

prison
entrepreneurship
program

**Business Plan Competition
May 23, 2025**

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Clean Slate Sandblasting

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Clean Slate Sandblasting

Business Plan
May 2025

Douglas
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">Sandblasting, surface, preparation, coating and painting	<ul style="list-style-type: none">Corrosion is everywhere, we are here to slow down the process. Oil and gas industry have a thigh demand for corrosion technicians	<ul style="list-style-type: none">I can solve the problem by doing complete surface preparation with primer and coatings as specifiedHave transparent pricing																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">I will be servicing a variety of customers from our local brick and motor shops to big jobs such as local water towers and oil and gas tank batteries	<ul style="list-style-type: none">We will have a very approachable attitude with transparent pricingWe will offer photos journals of jobs and pre-inspection before closing deadlines	<ul style="list-style-type: none">15 years on the job experienceSocially adaptedVery good cognitive skillsVery approachable.																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">Multi-channel promotionsFliers, business cardsStrong social media presence	<table><tr><td>Owner investment - cash</td><td>\$20,000</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>126,450</td></tr><tr><td>Total startup costs:</td><td><u>\$146,450</u></td></tr></table>	Owner investment - cash	\$20,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	126,450	Total startup costs:	<u>\$146,450</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 424,000</td><td>100%</td></tr><tr><td>COGS</td><td>84,100</td><td>20%</td></tr><tr><td>Gross profit</td><td>339,800</td><td>80%</td></tr><tr><td>Overhead</td><td>167,800</td><td>40%</td></tr><tr><td>Pretax income</td><td>171,900</td><td>41%</td></tr><tr><td>Tax expense</td><td>42,900</td><td>10%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 128,900</u></td><td><u>30%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 424,000	100%	COGS	84,100	20%	Gross profit	339,800	80%	Overhead	167,800	40%	Pretax income	171,900	41%	Tax expense	42,900	10%	Owner withdrawals	-	0%	Net income	<u>\$ 128,900</u>	<u>30%</u>
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Team Leadership Statement

Business Name: Clean Slate Sandblasting

CEO: Douglas

Douglas brings with him 15 years of sandblasting experience, as well as 25 years painting experience. He has great communication skills, he is OSHA and H25 certified. He is trained to operate a forklift, lull, skytrac, and genie sky lift.

COO: Charles

Charles brings many talents to the company starting with his excellent customer service and charisma, he has 4 years' experience as a foreman in the sandblasting and painting industry, forklift and man lift. He a TWIC card and is OSHA certified

CFO: Jacha

Jacha brings very specific attributes to the company with multi-level skill sets. His soft skills include content creation, bi-lingual and working with software programs such as CANVA and Adobe art, as well as marketing and web design. His hard skills include industrial metal cutting, master mason, multiple hard tool experience.

CMO: Aaron

Aaron brings the skills of logistics, sales management and production management. He has 5 years' experience directly in sales and distribution. Aaron has superb management skills and had the ability to develop relationships with potential customers.

PRODUCT/SERVICE OFFERING

What we offer is a variety of services including mobile on location sandblasting and coating on a multitude of steel surfaces. Our company is based in Mineral Wells, TX but our services are not only stationary but mobile as well. We offer our sandblasting services for a multitude of steel surfaces according to manufacture specifications as well as state and local codes. About 95% of our revenue is obtained by on location services meaning we go where you need us. The remaining 5% comes from customers who may have smaller items that can be brought to our shop like trailers, old furniture, propane tanks etc. We plan to be open and fully operational in the spring of 2028. Clean slate sandblasting offers an immaculate service or corrosion elimination and a multitude of coatings for steel surfaces. We are in the industry of taking mil-scale off new tank vessels, oil-field parts and tank batteries as well as ground storage tanks for local water treatment facilities. Our company offers a play by play photo journal on every job for maximum customer satisfaction. This puts customers on location without ever having to be there. With daily text messages or e mails the customer can be a part of the team every step of the way. Our future goals are to expand services off-shore working with major oil companies on rigs and platforms. I would like to see the slate name being the only name that comes to mind when you think of sandblasting and corrosion repair. In 10 years I would like our company to be fully established and helping formerly incarcerated individuals who struggle with drug and alcohol addiction.

Market

Sandblasting and coating is a multi-billion dollar a year industry. Corrosion is inevitable on steel so our objective is to find a market that is in high demand for corrosion management. Our targeted areas are the oil and gas industry and local water suppliers for cities and towns. Our focus is on water towers for water suppliers and anything commercial in the oil-gas industry. Such as piping, flanges, pressure vessels, ground storage units as well as tank batteries.

Competition

Our direct competitor's in Mineral Wells, TX are corrosion eliminates and kind D coatings

Differentiation

What makes us different is the fact that we offer a play by play photo journal for the customer to see the progress of the job without having to be on location. We will also do QC pre-inspections before closing deadlines insuring actual inspections do pass

MARKETING STRATEGY

Price:

Clean slate sandblasting charges \$2-\$8 per square foot on commercial sandblast jobs and anywhere between \$200-\$375 hourly for sandblasting and coating. Prices are due to change depending on coating specifications and inspection qualifications.

Place:

We will be located in Mineral Wells, Texas but our company is completely mobile, we go to where we are needed all over Texas and surrounding States.

Promotion:

Fee inspections by a licensed inspector, Facebook, X (formally known as twitter), Tik-Tok, Yelp and Angie's list.

VISION AND OBJECTIVES

Two Months before Starting

- Find potential prospects for employees.
- Train employees on “tester” jobs
- Make sure all equipment is in good running order on “tester jobs”
- Network with companies in the steel fabrication industry.
- Start putting in bids for big jobs

First Two Months after Starting

- Monitor my finances, employees closely, and equipment
- Doing jobs that have been bid on

First Year

- Start to establish my company name with contractors
- Monitor my finances and do an analysis for projected earnings
- Work on my marketing strategy

Second Year

- Have a contract with a small company
- Expand to start another crew to take on more jobs
- Break into bigger companies in the Gas and Oil industry

Fifth Year

- Fully financially stable, no debt in the business
- Have four crews of three men each working separate jobs

Tenth Year

- Have established name in the industry, power house workers
- Pass company off to my children or sell and start new venture

Philanthropy

We plan to open a sober living house for recovering addicts in small towns, as well helping them get their lives together. Do some jobs and donate the earnings to different charities.

Community Impact

Job opportunities, re-entry for convicted felons, clean up neighborhood

START-UP COST

Owner's name	Douglas
Company name	Clean Slate Sandblasting
NAICS Business Classification	
Sector (general classification)	
Sub-sector (more specific classification)	

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	150		
car/truck down payment, if leased			
permits	1,000		
supplies, office & misc.	300		
Insurance	500		
hand tools	500		
ladders	1,000		
scaffolds	3,000		
Cash needed for start-up expenses	7,450		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	60,000		60,000
company trailer	7,000		
computer, printer, fax	2,000		2,000
Compressor/Genarator	15,000		15,000
Sand Hopper	5,000		5,000
Hose/Airlines/Accessories	10,000		10,000
building/office deposit		N/A	N/A
beginning cash balance	40,000	N/A	N/A
Cash needed for start-up assets	139,000	-	92,000
			60 assumed life (months)
			1,533 monthly depreciation
Total start up cost	146,450		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,000	14%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	126,450	86%
Outside equity investment, if applicable		0%
Total start up cost, total sources	146,450	100%

FINANCIALS STATEMENT (PRO FORMA)

Douglas dba Clean Slate Sandblasting EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Residential Sandblasting				Auto restoration				trial & equipmant Sandbla			
Product description	Patios/Driveways/Brick				Classic cars/Frames/ wheels				Industrial Equipmant			
Price per unit	1,200.00 100%				800.00 100%				3,500.00 100%			
Cost of <u>one</u> unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	Fuel 60.00 5%				Fuel 60.00 8%				Fuel 360.00 10%			
cost 2 description	Aluminum Abrasive 125.00 10%				Glass beads 100.00 13%				Steel Shot 350.00 10%			
cost 3 description	Blast Sheilds 5.00 0%				Blast Sheilds 5.00 1%				Blast Sheilds 30.00 1%			
cost 4 description	-				-				-			
Total variable costs	190.00 16%				165.00 21%				740.00 21%			
Gross profit per unit - what you see on income statement	1,010.00 84%				635.00 79%				2,760.00 79%			

	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
Residential Sandblasting sold			10	10	10	10	10	10	10	-	-	-	-	70
Auto restoration sold			20	20	20	20	20	20	20	20	30	30	30	250
Industrial & equipmant Sandblasting sold			5	5	5	5	5	5	5	5	-	-	-	40
total revenue			\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 33,500	\$ 24,000	\$ 24,000	\$ 24,000	\$ 424,000
total cost of sales			\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 7,000	\$ 4,950	\$ 4,950	\$ 4,950	\$ 84,150
total income statement gross profit (excludes owner labor)			\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 26,500	\$ 19,050	\$ 19,050	\$ 19,050	\$ 339,850

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	\$ 126,450	126,450	126,450	126,450	126,450	126,450	125,282	124,100	122,906	121,700	120,480	
Interest rate (example 8%)	13.0%	-	-	-	-	-	1,370	1,344	1,331	1,318	1,305	8,027
Payback period (# of months)	72	-	-	-	-	-	(1,168)	(1,194)	(1,207)	(1,220)	(1,233)	(7,204)
Grace period (months pay delay)	6	-	-	-	-	-						
Monthly payment	\$ 2,538	126,450	126,450	126,450	126,450	126,450	124,100	122,906	121,700	120,480	119,246	

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	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	192	192	192	192	192	192	192	192	192	192	192	
average per hour wage	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	
salary expense, exclduing payroll taxes	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	92,928

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
Truck					15,000							
Trailer					7,000							

Douglas dba Clean Slate Sandblasting
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Residential Sandblasting				Auto restoration				Industrial & equipment Sandblasting			
Product description	Patios/Driveways/Brick				Classic cars/Frames/ wheels				Industrial Equipment			
Price per unit	1,200.00 100%				800.00 100%				3,500.00 100%			
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												
cost 2 description												
cost 3 description												
cost 4 description												
Total variable costs			190.00	16%			165.00	21%			740.00	21%
Gross profit per unit - what you see on income statement			1,010.00	84%			635.00	79%			2,760.00	79%

	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
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Auto restoration sold		20	20	20	20	20	20	20	20	30	30	30	250
Industrial & equipment Sandblasting sold		5	5	5	5	5	5	5	5	-	-	-	40
total revenue		\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 45,500	\$ 33,500	\$ 24,000	\$ 24,000	\$ 24,000	\$ 424,000
total cost of sales		\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 8,900	\$ 7,000	\$ 4,950	\$ 4,950	\$ 4,950	\$ 84,150
total income statement gross profit (excludes owner labor)		\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 36,600	\$ 26,500	\$ 19,050	\$ 19,050	\$ 19,050	\$ 339,850

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													
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	\$ 126,450	principal, beginning	126,450	126,450	126,450	126,450	125,282	125,282	124,100	122,906	121,700	120,480	
Interest rate (example 8%)	13.0%	interest expense	-	-	-	-	1,370	1,357	1,344	1,331	1,318	1,305	8,027
Payback period (# of months)	72	principal payment	-	-	-	-	(1,168)	(1,181)	(1,194)	(1,207)	(1,220)	(1,233)	(7,204)
Grace period (months pay delay)	6	principal, ending	126,450	126,450	126,450	126,450	125,282	124,100	122,906	121,700	120,480	119,246	
Monthly payment	\$ 2,538												

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	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	192	192	192	192	192	192	192	192	192	192	192	
average per hour wage	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	22.00	
salary expense, excluding payroll taxes	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	8,448	92,928

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
Truck					15,000							
Trailer					7,000							

