

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Stephen  
God's Image

Prison Entrepreneurship Program  
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# *God's Image*

*"Inspired by divine design"*

Business Plan  
January 2020

*Stephen*  
Owner & Founder

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**EXECUTIVE SUMMARY**

Opportunity	Purpose	Solution																																				
<p>There are not many art centered ministries in the area and art is a great ice breaker and conversation starter.</p>	<p>God's Image is an established art creation and distribution company that also keeps an open service available to those who wish to create marketing material for their own companies.</p>	<p>My brand will serve as a tangible product used in my outreach ministry.</p>																																				
Customers	Differentiators	Extras																																				
<p>My customers will be anyone who I can come in contact with at any events that I attend.</p>	<p>I will be doing in person sales as a way to minister to the community at the same time.</p>	<p>My concept is not new but I do believe that it will be very effective.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>I will use business cards/ word of mouth/ social media to serve as a marketing bench for my brand.</p>	<table border="0"> <tr> <td>Sales:</td> <td>\$ 93,800</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>18,700</td> <td>20%</td> </tr> <tr> <td>Gross profit</td> <td>75,000</td> <td>80%</td> </tr> <tr> <td>Overhead</td> <td>6,300</td> <td>7%</td> </tr> <tr> <td>Pretax income</td> <td>68,700</td> <td>73%</td> </tr> <tr> <td>Tax expense</td> <td>17,100</td> <td>18%</td> </tr> <tr> <td>Owner withdrawals</td> <td>27,500</td> <td>29%</td> </tr> <tr> <td>Net income</td> <td>\$ 24,000</td> <td>26%</td> </tr> </table>	Sales:	\$ 93,800	100%	COGS	18,700	20%	Gross profit	75,000	80%	Overhead	6,300	7%	Pretax income	68,700	73%	Tax expense	17,100	18%	Owner withdrawals	27,500	29%	Net income	\$ 24,000	26%	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 9,300</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>-</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b>\$ 9,300</b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td>Start-Up</td> </tr> </table>	Owner investment - cash	\$ 9,300	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total start up costs:</b>	<b>\$ 9,300</b>	<b>Plan Purpose:</b>	Start-Up
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Personal Fit																																						

God's image is an established art creation and distribution brand were we aspire to inspire you not only with beauty but with encouragement and knowledge.

## **PERSONAL FIT**

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My name is Stephen and I was born in Memphis, Tennessee in 1988 to two of the best parents a guy could ever ask for. I am the oldest of three boys and learned early in life that God blessed me with a lot of creative talent. Like any other kid I enjoyed participating in sports and recreational activities, but my passion was always found in creating art and writing. I pursued an education in art and creative writing in junior high and high school and spent a short time in college studying art. But there was other things in my life that distracted me and kept me from achieving my full potential such as fast money, fast women, and drugs.

At the age of 20 my life of addiction began with alcohol and pills and quickly turned into an addiction to methamphetamine by the time I was 22. I spent 9 years in and out of jail and never held down a job for more than 6 months. So I decided that making money illegally was the best way to pay my bills, but that did not end well either.

I finally got clean in September of 2017 when I left Hot Springs, Arkansas and went to Dallas, Texas. But little did I know that was only the beginning of a rocky chapter in my life. With no I.D., I was homeless in Dallas in the early winter of 2018 and I became tangled up in a situation that I had no business being around and I was arrested for robbery and sentenced to two years in TDCJ. My incarceration has been a raw and sobering wakeup call and my time has not been spent idly. Since my arrest on January 23, 2018 I have written two books and I have answered a call upon my life from God to step into full ministry. Never in my life did I think that I would come to prison and lead bible studies, prayer calls, become an elder in a faith-based dorm, or be on a choir and learn to preach God's word. But it happened, and it has been a blessing.

During this period of incarceration I have vowed to completely allow the old version of myself to no longer be a part of who I am. I have come to PEP for a lot of reasons, primarily to grow and become an asset to my family and community. I will be released in January of 2020 to Dallas, Texas. Shortly after I get out I plan to attend a ministry college in Albuquerque, New Mexico for two years where I will receive an Associate's Degree in Ministry and then I will become a pastor over all of the prisons in Texas. I also plan to start a company that prints and sells Christian posters as a fundraiser support for ministry.

My goals for my first year after being released are to begin college, reconcile with my parents and brothers, publish two books, and continue teaching others about Jesus Christ and showing them the great love that he has for them. It is an honor to be a part of PEP and to be able to serve the Lord every day and I cannot wait to find out what is ahead of me in the future.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - I am very outgoing with talents in this industry.

- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - My customers are people I come in contact with I am an outreach ministry.
- 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 most of the work and bring team members as needed.
- Is there growth potential to expand my business, or is this a dying market?
  - There is a huge growth potential to expand.
- How soon can I get my business up and running?
  - Once I graduate Ministry College I will start my company.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
  - This is a low startup cost.
- Is this something I would be proud to share with my family and parole officer?
  - Yes.
- 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?
  - I will start as a part time venture.

## **SOLUTION**

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- Is what I am offering filling the customer's real need?
  - Yes.
- What are the benefits (not features) that I am providing?
  - I am providing artwork and evangelism.
- Why can I do this better than another business (competitor)?
  - I seek to help community not outdo the competitor.
- How will I deliver this better idea to my customers?
  - I will fundraise and minister at various community events.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - Very consistent.
- 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 am a mobile company.
- Do I offer a guaranty or return policy?
  - No return policy.

## CUSTOMERS

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - Gender does not matter.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - Customer age will be 18-50 years old.
- Does my customer need to be married, single or does it matter?
  - Does not matter.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
  - Language might have a barrier.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - Christians and new believers.

### **Income:**

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

### **Location:**

- Where will I sell to my customers (their home, their workplace, on the street, online, my store, an event like trades day)?
  - I will sell at flea markets, thrift stores and churches.
- 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)?
  - I will service any neighborhood.
- 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 a 15 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - I will hand out contact information to customers.

### **Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I will reach them both individual and as a group.

- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - I highly think they will return for my service.

**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>
Christian Book Magazine	Indirect	Mail order/ catalog/ internet	Varies	Established and well known	Commercial/ non personal	One on one ministry
Lifeway Christian Bookstore	Indirect	Retail store	Varies	Established and well known	Commercial and highly expensive	Inexpensive/ follow up ministry

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - No I will be my own supplier.
- Do you have access to a favorable location for your business?
  - Yes I will be at community events.
- Are you going to be the first company of your type in your chosen area operations?
  - No I will be joining a huge market.

### **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?
  - Yes I will be able to adjust scheduling.
- Are you an especially charming or personable person?
  - I am a very outgoing person.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - Gods image what we believe, what we represent and what we share with others.
- What is your tagline?
  - We are inspired by divine design.
- How does your name and tagline make you different than your competitors?
  - To definitely get people's attention.
- Can your message be effectively conveyed through multiple types of media?
  - Yes in person and online.
- Is your message effective across different demographics?
  - Yes my customers will be in various community types.
- Is your pricing consistent with the market for similar offerings?
  - My prices are lower.
- Is your pricing consistent with the degree of personalization?
  - My pricing will be consistent with personalization.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Internet, flyers and trade shows.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I have the potential to reach out to 1000 customers a month.
- Once you've reached your typical customer, how many will actually buy from you?
  - Hope to have at least 50% of the customers buy from me.
- For each of the three, what do you think the estimated cost will be?
  - My cost will be time and gas to travel to events.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - This will be a recurring charge.
- How will you collect customer reviews?
  - My customer review will be an invite to come back.

## RESUME

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### **Stephen**

1100 Hwy 1807

Venus, TX 76084

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

### **Experience**

#### ***Carpenter***

*September 2016-December 2016*

Diamond Doors & cabinets

#### ***Bass Concrete***

*May 2014-May 2015*

Finished and repaired concrete.

#### ***Alliance Parts Warehouse***

*June 2012-May 2014*

Shipping/Receiving

### **Skills**

- **Carpentry**
- **Logistics**
- **Concrete Finisher**
- **Graphic Design**
- **Deck Builder**
- **Laborer**
- **Equipment Operator**

### **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.

Owner's name	Stephen
Company name	God's Image
<b>NAICS Business Classification</b>	
Sector (general classification)	_61_Educational_Services
Sub-sector (more specific classification)	611: Educational Services

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

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	100
cell phone purchase	100
car/truck down payment, if leased	
permits	
supplies, office & misc.	
Laptop/Computer	800

Cash needed for start-up expenses 1,000

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			
computer, printer, fax	1,200		1,200
Ink	300		300
Poster Paper	1,500		1,500
Plastic Packaging	300		300
building/office deposit		N/A	N/A
beginning cash balance	5,000	N/A	N/A
Cash needed for start-up assets	<u>8,300</u>	<u>-</u>	<u>3,300</u>

60 assumed life (months)  
55 monthly depreciation

**Total start up cost** 9,300

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	9,300	100%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<u><u>9,300</u></u>	100%



**Stephen dba God's Image**  
**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														
Poster	6	-	2,500	3,500	5,000	6,000	7,500	4,500	5,500	6,500	7,500	8,500	10,000	67,000	71%
Postcard	6	-	500	700	1,000	1,200	1,500	900	1,100	1,300	1,500	1,700	2,000	13,400	14%
Bookmark	6	-	500	700	1,000	1,200	1,500	900	1,100	1,300	1,500	1,700	2,000	13,400	14%
<b>Total revenue</b>		-	3,500	4,900	7,000	8,400	10,500	6,300	7,700	9,100	10,500	11,900	14,000	93,800	100%
Cost of Goods Sold	2														
Poster	6	-	450	630	900	1,080	1,350	810	990	1,170	1,350	1,530	1,800	12,060	13%
Postcard	6	-	125	175	250	300	375	225	275	325	375	425	500	3,350	4%
Bookmark	6	-	125	175	250	300	375	225	275	325	375	425	500	3,350	4%
<b>Total COGS</b>		-	700	980	1,400	1,680	2,100	1,260	1,540	1,820	2,100	2,380	2,800	18,760	20%
<b>Gross profit</b>		-	2,800	3,920	5,600	6,720	8,400	5,040	6,160	7,280	8,400	9,520	11,200	75,040	80%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	58	62	65	68	72	75	78	82	85	88	92	825	1%
Gasoline & fuels	-														0%
Insurance - bonding	-														0%
Insurance - vehicle	-														0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	100	-	50	50	50	50	50	50	50	50	50	50	50	650	1%
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	-														0%
Supplies	-		300	300	300	300	300	300	300	300	300	300	300	3,300	4%
Tax service	-														0%
Telephone - cellular	100	-	60	60	60	60	60	60	60	60	60	60	60	760	1%
Start-up expenses	800	-	-	-	-	-	-	-	-	-	-	-	-	800	1%
	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
	-														0%
<b>Total expenses</b>		1,000	468	472	475	478	482	485	488	492	495	498	502	6,335	7%
<b>Taxable profit (loss)</b>	1	(1,000)	2,332	3,448	5,125	6,242	7,918	4,555	5,672	6,788	7,905	9,022	10,698	68,705	73%
Tax (expense) benefit	1			(1,195)			(4,821)			(4,254)			(6,906)	(17,176)	-18%
Owner's withdrawals	1	-	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(2,500)	(27,500)	-29%
<b>Net profit (loss)</b>		(1,000)	(168)	(247)	2,625	3,742	597	2,055	3,172	35	5,405	6,522	1,292	24,029	26%
Depreciation	3	-	58	62	65	68	72	75	78	82	85	88	92	825	
Equipment purchases	3	(3,300)	(200)	(200)	(200)	(200)	(200)	(200)	(200)	(200)	(200)	(200)	(200)	(5,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	9,300	-	-	-	-	-	-	-	-	-	-	-	9,300	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		5,000	(310)	(385)	2,490	3,610	469	1,930	3,050	(84)	5,290	6,410	1,184	28,654	
Cash, period start		-	5,000	4,690	4,305	6,795	10,405	10,874	12,804	15,854	15,770	21,060	27,470	-	
<b>Cash, period end</b>		5,000	4,690	4,305	6,795	10,405	10,874	12,804	15,854	15,770	21,060	27,470	28,654	28,654	