

prison  
entrepreneurship  
program

**Business Plan Competition  
May 23, 2025**

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Grease Ninjas

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# *Grease Ninjas*

Business Plan  
May 2025

*Charles*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"> <li>Limited amount of exhaust cleaning and grease trap cleaning companies with in one of the biggest metroplex in America. It is an industry with a compound annual growth rate of 6.5% by 2033.</li> </ul>	<ul style="list-style-type: none"> <li>To help with the safety and hygiene of commercial kitchens. To help avoid costly fines and potential deadly fires.</li> </ul>	<ul style="list-style-type: none"> <li>Cleaning exhaust systems roof tops, ducts and canopies. As well as removing grease from grease traps and cleaning surrounding area.</li> </ul>																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"> <li>Any commercial kitchen that has a kitchen exhaust system and or grease traps within a hour of the DFW.</li> </ul>	<ul style="list-style-type: none"> <li>Using biodegradable degreasers, use of robots to get to hard to reach areas, sending links to restaurant managers/owners to watch the complete process being streamed. Discarding grease off site. Coming wit own cleaning supplies. Wrapping and disconnecting appliances to protect. Before, during after pictures. Free consultations</li> </ul>	<ul style="list-style-type: none"> <li>Will offer packages deals. Pricing based on location. As well as lower prices for newly established businesses.</li> </ul>																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"> <li>Social media, Facebook, Instagram, TikTok, X, Blue Sky</li> <li>Company website</li> <li>Car magnets, apparel, worn by staff and family and customers.</li> </ul>	<table> <tr> <td>Owner investment - cash</td> <td>\$ 30,660</td> </tr> <tr> <td>Owner investment - equipment</td> <td>21,000</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td>40,000</td> </tr> <tr> <td><b>Total startup costs:</b></td> <td><b><u><u>\$91,660</u></u></b></td> </tr> </table>	Owner investment - cash	\$ 30,660	Owner investment - equipment	21,000	Vehicle and/or equipment loan	-	Start up financing	40,000	<b>Total startup costs:</b>	<b><u><u>\$91,660</u></u></b>	<table> <tr> <td colspan="3">Year one summary income statement:</td> </tr> <tr> <td>Sales</td> <td>\$ 158,900</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>12,600</td> <td>8%</td> </tr> <tr> <td>Gross profit</td> <td>146,200</td> <td>92%</td> </tr> <tr> <td>Overhead</td> <td>92,000</td> <td>58%</td> </tr> <tr> <td>Pretax income</td> <td>54,200</td> <td>34%</td> </tr> <tr> <td>Tax expense</td> <td>13,500</td> <td>8%</td> </tr> <tr> <td>Owner withdrawals</td> <td>30,100</td> <td>19%</td> </tr> <tr> <td>Net income</td> <td><u><u>\$ 10,500</u></u></td> <td><u><u>7%</u></u></td> </tr> </table>	Year one summary income statement:			Sales	\$ 158,900	100%	COGS	12,600	8%	Gross profit	146,200	92%	Overhead	92,000	58%	Pretax income	54,200	34%	Tax expense	13,500	8%	Owner withdrawals	30,100	19%	Net income	<u><u>\$ 10,500</u></u>	<u><u>7%</u></u>
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## **TEAM LEADERSHIP STATEMENT**

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### **CEO/COO: Charles**

He has over 3 years of experience in kitchen exhaust cleaning with 2 years of experience in food related service also has experience in heavy machinery, and he is very good with math and computer skills.

### **CFO: Mike**

He has over 2 years of experience as a floor supervisor and in management he also has 1.5 years in warehouse shipping/receiving and one year as a fork lift operator.

### **CMO: Jamichael**

He has over 5 years in warehouse skills and 10 years in specializing in social networking with social media.

## **PRODUCT/SERVICE OFFERING**

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Grease Ninjas is a kitchen exhaust cleaning/grease collecting company. We offer hood cleaning, filter cleaning, cleaning duct access panels, installation, emptying grease traps, dumpster pad cleaning, parking lot cleaning, grease sock replacement and ceiling tile cleaning. 65% of removal is kitchen exhaust system cleaning, 20% is emptying grease traps, 10% panel installation, 5% dumpster pad, parking lot, and ceiling cleaning. With the start of operation in spring of 2028. Here at Grease Ninjas we are focused on reducing the risk of potential fires by thoroughly cleaning the entire exhaust system. Starting with the bowels on the roofs of the locations and then the duct work (if need be) and finishing up with the hood lastly. It's with knowledge in PCU units we'll be able to service all types of systems. We'll also offer packages to meet with the needs of any location cleaning even the grease traps. I'll guarantee to pass inspections that are mandatory to avoid closure to the business. We aim to be quiet and stealthy as possible. With this in mind we'll use our cleaning supplies, mops, trashcans, and squeegees while also discarding the grease offsite so we do not clog any drain systems also wrapping and disconnecting any appliances to avoid damage. At Grease Ninjas our future goals are to clean about 150 establishments a week. With locations including restaurants, malls, hotels, airports, schools, bars, food trucks, and anywhere else with a kitchen. Five years after opening we would like to move to a statewide operation and within 10 years we would like to be regional and by 2045 we'd like to be national.

## **MARKET/INDUSTRY**

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“Grease Ninjas” is a kitchen exhaust cleaning system which is in a growing industry from 452 billion in 2025 to 735 billion by 2032. In the Dallas-FT Worth there’s roughly 20 kitchen exhaust cleaning companies. With the DFW being the largest metroplex in the U.S Dallas alone being the 9<sup>th</sup> biggest city with over a million people. It’s safe to say restaurants will continue to come to the DFW & surrounding areas. This is a business that goes year-round and the break-even point is low as well as start up being generally low as well.

## **COMPETITION**

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Our biggest competitors being “Hood Boss” and “Guardian Services” these are on the local level and our new customers we believe that 45 to 65% will come from these companies. On the national level “KBS and Safe Kitchens” will be our competitors.

## **DIFFERENTIATION**

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What will set us apart will be our direct relationship with our customers and being wise stewards with our customers. The difference with our company will be us keeping the betterment of the customer in the fore front of our business. By dedicating going the extra mile by this we will offer packages to maximum savings for the customer. Also discarding grease off site giving free consultations giving appliance protection and also giving establishments live updates on the status of their cleanings as well as doing a full free return trip if anything isn’t up to par.



## **MARKETING STRATEGY**

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### **PRICE:**

Our pricing will be based upon the complexity of the exhaust system. With the smaller easier systems, we would charge anywhere from 150.00\$-350.00\$. With the difficult systems we will be charging anywhere between 350.00\$-1,300.00\$ for exhaust cleaning. These prices are on a per clean basis. With these prices being lower than the national average, helping other business owners save money.

### **PLACE:**

We will be located in Dallas, Texas just minutes away from the DFW airport. Seeing as that's the central point of the entire metroplex by this being our base we will be able to access any food establishment or any other commercial kitchen in a reasonable amount of time. This location is a hub for small warehouses which is a benefit because the more we grow I'll have sufficient space for work vans and materials. Seeing as employees won't be able to take work vans home on the amounts of supplies we will have.

### **PROMOTION:**

I will have shirts made with the company logo with some contact information, as well as going to food establishments passing out flyers and cards placing a car door decal on my personal vehicle and my wife's and moms' cars as well. I plan to create a website and being on Facebook, X, Snapchat, TIK TOK and post to these accounts.

## **VISION AND OBJECTIVES**

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### **Two Months Before Starting**

- Have commercial van.
- Have power washers.
- Have all Certifications.
- Have chemicals.
- Outline of service areas.

### **First Two Months After Starting**

- Have 2-5 clients.
- Have all tools/equipment.
- Have a web page.

### **First Year**

- Have 2 vans fully equipped.
- 10-15 clients.
- Social media presence.

### **Second Year**

- 1 Major contract.
- Have at least 10 employees.
- Offer more services.

### **Fifth Year**

- 30-35 clients.
- Vans fully equipped.

### **Tenth Year**

- I want to be regional to the whole north Texas area and reaching towards both east and west Texas.
- 8 Major contracts.

### **Philanthropy**

I would like to team with restaurants to feed the homeless as well as host back to school events to help unstable parents with clothing, school supplies, and haircuts. I also want to post job opportunities at job fairs for people recently released from prison.

### **Community Impact**

My business will help keep people employed as well as employ them and make current businesses safe as well as give motivation to those who come up under the same circumstance as I did.

# START-UP COST

Owner's name	Charles
Company name	Grease Ninjas
<b>NAICS Business Classification</b>	
Sector (general classification)	72 Accommodation and Food Services
Sub-sector (more specific classification)	721: Accommodation

## Start-up Costs Year 1

### Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	300		
cell phone purchase	200		
car/truck down payment, if leased			
permits	1,000		
supplies, office & misc.			
Vehicle Insurance	200		
LLC	300		
Company Insurance	160		
<b>Cash needed for start-up expenses</b>	<u><b>2,160</b></u>		

  

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	75,000		75,000
company trailer			-
computer, printer, fax			-
Pressure Washers	4,500		4,500
Equipment	3,000		3,000
Degreasers & Commerical Stainless Steel	7,000		7,000
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	<u>89,500</u>	<u>-</u>	<u>89,500</u>
<b>Total start up cost</b>	<u><b>91,660</b></u>		

  

	<u>60</u>	assumed life (months)
	<u>1,492</u>	monthly depreciation

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,660	33%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	40,000	44%
Outside equity investment, if applicable	21,000	23%
<b>Total start up cost, total sources</b>	<u>91,660</u>	100%

# FINANCIALS STATEMENT (PRO FORMA)

Charles dba Grease Ninjas  
 EOU, Financing, and Payroll Assumptions  
 Year 1

## Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3				
Product name	Exhaust Cleanings				Grease Trap Cleanings				Concrete Cleaning				
Product description	Cleaning any commerical kitchen's exhaust system from the roof to the kitchen level				Extracting grease from grease traps				Cleaning commerical businesses parking lots, dumpster pads, & sidewalks				
Price per unit	700.00		100%		400.00		100%		100.00		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	Supplies	50.00	7%		Gas	20.00	5%		Gas	10.00	10%		
cost 2 description	Gas	10.00	1%				0%		Supplies	15.00	15%		
cost 3 description			0%				0%				0%		
cost 4 description			0%				0%				0%		
Total variable costs		60.00	9%			20.00	5%			25.00	25%		
<b>Gross profit per unit - what you see on income statement</b>		640.00	91%			380.00	95%			75.00	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
Exhaust Cleanings sold		8	10	10	12	13	14	16	18	16	20	23	160
Grease Trap Cleanings sold		5	6	6	7	8	10	10	12	13	15	17	109
Concrete Cleaning sold		2	3	1	2	3	3	3	4	3	3	6	33
total revenue		\$ 7,800	\$ 9,700	\$ 9,500	\$ 11,400	\$ 12,600	\$ 14,100	\$ 15,500	\$ 17,800	\$ 16,700	\$ 20,300	\$ 23,500	\$ 158,900
total cost of sales		\$ 630	\$ 795	\$ 745	\$ 910	\$ 1,015	\$ 1,115	\$ 1,235	\$ 1,420	\$ 1,295	\$ 1,575	\$ 1,870	\$ 12,605
total income statement gross profit (excludes owner labor)		\$ 7,170	\$ 8,905	\$ 8,755	\$ 10,490	\$ 11,585	\$ 12,985	\$ 14,265	\$ 16,380	\$ 15,405	\$ 18,725	\$ 21,630	\$ 146,295

## 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%)	8.0%											
Loan term (# of months)	120											
Monthly payment	-											
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ 40,000	40,000	39,781	39,561	39,340	39,117	38,892	38,666	38,439	38,209	37,979	37,747
Interest rate (example 8%)	8.0%	267	265	264	262	261	259	258	256	255	253	252
Payback period (# of months)	120	(219)	(220)	(222)	(223)	(225)	(226)	(228)	(229)	(231)	(232)	(234)
Grace period (months pay delay)		39,781	39,561	39,340	39,117	38,892	38,666	38,439	38,209	37,979	37,747	37,513
Monthly payment	\$ 485											

## 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	1	1	1	2	2	2	2	4	4	4	4	
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	15.00	
salary expense, excludng payroll taxes	2,400	2,400	2,400	4,800	4,800	4,800	4,800	9,600	9,600	9,600	9,600	64,800

## 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

**Charles dba Grease Ninjas**  
**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
<b>Revenue</b>	<b>2</b>														
Exhaust Cleanings	6	-	5,600	7,000	7,000	8,400	9,100	9,800	11,200	12,600	11,200	14,000	16,100	112,000	70%
Grease Trap Cleanings	6	-	2,000	2,400	2,400	2,800	3,200	4,000	4,000	4,800	5,200	6,000	6,800	43,600	27%
Concrete Cleaning	6	-	200	300	100	200	300	300	300	400	300	300	600	3,300	2%
<b>Total revenue</b>		-	<b>7,800</b>	<b>9,700</b>	<b>9,500</b>	<b>11,400</b>	<b>12,600</b>	<b>14,100</b>	<b>15,500</b>	<b>17,800</b>	<b>16,700</b>	<b>20,300</b>	<b>23,500</b>	<b>158,900</b>	<b>100%</b>
<b>Cost of Goods Sold</b>	<b>2</b>														
Exhaust Cleanings	6	-	480	600	600	720	780	840	960	1,080	960	1,200	1,380	9,600	6%
Grease Trap Cleanings	6	-	100	120	120	140	160	200	200	240	260	300	340	2,180	1%
Concrete Cleaning	6	-	50	75	25	50	75	75	75	100	75	75	150	825	1%
<b>Total COGS</b>		-	<b>630</b>	<b>795</b>	<b>745</b>	<b>910</b>	<b>1,015</b>	<b>1,115</b>	<b>1,235</b>	<b>1,420</b>	<b>1,295</b>	<b>1,575</b>	<b>1,870</b>	<b>12,605</b>	<b>8%</b>
<b>Gross profit</b>		-	<b>7,170</b>	<b>8,905</b>	<b>8,755</b>	<b>10,490</b>	<b>11,585</b>	<b>12,985</b>	<b>14,265</b>	<b>16,380</b>	<b>15,405</b>	<b>18,725</b>	<b>21,630</b>	<b>146,295</b>	<b>92%</b>
<b>Expenses</b>	<b>2</b>														
Auto or truck lease	-	-													0%
Depreciation	3	-	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	16,408	10%
Gasoline & fuels	-	-													0%
Insurance - bonding	-	-													0%
Insurance - vehicle	-	-													0%
Interest - equip & start up	7	-	267	265	264	262	261	259	258	256	255	253	252	2,852	2%
Marketing	300	-												300	0%
Office - rent	-	-													0%
Office - insurance	-	-													0%
Office - telephone	-	-													0%
Office - utilities	-	-													0%
Payroll - not owner and not in COGS	8	-	2,400	2,400	2,400	4,800	4,800	4,800	4,800	9,600	9,600	9,600	9,600	64,800	41%
Payroll taxes (9%)	6 & 8	-	216	216	216	432	432	432	432	864	864	864	864	5,832	4%
Permits	1,000	-												1,000	1%
Supplies	-	-													0%
Tax service	-	-													0%
Telephone - cellular	200	-												200	0%
Start-up expenses	660	-												660	0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
	-	-													0%
<b>Total expenses</b>		<b>2,160</b>	<b>4,374</b>	<b>4,373</b>	<b>4,371</b>	<b>6,986</b>	<b>6,984</b>	<b>6,983</b>	<b>6,981</b>	<b>12,212</b>	<b>12,210</b>	<b>12,209</b>	<b>12,207</b>	<b>92,052</b>	<b>58%</b>
<b>Taxable profit (loss)</b>	<b>1</b>	<b>(2,160)</b>	<b>2,796</b>	<b>4,532</b>	<b>4,384</b>	<b>3,504</b>	<b>4,601</b>	<b>6,002</b>	<b>7,284</b>	<b>4,168</b>	<b>3,195</b>	<b>6,516</b>	<b>9,423</b>	<b>54,243</b>	<b>34%</b>
Tax (expense) benefit	1	-		(1,292)			(3,122)			(4,363)			(4,783)	(13,561)	-9%
Owner's withdrawals	1	-	(2,000)	(2,000)	(2,500)	(2,500)	(2,500)	(3,000)	(3,000)	(3,000)	(3,000)	(3,300)	(3,300)	(30,100)	-19%
<b>Net profit (loss)</b>		<b>(2,160)</b>	<b>796</b>	<b>1,240</b>	<b>1,884</b>	<b>1,004</b>	<b>(1,021)</b>	<b>3,002</b>	<b>4,284</b>	<b>(3,195)</b>	<b>195</b>	<b>3,216</b>	<b>1,339</b>	<b>10,582</b>	<b>7%</b>
Depreciation	3	-	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	1,492	16,408	
Equipment purchases	3	(89,500)	-	-	-	-	-	-	-	-	-	-	-	(89,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	40,000	(219)	(220)	(222)	(223)	(225)	(226)	(228)	(229)	(231)	(232)	(234)	37,513	
Owner contribution	3	30,660	-	-	-	-	-	-	-	-	-	-	-	30,660	
Equity investor	3	21,000	-	-	-	-	-	-	-	-	-	-	-	21,000	
<b>Net cash flow</b>		<b>-</b>	<b>2,069</b>	<b>2,512</b>	<b>3,154</b>	<b>2,273</b>	<b>246</b>	<b>4,268</b>	<b>5,548</b>	<b>(1,933)</b>	<b>1,456</b>	<b>4,476</b>	<b>2,597</b>	<b>26,664</b>	
Cash, period start	-	-	-	2,069	4,580	7,734	10,007	10,252	14,520	20,068	18,135	19,591	24,066	-	
Cash, period end	-	-	2,069	4,580	7,734	10,007	10,252	14,520	20,068	18,135	19,591	24,066	26,664	26,664	

