

prison
entrepreneurship
program

Business Plan Competition
September 20, 2024

Away From Home Storage

Prison Entrepreneurship Program
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Away from Home Storage

Business Plan
September 2024

Michael
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"> Recreational Vehicles Boats and Personal Watercraft ATVs and UTV's Work Equipment and Trailers 	<ul style="list-style-type: none"> To offer residents with little to zero land to store their recreational vehicles and work equipment on trailers at a high security storage lot. 	<ul style="list-style-type: none"> High Security Storage lots Enclosed and open storage units Utility and Equipment security 																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"> Residential owners with a little or zero land for storage of large items RV owners Work equipment or trailer owners Anyone with storage needs and no means of storage 	<ul style="list-style-type: none"> High security Wash bay to wash possessions before storage Finger print verification upon entry Cameras in every storage for 24-hour monitoring of your storage unit 	<ul style="list-style-type: none"> Insurance plans on storage lots High security Wash Bay 																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"> Social media platforms Home owner's association Local ATV parks and dealers Marinas Website 	<table> <tr> <td>Owner investment - cash</td> <td>\$30,000</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>135,250</td> </tr> <tr> <td>Total start-up costs:</td> <td><u>\$165,250</u></td> </tr> </table>	Owner investment - cash	\$30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	135,250	Total start-up costs:	<u>\$165,250</u>	<table> <tr> <td colspan="3">Year one summary income statement:</td> </tr> <tr> <td>Sales</td> <td>\$145,400</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td><u>8,700</u></td> <td><u>6%</u></td> </tr> <tr> <td>Gross profit</td> <td>136,600</td> <td>94%</td> </tr> <tr> <td>Overhead</td> <td><u>77,600</u></td> <td><u>53%</u></td> </tr> <tr> <td>Pretax income</td> <td>58,900</td> <td>41%</td> </tr> <tr> <td>Tax expense</td> <td>14,700</td> <td>10%</td> </tr> <tr> <td>Owner withdrawals</td> <td><u>22,000</u></td> <td><u>15%</u></td> </tr> <tr> <td>Net income</td> <td><u>\$22,200</u></td> <td><u>15%</u></td> </tr> </table>	Year one summary income statement:			Sales	\$145,400	100%	COGS	<u>8,700</u>	<u>6%</u>	Gross profit	136,600	94%	Overhead	<u>77,600</u>	<u>53%</u>	Pretax income	58,900	41%	Tax expense	14,700	10%	Owner withdrawals	<u>22,000</u>	<u>15%</u>	Net income	<u>\$22,200</u>	<u>15%</u>
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TEAM LEADERSHIP STATEMENT

Business Name: Away from Home Storage

CEO: Michael

Michael brings integrity, natural leadership, and high-end sales experience to Green Clean. He has five years of experience in sales and rentals of storage units. He also brings solid communication and networking skills that will ensure positive customer networking and service.

COO: Houston

Houston has four years of experience in sales and rentals of storage buildings and rental units. He challenges himself to excellence and is dedicated to continual growth. He specializes in multitasking and building successful teams.

CFO: Gerald

Gerald has a work ethic that is an asset to every organization or group he is a member of. His positive outlook and attitude have allowed him to gain three years of finance experience. He utilizes his analytical skills to find or add value in the financial sector of the organization.

CMO: Grayson

Grayson brings integrity, love, and exudes “God fearing man”. He utilizes his love for his fellow man to assist him in creating marketing and promotion campaigns that bring positive results. He has 4 years of experience in the marketing and promotion field and looks forward to the challenge of taking Away from Home Storage into the households of the market area. His connection with his clientele and people in general help him to easily promote his industry



PRODUCT/SERVICE OFFERING

Away from Home Storage provides high security storage lots for RVs, boats, motorcycles, jet skis, ATVs, side by sides, and work equipment. Anything with a motor, wheels, or fits on a trailer we have a spot to store it. We will offer three different lot sizes that will range from large, medium, and small, with the large lots consisting of 50%, the medium 25%, and the small lots will be 25% of our total revenue. We plan to start construction in the spring of 2026 with an opening date around summer of 2026.

At Away from Home Storage we offer water resistance cover topped storage lots for RVs, boats, motorcycles, jet skis, ATVs, side by sides and work equipment. Anything with a motor, wheels, or fits on a trailer we got you covered. At Away from Home Storage security is our number one priority, where we have a state-of-the-art storage facility. We have a twelve-foot-high security fence with razor blade bundles at the top, security cameras all over the facility, an alarm system, and my favorite every lot comes with an anti-theft insurance plan so you can sleep comfortably at night knowing your prized possessions are safe and secured. Our locations have a 24/7 finger print verification system upon entry so day or night when your done having fun or working you can safely store your belongings. Last but not least we have a free wash bay so you can wash your possessions upon return after a long day or night, before you store them.

Here at Away from Home Storage we plan on being open for a year to two years then we want to expand into the rental business where we will offer blow up jump houses, blow up water slides, snow cone machines, dunk tanks, etc. for weekend events and birthdays. My five-year plan is to have two locations in the Houston area and then be called Away from Home Storage and Rentals. By our ten-year mark we hope to have four locations in the Houston area, one for each part of Houston, North, East, South, and West. Here at Away from Home Storage we want to be your one stop shop for your recreational vehicles, work equipment storage, but also your stop for your rentals for your events, birthdays, family reunions, etc. So, if you have no storage at home or need a rental, come to Away from Home Storage and we got you covered.

MARKET/INDUSTRY

One out of every two American citizens in the United States either owns one of the following: RV, Boat, ATV's, jet-ski, motorcycle or some kind of work equipment that sits on a trailer, and 50% of those people either live in a gated community with no back yard or storage area. The home owner's association are constantly fining home owners for RV, boats, and recreational vehicles stored in the driveway, curb, etc. Everybody wants to live inside of the city but have outside of the city toys to play with

COMPETITION

There is an incredible need in the Houston and surrounding areas for storage units and lots for boats, RVs, jet-skis, ATV's, motorcycles, and work equipment or trailers. While this is a market that has a low barrier to entry and is fragmented with many small businesses specializing in this type of storage solution the needs are growing exponentially as Americans have an increasing desire for the "toys" and equipment that fuel their everyday lives. This desire creates a higher demand for storage solutions with an ever diminishing supply of the same storage solutions.

DIFFERENTIATION

My differentiator is first my quality and security of my storage lots. We are a high-end storage lot with a state-of-the-art security system, alarm, finger print verification upon entry, and last but not least my storage lots are all in one stop. We have a wash bay to wash off your possessions upon return before storage.

MARKETING STRATEGY

PRICE:

At Away from Home Storage we will have a total of fifty storage lots that will vary from twenty-five large units, thirteen medium units, and twelve small units. We offer three different prices for our top of the line quality and security storage lots. The prices per unit will be \$500 for the large units, \$400 for the medium lots and \$300 for the small units. After an initial start-up of between \$100,000 and \$150,000 we will have the entire startup cost payed off in the first two years and we will be profitable. With half a lot full we will bring in \$10,650 a month and a full lot \$21,300 a month. There is a minimum six-month lease on all lots, but will receive one month free on new customers that sign a one-year lease.

PLACE:

Away from Home Storage will be located in the east side of the Houston area midpoint between the San Jacinto River recreation areas as well as Lake Houston, Clear Lake, and Galveston Bay. This will create an attraction to our services as there will be easier access to the local recreational areas of our customers.

PROMOTION:

We will create a marketing and promotions campaign starting with a website and search engine placement using SEO optimization. We will also have presence on all social media platforms to highlight our quality and amenities of our storage services. In addition to our online marketing we will strategically align with ATV, RV, Trailer, Equipment, and Boat dealers as well as RV resorts and ATV Parks to get “Away from Home Storage” in front of new and potential storage customers.

VISION AND OBJECTIVES

TWO MONTHS BEFORE STARTING:

- File DBA
- Create LLC
- Obtain insurance
- Have security and alarm system active and company monitoring
- Begin pure promotion and mixed model promotions and search engine optimization

FIRST TWO MONTHS AFTER STARTING:

- Have 20-25 customers
- Continue to grow through church events and helping the community
- Continue to build partnerships through local house associations and local marinas

FIRST YEAR:

- 100% full occupancy (50 lots)
- Be 75% or more paid off of investment and start-up cost
- Continue to give back through my church and helping the community and homeless

SECOND YEAR:

- 100% paid off on investment and start-up
- Begin to consider expanding second location in west Texas
- Find the land and location for second location

FIFTH YEAR:

- Continue to give back to my community and church events
- Both locations paid off and profitable over a year ago
- Look for expanding in the south side of Houston

TENTH YEAR:

- Four locations, one in each part of Houston (north, east, south, west)
- Look to open up outside of Houston

PHILANTHROPY:

From day one we will give all the glory and praise to God. Once profitable we will tithe 10%. I plan on serving my community and my church and giving back and volunteering for PEP.

COMMUNITY IMPACT:

By year two, Away from Home Storage will sponsor and donate 5% to local community events, the homeless, the church and sport activities. I will also volunteer my time to helping my community, the church, homeless, sick, and especially to PEP and the fellow brothers in prison.

FINANCIAL SUMMARY

Away from Home Storage revenue model is based on selling the following **3** of products:

- **Large Unit** sales at an average price of **\$500/monthly**. This product has material cost of **\$25** producing a gross profit of **\$475** for each product sold. We project selling **150** of these products in the first **YEAR** for revenues of **\$75,000**.
- **Medium Unit** sales at an average price of **\$400/monthly**. This product has material cost of **\$25** producing a gross profit of **\$375** for each product sold. We project selling **104** of these products in the first **YEAR** for revenues of **\$41,600**.
- **Small Unit** sales at an average price of **\$300/monthly**. This product has material cost of **\$25** producing a gross profit of **\$275** for each product sold. We project selling **96** of these products in the first **YEAR** for revenues of **\$28,800**.

This will generate more than **\$145,000** in first year revenues with a net profit of **\$22,200**. This is a **15%** net margin after deducting **\$22,000** in total owner compensation, **\$77,600** in overhead and paying **\$14,700** in income taxes.

Our **Yearly** break-even will be **65** units sold.

Away from Home Storage will start in January of 2028. Total start-up funding is **\$165,250**. This amount will cover facility, utilities, and marketing.

An amount of **\$30,000** will be **CEO's** initial capital contribution.

FINANCIALS

Owner's name	Michael
Company name	Away From Home Storage
NAICS Business Classification	
Sector (general classification)	48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	493: Warehousing and Storage

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	1,000		
cell phone purchase	100		
car/truck down payment, if leased	-		
permits	3,000		
supplies, office & misc.	3,075		
utilities (water, elec, internet, adt)	1,325		
Cash needed for start-up expenses	8,500		

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	2,000		2,000
land, fence, buildings	124,750		124,750
washbay, water, elec	10,000		10,000
office building/loft	10,000		10,000
building/office deposit		N/A	N/A
beginning cash balance	10,000	N/A	N/A
Cash needed for start-up assets	156,750	-	146,750
			<u>60 assumed life (months)</u>
			<u>2,446 monthly depreciation</u>

Total start up cost	165,250		
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Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	18%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	135,250	82%
Outside equity investment, if applicable		0%
Total start up cost, total sources	165,250	100%

FINANCIALS (CONTINUED)

Michael dba Away From Home Storage
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Large unit				Medium Unit				Small unit			
Product description	large unit of storge				Medium Unit of storage				Small uhit of storage			
Price per unit	500.00 100%				400.00 100%				300.00 100%			
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	maint		25.00	5%	maint		25.00	6%	maint		25.00	8%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			25.00	5%			25.00	6%			25.00	8%
Gross profit per unit - what you see on income statement			475.00	95%			375.00	94%			275.00	92%

	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
Large unit sold		5	4	4	4	4	4	25	25	25	25	25	150
Medium Unit sold		4	3	3	3	13	13	13	13	13	13	13	104
Small uhit sold		3	3	3	3	12	12	12	12	12	12	12	96
total revenue		\$ 5,000	\$ 4,100	\$ 4,100	\$ 4,100	\$ 10,800	\$ 10,800	\$ 21,300	\$ 21,300	\$ 21,300	\$ 21,300	\$ 21,300	\$ 145,400
total cost of sales		\$ 300	\$ 250	\$ 250	\$ 250	\$ 725	\$ 725	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 8,750
total income statement gross profit (excludes owner labor)		\$ 4,700	\$ 3,850	\$ 3,850	\$ 3,850	\$ 10,075	\$ 10,075	\$ 20,050	\$ 20,050	\$ 20,050	\$ 20,050	\$ 20,050	\$ 136,650

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	\$ 135,250	135,250	135,250	133,723	132,177	130,612	129,027	127,422	125,797	124,152	122,486	
Interest rate (example 8%)	15.0%		1,691	1,672	1,652	1,633	1,613	1,593	1,572	1,552	1,531	14,508
Payback period (# of months)	60		(1,527)	(1,546)	(1,565)	(1,585)	(1,605)	(1,625)	(1,645)	(1,666)	(1,687)	(14,450)
Grace period (months pay delay)	3											
Monthly payment	\$ 3,218			132,177	130,612	129,027	127,422	125,797	124,152	122,486	120,800	

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, excludng 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

FINANCIALS (CONTINUED)

Michael dba Away From Home Storage 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														
Large unit	6	-	2,500	2,000	2,000	2,000	2,000	2,000	12,500	12,500	12,500	12,500	12,500	75,000	52%
Medium unit	6	-	1,600	1,200	1,200	1,200	5,200	5,200	5,200	5,200	5,200	5,200	5,200	41,600	29%
Small unit	6	-	900	900	900	900	3,600	3,600	3,600	3,600	3,600	3,600	3,600	28,800	20%
Total revenue		-	5,000	4,100	4,100	4,100	10,800	10,800	21,300	21,300	21,300	21,300	21,300	145,400	100%
Cost of Goods Sold	2														
Large unit	6	-	125	100	100	100	100	100	625	625	625	625	625	3,750	3%
Medium unit	6	-	100	75	75	75	325	325	325	325	325	325	325	2,600	2%
Small unit	6	-	75	75	75	75	300	300	300	300	300	300	300	2,400	2%
Total COGS		-	300	250	250	250	725	725	1,250	1,250	1,250	1,250	1,250	8,750	6%
Gross profit		-	4,700	3,850	3,850	3,850	10,075	10,075	20,050	20,050	20,050	20,050	20,050	136,650	94%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3		2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	26,904	19%
Gasoline & fuels	-														0%
Insurance - bonding	-														0%
Insurance - vehicle	-														0%
Interest - equip & start up	7		-	-	1,691	1,672	1,652	1,633	1,613	1,593	1,572	1,552	1,531	14,508	10%
Marketing		1,000	500	500	500	500	500	500	500	500	500	500	500	6,500	4%
Office - rent	-														0%
Office - insurance	-		500	500	500	500	500	500	500	500	500	500	500	5,500	4%
Office - telephone	-		100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Office - utilities	-		1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	14,575	10%
Payroll - not owner and not in COGS	8		-	-	-	-	-	-	-	-	-	-	-		0%
Payroll taxes (9%)	6 & 8		-	-	-	-	-	-	-	-	-	-	-		0%
Permits		3,000												3,000	2%
Supplies		3,075												3,075	2%
Tax service	-														0%
Telephone - cellular		100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Start-up expenses		1,325	-	-	-	-	-	-	-	-	-	-	-	1,325	1%
															0%
															0%
															0%
															0%
															0%
															0%
Total expenses		8,500	4,971	4,971	6,661	6,642	6,623	6,603	6,584	6,564	6,543	6,523	6,502	77,687	53%
Taxable profit (loss)	1	(8,500)	(271)	(1,121)	(2,811)	(2,792)	3,452	3,472	13,466	13,486	13,507	13,527	13,548	58,963	41%
Tax (expense) benefit	1									(4,595)			(10,146)	(14,741)	-10%
Owner's withdrawals	1		(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(22,000)	-15%
Net profit (loss)		(8,500)	(2,271)	(3,121)	(4,811)	(4,792)	1,452	1,472	11,466	6,891	11,507	11,527	1,403	22,222	15%
Depreciation	3		2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	2,446	26,904	
Equipment purchases	3	(146,750)	-	-	-	-	-	-	-	-	-	-	-	(146,750)	
Principle, equipment loan	7		-	-	-	-	-	-	-	-	-	-	-		
Repay debt financing	7	135,250	-	-	(1,527)	(1,546)	(1,565)	(1,585)	(1,605)	(1,625)	(1,645)	(1,666)	(1,687)	120,800	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3		-	-	-	-	-	-	-	-	-	-	-		
Net cash flow		10,000	175	(675)	(3,893)	(3,893)	2,332	2,332	12,307	7,712	12,307	12,307	2,162	53,176	
Cash, period start		-	10,000	10,175	9,500	5,607	1,715	4,047	6,380	18,687	26,399	38,707	51,014	-	
Cash, period end		10,000	10,175	9,500	5,607	1,715	4,047	6,380	18,687	26,399	38,707	51,014	53,176	53,176	