

prison
entrepreneurship
program

**Business Plan Competition
May 23, 2025**

Dalton, Zaceith, Jesus
B.O.B.'s Athletics

Prison Entrepreneurship Program
P.O. Box 2767
Houston, TX 77252
(832) 767-0928
www.pep.org

B.O.B.'s Athletics

Business Plan
May 2025

Dalton
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">• Provide a safe environment for athletes of all kinds to train.• Provide a family environment to workout in.	<ul style="list-style-type: none">• To create an environment for athletes to thrive, despite the conditions.	<ul style="list-style-type: none">• By providing professional trainers with indoor enmities to counteract the elements outside.																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">• Athletes typically between 8-18• Families who have health as a priority.	<ul style="list-style-type: none">• We have experience to get athletes to the next level with trainers who played professionally.• Indoor field 8 counts to provide safe training in the hot summer.	<ul style="list-style-type: none">• Experience and a passion for athletes to reach their individual goals.																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">• Company website• Social media• Flyers• Business cards• Local ads• Have youth events at schools.	<table><tr><td>Owner investment - cash</td><td>\$ 100,000</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>350,000</td></tr><tr><td>Total startup costs:</td><td><u>\$ 450,000</u></td></tr></table>	Owner investment - cash	\$ 100,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	350,000	Total startup costs:	<u>\$ 450,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 313,000</td><td>100%</td></tr><tr><td>COGS</td><td>2,100</td><td>1%</td></tr><tr><td>Gross profit</td><td>310,800</td><td>99%</td></tr><tr><td>Overhead</td><td>222,900</td><td>71%</td></tr><tr><td>Pretax income</td><td>87,800</td><td>28%</td></tr><tr><td>Tax expense</td><td>21,900</td><td>7%</td></tr><tr><td>Owner withdrawals</td><td>38,500</td><td>12%</td></tr><tr><td>Net income</td><td><u>\$ 27,400</u></td><td><u>9%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 313,000	100%	COGS	2,100	1%	Gross profit	310,800	99%	Overhead	222,900	71%	Pretax income	87,800	28%	Tax expense	21,900	7%	Owner withdrawals	38,500	12%	Net income	<u>\$ 27,400</u>	<u>9%</u>
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PERSONAL FIT

I, Dalton was born in Amarillo, Texas to Donald & Renee on February 22nd 1988. My childhood consisted of Jesus, family and sports. My parents were very hard working trying to give us 3 boys a loving upbringing. My father even though was a functioning addict, that I never knew about until it was too late. On January 30th 2008 my father committed suicide, and everything I knew about life changed that day. I became a shell of who God had created me to be. I was unfaithful in all of my relationships, selfish in all my daily matters, and lost in the world. After two failed marriages by the age of 27 I knew I was not who I wanted to be. Instead of listening to the warning signs God had placed up for me I kept seeking “love” in all the wrong places. In 2019 I was in a toxic relationship in which ended with me being placed on 2-year deferred probation for family violence. Then after a couple years went by and another bad relationship, I violated probation with a burglary of habitation, resulting in a 6-year sentence in TDCJ. In all of the chaos of my former life I was blessed with 2 beautiful little girls. They have grown up so fast and they are now 11 and 13. I have missed so much of their lives and all they deserve is their father to be present. They deserve me to be the best dad I can be. Also, in my life are my 6 brothers and 1 sister. I have 2 biological brothers, 2 adopted brothers, 1 adopted sister, and 2 step brothers. Through all of this my 3 adopted siblings have been here for me. I am grateful that God has surrounded me with family who have my best interest at heart, to hold me accountable when I get out of prison. I have since being incarcerated realized that the man I always wanted to be got lost in the women, alcohol, and abandonment issues that were created after my father’s passing. I want to be the man, husband, father, and friend God created me to be. So, this time in prison has shown me a lot of the dreams I have always had aren’t so far away. They only require obedience and commitment to the lord. So, going forward the path in which I have chosen to take is the one that leads to where God wants me to go, not where I wanted to go.

TEAM LEADERSHIP STATEMENT

CEO/CFO: Dalton

Dalton brings a vast variety of expertise and knowledge to B.O.B.'s Athletics. He has 20 years of training experience in the fitness industry. Dalton specializes in service, team leadership, and management.

COO: Zackeith

Zach brings many skills starting with 25 years in the shipping and receiving industry, while also having 20 years in dealing with heavy machinery.

CMO: Jesus

Jesus brings 20 years of experience in the construction industry. He also specializes in customer service because of the construction industry.

PRODUCT/SERVICE OFFERING

We are B.o.B.'s Athletic Training, we offer training for youth athletes in four different varieties; speed, agility, strength, and mental training. We offer training at a price for individuals as well as for groups. 50% of our revenue comes from gym memberships, 40% comes from training, and 10% from merchandise sales. We plan to open phase one of our facilities in November of 2027. The membership to the gym would include access to the free weights and cardio equipment, locker rooms, group classes, saunas and hot tubs. The training staff will provide services for training youth, specializing in ages 8-18, in four categories that were listed earlier. Availability for training groups at a discounted rate are also offered. Our staff is committed to helping every athlete reach their goal. We are here to offer athletes the attention and knowledge needed to succeed on and off the field. We have a technology center for homework if the student athlete needs a place to concentrate not just on the field or court but also the classroom. We also offer training to adults for strength training, flexibility, and mental training as well. In the future phases of our gym we will be adding an indoor turf field, basketball court and track. So, no matter the time of year, weather will not impact the athletes training. We will be opening our Grapevine location first but, in the future, we look to expand to Dallas and Fort Worth as well. We want to offer a gym experience for the entire family, not just for mom and dad. With our mission to get young athletes to the level in which their hearts are set on, no matter the obstacles or what they have been told. We believe that with hard work and dedication we can help any individual reach their potential.

MARKET/INDUSTRY

B.O.B's Athletics is in the steadily growing industry of personal fitness. Personal fitness is something every person can get into and is a multi-billion-dollar industry. In the DFW area alone there are more than 500 gyms. Typically, personal training for athletics (especially football and Golf) are done outside. But during summer months it becomes more dangerous to train outside. That is why the industry is begging for indoor facilities. The startup and material costs will be low for the mobile training but the gym will be a high-risk tolerance.

COMPETITION

Our two biggest competitors will be Great Athletics University and Joe's Elite Athletic Club. We are certain with testimonials and evidence of college athletics we have trained make it to the professional level our brand will then sell itself. With the barrier of entry being low in this field we will experience other gyms who also focus in this area.

DIFFERENTIATION

Upon entering into the industry, we know the importance of social media presence with a growing platform our differential will be posting workouts with professional athletes who train at our facility. Also revolutionizing state of the art facility, the quality of our services is not matched by any of our competitors.

MARKETING STRATEGY

PRICE:

B.O.B's Athletics centers pricing strategies offer gym memberships for singles, couples, and families. A single membership will cost 45\$ per month, a couple for 60\$ per month and a family will cost 70\$ per month. Our personal training session are 60\$ per hour for individuals and 200\$/hr. for teams and up to 10 individuals per class. Camps will range on price depending the number of days the camp last.

PLACE:

B.O.B's will be located in Grapevine, Texas off of highway 26 and close to 121. We will also offer on-site training for teams at any high school or middle school in the Grapevine, Southlake or Flower mound area.

PROMOTION:

Our promotions will start on social media platforms including Instagram Facebook and snapchat and also TIK TOK. By posting videos with professional athletes training at our facility we will hope to build a reputation of quality to bring in as many high school athletes as possible. We also will be promoting our facility at local sporting tournaments where many young athletes will have an opportunity to see our brand on water bottles as well as t-shirts. Costing approximately 5\$per shirt and selling them for 10.00 per shirt. The initial investment of 500 shirts will cost 2500.00\$ and yield a return of 2500.00\$ in promotions.

VISION AND OBJECTIVES

Two Months Before Starting

- Make contacts with area High School coaches.
- Have interior almost ready for open doors.
- Start promotions on social media.
- Post athletes using the facility to create buzz in the community.
- Have computers operational.

First Two Months After Starting

- Have technical systems operational and calibrated.
- Be 1/3 of the way to membership goals.
- Have staff fully trained.

First Year

- Be 4/7 of the way to membership goal.
- Have personal trainers working at least 30/hrs. a week.
- Weights and cardio area fully functioning and built.

Second Year

- Membership at operational levels.
- Saving some of the profits.
- Expanding the training side.

Fifth Year

- Have indoor courts finished.
- Have turf field built.

Tenth Year

- Fully functional athletic center.
- Golf simulator ramped up.

Philanthropy

I plan to volunteer at football camps devoting my time as well as to churches and giving 10% back to PEP and local churches.

Community Impact

Giving under privileged athletes the opportunity to train at camps for free with a sponsorship program.

START-UP COST

Owner's name	Dalton
Company name	B.O.B.'s Athletics
NAICS Business Classification	
Sector (general classification)	44_45_Retail_Trade
Sub-sector (more specific classification)	446: Health and Personal Care Stores

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	125		
car/truck down payment, if leased	-		
permits	300		
supplies, office & misc.			
File LLC	300		
General liability insurance	1,000		
Supplies	2,500		
Cash needed for start-up expenses	5,225		
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	3,000		3,000
Equipment	12,500		12,500
			-
			-
building/office deposit	350,000	N/A	N/A
beginning cash balance	79,275	N/A	N/A
Cash needed for start-up assets	444,775	-	15,500
			60 assumed life (months)
			258 monthly depreciation
Total start up cost	450,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	100,000	22%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	350,000	78%
Outside equity investment, if applicable		0%
Total start up cost, total sources	450,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Dalton dba B.O.B's Athletics
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3				
Product name	Family Member				1 hr training				Hooded T-shirt				
Product description	Member of a household value account.				Personal training in any sport.				T-shirt with hood w/company logo.				
Price per unit			\$60.00	100%			\$60.00	100%			\$20.00	100%	
Cost of <u>one</u> 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				0%				0%	T-Shirt		5.00	25%	
cost 2 description				0%				0%				0%	
cost 3 description				0%				0%				0%	
cost 4 description				0%				0%				0%	
Total variable costs			-	0%			-	0%			5.00	25%	
Gross profit per unit - what you see on income statement			60.00	100%			60.00	100%			15.00	75%	
	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
Family Member sold		30	80	110	135	165	195	225	255	285	315	355	2,150
1 hr training sold		200	200	220	270	270	280	300	310	360	400	400	3,210
Hooded T-shirt sold		30	35	35	40	40	30	35	40	45	45	50	425
total revenue		\$ 14,400	\$ 17,500	\$ 20,500	\$ 25,100	\$ 26,900	\$ 29,100	\$ 32,200	\$ 34,700	\$ 39,600	\$ 43,800	\$ 46,300	\$ 330,100
total cost of sales		\$ 150	\$ 175	\$ 175	\$ 200	\$ 200	\$ 150	\$ 175	\$ 200	\$ 225	\$ 225	\$ 250	\$ 2,125
total income statement gross profit (excludes owner labor)		\$ 14,250	\$ 17,325	\$ 20,325	\$ 24,900	\$ 26,700	\$ 28,950	\$ 32,025	\$ 34,500	\$ 39,375	\$ 43,575	\$ 46,050	\$ 327,975

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	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	\$350,000	principal, beginning	350,000	350,000	348,087	346,161	344,222	342,271	340,306	338,328	336,337	334,333	332,315	
Interest rate (example 8%)	8.0%	interest expense	-	2,333	2,321	2,308	2,295	2,282	2,269	2,256	2,242	2,229	2,215	22,749
Payback period (# of months)	120	principal payment	-	(1,913)	(1,926)	(1,939)	(1,952)	(1,965)	(1,978)	(1,991)	(2,004)	(2,018)	(2,031)	(19,716)
Grace period (months pay delay)	2	principal, ending	350,000	348,087	346,161	344,222	342,271	340,306	338,328	336,337	334,333	332,315	330,284	
Monthly payment	\$ 4,246													

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	2	2	2	3	3	3	3	4	4	4	5	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	17.00	
salary expense, excludng payroll taxes	4,800	4,800	4,800	7,200	7,200	7,200	7,200	9,600	9,600	9,600	13,600	85,600

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

Dalton dba B.O.B's Athletics
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														
Family Member	6	-	1,800	4,800	6,600	8,100	9,900	11,700	13,500	15,300	17,100	18,900	21,300	129,000	39%
1 hr training	6	-	12,000	12,000	13,200	16,200	16,200	16,800	18,000	18,600	21,600	24,000	24,000	192,600	58%
Hooded T-shirt	6	-	600	700	700	800	800	600	700	800	900	900	1,000	8,500	3%
Total revenue		-	14,400	17,500	20,500	25,100	26,900	29,100	32,200	34,700	39,600	43,800	46,300	330,100	100%
Cost of Goods Sold	2														
Family Member	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
1 hr training	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Hooded T-shirt	6	-	150	175	175	200	200	150	175	200	225	225	250	2,125	1%
Total COGS		-	150	175	175	200	200	150	175	200	225	225	250	2,125	1%
Gross profit		-	14,250	17,325	20,325	24,900	26,700	28,950	32,025	34,500	39,375	43,575	46,050	327,975	99%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	258	258	258	258	258	258	258	258	258	258	258	2,842	1%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Insurance - vehicle		-												-	0%
Interest - equip & start up	7	-	-	2,333	2,321	2,308	2,295	2,282	2,269	2,256	2,242	2,229	2,215	22,749	7%
Marketing		1,000	750	750	750	750	750	500	500	500	500	500	500	7,750	2%
Office - rent		-												-	0%
Office - insurance		-	500	500	500	500	500	500	500	500	500	500	500	5,500	2%
Office - telephone		-	250	250	250	250	250	250	250	250	250	250	250	2,750	1%
Office - utilities		-	700	700	700	700	700	700	700	700	700	700	700	7,700	2%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	7,200	7,200	7,200	7,200	9,600	9,600	9,600	13,600	85,600	26%
Payroll taxes (9%)	6 & 8	-	432	432	432	648	648	648	648	864	864	864	1,224	7,704	2%
Permits		300												300	0%
Supplies		-	500	500	500	500	500	500	500	500	500	500	500	5,500	2%
Tax service		-												-	0%
Telephone - cellular		125	125	125	125	125	125	125	125	125	125	125	125	1,500	0%
Start-up expenses		3,800	-	-	-	-	-	-	-	-	-	-	-	3,800	1%
		-												-	0%
		-												-	0%
Equipment		-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
		-												-	0%
Advertising/Marketing		-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	5%
Maintenance		-	500	500	500	500	500	500	500	500	500	500	500	5,500	2%
		-												-	0%
Total expenses		5,225	12,315	14,649	14,636	17,239	17,226	16,963	16,950	19,553	19,540	19,526	23,873	197,695	60%
Taxable profit (loss)	1	(5,225)	1,935	2,676	5,689	7,661	9,474	11,987	15,075	14,947	19,835	24,049	22,177	130,280	39%
Tax (expense) benefit	1						(5,552)			(10,502)			(16,515)	(32,570)	-10%
Owner's withdrawals	1	-	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(38,500)	-12%
Net profit (loss)		(5,225)	(1,565)	(824)	2,189	4,161	421	8,487	11,575	945	16,335	20,549	2,162	59,210	18%
Depreciation	3	-	258	258	258	258	258	258	258	258	258	258	258	2,842	
Equipment purchases	3	(365,500)	-	-	-	-	-	-	-	-	-	-	-	(365,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	350,000	-	(1,913)	(1,926)	(1,939)	(1,952)	(1,965)	(1,978)	(1,991)	(2,004)	(2,018)	(2,031)	330,284	
Owner contribution	3	100,000	-	-	-	-	-	-	-	-	-	-	-	100,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		79,275	(1,307)	(2,478)	522	2,481	(1,272)	6,781	9,856	(788)	14,590	18,790	389	126,836	
Cash, period start		-	79,275	77,968	75,490	76,011	78,492	77,220	84,000	93,856	93,068	107,658	126,447	-	
Cash, period end		79,275	77,968	75,490	76,011	78,492	77,220	84,000	93,856	93,068	107,658	126,447	126,836	126,836	

