|  |                                |   | 366 monthly depreciation |

  

|                            |               |  |  |
|----------------------------|---------------|--|--|
| <b>Total start up cost</b> | <b>32,000</b> |  |  |
|----------------------------|---------------|--|--|

**Assumption 5 - Total Sources**

|   |               |             |
|---|---------------|-------------|
| Cash owner will contribute and the value of owner's assets contributed to company | 2,000         | 6%          |
| Vehicle loan and other equipment debt (see note 7 for financing)                  | 15,950        | 50%         |
| Startup financing, if applicable (for example Kiva loan)                          | 1,000         | 3%          |
| Outside equity investment, if applicable  | 13,050        | 41%         |
| <b>Total start up cost, total sources</b>   | <b>32,000</b> | <b>100%</b> |



**Edward dba TMBC Landscape Design and Consulting**

**Projected Income and Cash Flow Statements**

**Year 1**

|                                     | Assump-<br>tions | Start-up<br>Month 1 | Month<br>2 | Month<br>3 | Month<br>4 | Month<br>5 | Month<br>6 | Month<br>7 | Month<br>8 | Month<br>9 | Month<br>10 | Month<br>11 | Month<br>12 | First<br>Year | % of Total<br>Revenue |
|-------------------------------------|------------------|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|---------------|-----------------------|
| Revenue                             | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Landscape Design                    | 6                | -                   | 48,000     | 42,000     | 42,000     | 36,000     | 30,000     | 30,000     | 30,000     | 54,000     | 54,000      | 54,000      | 54,000      | 474,000       | 34%                   |
| Landscape Installation              | 6                | -                   | 45,000     | 45,000     | 45,000     | 60,000     | 60,000     | 60,000     | 60,000     | 52,500     | 75,000      | 75,000      | 75,000      | 652,500       | 47%                   |
| Landscape Consulting                | 6                | -                   | 30,000     | 20,000     | 10,000     | 10,000     | 10,000     | 10,000     | 30,000     | 40,000     | 30,000      | 30,000      | 40,000      | 260,000       | 19%                   |
| <b>Total revenue</b>                |                  | -                   | 123,000    | 107,000    | 97,000     | 106,000    | 100,000    | 100,000    | 120,000    | 146,500    | 159,000     | 159,000     | 169,000     | 1,386,500     | 100%                  |
| Cost of Goods Sold                  | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Landscape Design                    | 6                | -                   | 20,000     | 17,500     | 17,500     | 15,000     | 12,500     | 12,500     | 12,500     | 22,500     | 22,500      | 22,500      | 22,500      | 197,500       | 14%                   |
| Landscape Installation              | 6                | -                   | 6,600      | 6,600      | 6,600      | 8,800      | 8,800      | 8,800      | 8,800      | 7,700      | 11,000      | 11,000      | 11,000      | 95,700        | 7%                    |
| Landscape Consulting                | 6                | -                   | 18,000     | 12,000     | 6,000      | 6,000      | 6,000      | 6,000      | 18,000     | 24,000     | 18,000      | 18,000      | 24,000      | 156,000       | 11%                   |
| <b>Total COGS</b>                   |                  | -                   | 44,600     | 36,100     | 30,100     | 29,800     | 27,300     | 27,300     | 39,300     | 54,200     | 51,500      | 51,500      | 57,500      | 449,200       | 32%                   |
| <b>Gross profit</b>                 |                  | -                   | 78,400     | 70,900     | 66,900     | 76,200     | 72,700     | 72,700     | 80,700     | 92,300     | 107,500     | 107,500     | 111,500     | 937,300       | 68%                   |
| Expenses                            | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Auto or truck lease                 | -                |                     |            |            |            |            |            |            |            |            |             |             |             |               | 0%                    |
| Depreciation                        | 3                | -                   | 366        | 366        | 366        | 366        | 366        | 366        | 366        | 366        | 366         | 366         | 366         | 4,024         | 0%                    |
| Gasoline & fuels                    | -                |                     | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200         | 200         | 200         | 2,200         | 0%                    |
| Insurance - bonding                 | -                |                     | 100        | 100        | 100        | 100        | 100        | 100        | 100        | 100        | 100         | 100         | 100         | 1,100         | 0%                    |
| Insurance - vehicle                 | -                |                     | 1,000      | 1,000      | 1,000      | 1,000      | 1,000      | 1,000      | 1,000      | 1,000      | 1,000       | 1,000       | 1,000       | 11,000        | 1%                    |
| Interest - equip & start up         | 7                | -                   | 106        | 104        | 109        | 107        | 104        | 102        | 99         | 97         | 94          | 92          | 89          | 1,104         | 0%                    |
| Marketing                           | 500              |                     | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 200        | 250         | 250         | 250         | 2,500         | 0%                    |
| Office - rent                       | -                |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - insurance                  | -                |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - telephone                  | -                |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - utilities                  | -                |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Payroll - not owner and not in COGS | 8                | -                   | -          | -          | -          | 4,800      | 4,800      | 4,800      | 4,800      | 4,800      | 4,800       | 4,800       | 4,800       | 38,400        | 3%                    |
| Payroll taxes (9%)                  | 6 & 8            | -                   | -          | -          | -          | 432        | 432        | 432        | 432        | 432        | 432         | 432         | 432         | 3,456         | 0%                    |
| Permits                             | 200              |                     | 300        | 300        | 300        | 300        | 300        | 300        | 300        | 300        | 300         | 300         | 300         | 3,500         | 0%                    |
| Supplies                            | 200              |                     |            |            |            |            |            |            |            |            |             |             |             | 200           | 0%                    |
| Tax service                         | -                |                     | 600        |            | 600        |            | 600        |            | 600        |            | 600         |             | 600         | 3,600         | 0%                    |
| Telephone - cellular                | 300              |                     | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150         | 150         | 150         | 1,950         | 0%                    |
| Start-up expenses                   | 1,350            |                     | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | 1,350         | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     |                  |                     |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| <b>Total expenses</b>               |                  | 2,550               | 2,972      | 2,370      | 2,975      | 7,605      | 8,202      | 7,600      | 8,197      | 7,645      | 8,292       | 7,690       | 8,287       | 74,384        | 5%                    |
| <b>Taxable profit (loss)</b>        | 1                | (2,550)             | 75,428     | 68,530     | 63,925     | 68,595     | 64,498     | 65,100     | 72,503     | 84,655     | 99,208      | 99,810      | 103,213     | 862,916       | 62%                   |
| Tax (expense) benefit               | 1                |                     |            | (35,352)   |            |            | (49,255)   |            |            | (55,565)   |             |             | (75,558)    | (215,729)     | -16%                  |
| Owner's withdrawals                 | 1                | -                   | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)     | (5,000)     | (5,000)     | (55,000)      | -4%                   |
| <b>Net profit (loss)</b>            |                  | (2,550)             | 70,428     | 28,178     | 58,925     | 63,595     | 10,243     | 60,100     | 67,503     | 24,091     | 94,208      | 94,810      | 22,655      | 592,187       | 43%                   |
| Depreciation                        | 3                | -                   | 366        | 366        | 366        | 366        | 366        | 366        | 366        | 366        | 366         | 366         | 366         | 4,024         |                       |
| Equipment purchases                 | 3                | (23,450)            | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | (23,450)      |                       |
| Principle, equipment loan           | 7                | 15,950              | (283)      | (285)      | (287)      | (289)      | (291)      | (293)      | (295)      | (297)      | (299)       | (300)       | (302)       | 12,731        |                       |
| Repay debt financing                | 7                | 1,000               | -          | -          | (80)       | (81)       | (81)       | (82)       | (82)       | (83)       | (84)        | (84)        | (85)        | 258           |                       |
| Owner contribution                  | 3                | 2,000               | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | 2,000         |                       |
| Equity investor                     | 3                | 13,050              | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | 13,050        |                       |
| <b>Net cash flow</b>                |                  | 6,000               | 70,511     | 28,259     | 58,924     | 63,592     | 10,237     | 60,092     | 67,492     | 24,077     | 94,192      | 94,792      | 22,634      | 600,799       |                       |
| Cash, period start                  |                  | -                   | 6,000      | 76,511     | 104,769    | 163,693    | 227,285    | 237,522    | 297,613    | 365,105    | 389,182     | 483,374     | 578,165     | -             |                       |
| <b>Cash, period end</b>             |                  | 6,000               | 76,511     | 104,769    | 163,693    | 227,285    | 237,522    | 297,613    | 365,105    | 389,182    | 483,374     | 578,165     | 600,799     | 600,799       |                       |