

prison  
entrepreneurship  
program

**Business Plan Competition  
May 23, 2025**

Timothy, Manuel, Tony, Kelvin  
Scovill Trophy Adventures

Prison Entrepreneurship Program  
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# ***Scovill Trophy Adventures***

Business Plan  
May 23 2025

*Timothy*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"><li>• Provide high quality trips</li><li>• Quality photography</li><li>• Hunting &amp; fishing trips at one location</li></ul>	<ul style="list-style-type: none"><li>• To insure the customer is happy.</li><li>• To make money for my family</li><li>• To conquer a lifelong dream</li></ul>	<ul style="list-style-type: none"><li>• Provide 5-star lodging with high quality guides</li><li>• Research/homework in every trip</li><li>• experience</li></ul>																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"><li>• people who love hunting</li><li>• people who want a trophy animal or fish</li><li>• people who love the outdoors</li></ul>	<ul style="list-style-type: none"><li>• drone photography</li><li>• company taxidermy</li><li>• scrap book to tell your story</li><li>• live full size art picture of fish</li></ul>	<ul style="list-style-type: none"><li>• living off the land is all I’ve done</li><li>• I know the land and water like you know your front yard</li></ul>																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"><li>• Social Media</li><li>• Online website</li><li>• Magazine</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$ 25,000</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>-</td></tr><tr><td><b>Total startup costs:</b></td><td><b><u>\$ 25,000</u></b></td></tr></table>	Owner investment - cash	\$ 25,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total startup costs:</b>	<b><u>\$ 25,000</u></b>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 189,000</td><td>100%</td></tr><tr><td>COGS</td><td>47,400</td><td>25%</td></tr><tr><td>Gross profit</td><td>141,600</td><td>75%</td></tr><tr><td>Overhead</td><td>48,800</td><td>26%</td></tr><tr><td>Pretax income</td><td>92,700</td><td>49%</td></tr><tr><td>Tax expense</td><td>23,100</td><td>12%</td></tr><tr><td>Owner withdrawals</td><td>40,000</td><td>21%</td></tr><tr><td>Net income</td><td>\$ 29,500</td><td>16%</td></tr></table>	Year one summary income statement:			Sales	\$ 189,000	100%	COGS	47,400	25%	Gross profit	141,600	75%	Overhead	48,800	26%	Pretax income	92,700	49%	Tax expense	23,100	12%	Owner withdrawals	40,000	21%	Net income	\$ 29,500	16%
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## **Team Leadership Statement**

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**Business Name: Scovill Trophy Adventures**

**CEO: Timothy**

Has over 20 years' experience in the hunting and fishing guiding service industry and with great leadership skills he has the ability to create positive and successful hunting and fishing trips.

**COO: Manuel**

Has over 10 years in the oil industry and is a positive person with exceptional leadership skills he is great with speaking in front of an audience and keeping people encouraged in negative scenarios.

**CFO: Tony**

Has over 15 years of experience in working with people in the outdoor hunting and fishing industry and also specializes in accounting.

**CMO: Kelvin**

He has over 10 years in marketing and advertising in the food industry he specializes in online marketing.

## PRODUCT/SERVICE OFFERING

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I'm Timothy, the founder of Scovills Trophy Adventures. Offering dozens of package deals. From up to a week fishing excursion to hunting trips up to 10 days. All package deals include 4-star lodging. The package deals will bring in 100% of company revenue. We plan to open in 2 years. At Scovills Trophy Adventures we include all transportation, even to and from the airport. Then you will be provided with 4-star lodging. Free Wi-Fi, bed and breakfast. That is where you will get to know your personal guides. Myself and one of my many professional colleagues. We will take you step by step through your hunting or fishing adventure. All our package deals include food, gear, and accessories. Even during your infield camping trip, chasing your dream fish or big game animal. What makes us different? Our onsite drone photography that will capture those all too often missed life changing moments throughout your journey. And provide framed pictures with custom frames. As well as a personalized scrapbook for you to take home to tell your story. Live go pros to record the personal dream on video. Our company taxidermist will make sure your trophy follows you home to your man cave or even your living room wall.

## **Market, Competition, Differentiation**

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### **Market**

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High end hunting and fishing guide services are 80% of the guides around the globe. There are only 42 hunting guides in the state of Oregon. None in the northwest there are only 28 in the state of Washington. Three of the hunting guides in Oregon and Washington offer lodging for their customers there are only 51 fishing guides in Oregon and 120 in Washington and 80 of those are salt water only. Zero fishing guides in Oregon or Washington offer hike in mountain fishing trips. None of the hunting or fishing guides offer full lodging equipment and bed and breakfast.

### **Competition**

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Scovill's Trophy Adventures biggest competition on a national level will be World Wide Trophy Adventures. The Charter boats will be our competition in the Columbia River. With our experience in the industry and success rate will allow us to get to know our customers on a more personal and positive level. We will be a higher quality guide service than any of the competition. Our 5-star lodging for all customer will insure the highest customer return rate.

### **Differentiation**

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We will be new in the business but our knowledge and experience go back 3 generations with our drone photography and live go pros implemented into our business for your personal experience. Our 5-star lodging bed and breakfast will build a better reputation than anyone else our safety, preparation and success will set us apart from the rest. Our custom scrapbook and photos will be offered nowhere else will be offered nowhere else our customers will feel like a part of our family.



## **Marketing Strategy**

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### **Price:**

My pricing strategy is based on my knowledge and experience. We at Scovill's Trophy Adventures look for ways to save more money and put it back into our business, this allows us to drop prices on the hunting and fishing packages for our customers. Most known guide services charge for one day fishing trips up to \$1,400 and \$4,700 for 5-day fishing trips. For 10-day big game hunting trips such as elk, moose, deer etc. range from 10,500 to 14,000. At "STA'S" we are striving for single day fishing trips at 500\$ and 4,000\$ for 7 days our big game hunting trips start at \$8,000 to \$12,000 for 10 days.

### **Place:**

Our main headquarters will be located in Astoria Oregon. The advantages are there is a high volume of trophy animals such as black bear, white tail deer and rocky mountain and Roosevelt elk killed in the northwest U.S and the highest concentration of black bears are in Oregon and Washington. Oregon has the 2<sup>nd</sup> highest number of salmon, and steelhead in the world. Alaska being the # 1 we will have package deals to Alaska as well. The highest diversity of big game animals is in Oregon, Washington, and Alaska.

### **Promotion:**

With our generations of experience our success rate will be the highest in the business. Word of mouth will go a long way. We plan to have a multiple page online website with precise numbers and information on all available trips. With a photo page that speaks for itself we encourage all feedback. We plan to build a positive relationship with all existing guide services around the world with plans to expand in the future.

## **VISION AND OBJECTIVES**

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### **Two Months before Starting**

- Secure additional financing.
- Have clients lined up.
- Research areas of package deals.
- Have staff ready.
- Have all marketing done.

### **First Two Months after Starting**

- Have happy returning customers.
- Trips being successful.
- Expanding advertising.

### **First Year**

- Reach break-even point.
- Have year-round customers.
- Build a positive reputation.

### **Second Year**

- Make profits.
- Give back to the community.
- Expand trips.

### **Fifth Year**

- Donate to PEP.
- Expand headquarters around the U.S.

### **Tenth Year**

- Have headquarters all over the U.S.
- Give back to the community.

### **Philanthropy**

Help schools with programs and help give food to foodbanks also host free beach cleanups classes for kids.

### **Community Impact**

Help people obtain jobs in the community while volunteering my time to community service.

# START-UP COST

Owner's name	Timothy
Company name	Scovill Trophy Adventures
<b>NAICS Business Classification</b>	
Sector (general classification)	11_Agriculture_Forestry_Fishing_and_Hunting
Sub-sector (more specific classification)	

## Start-up Costs

Year 1

### Assumption 4 - Total Uses

#### Non-Depreciable Costs

marketing, business cards, fliers  
cell phone purchase  
car/truck down payment, if leased  
permits  
supplies, office & misc.

Paid or  
contributed  
in Month 1

200
250
-

Cash needed for start-up expenses

450

#### Depreciable Costs

company car, truck or van  
company trailer  
computer, printer, fax  
Furniture  
Phone  
building/office deposit  
beginning cash balance  
Cash needed for start-up assets

Paid or  
contributed  
in Month 1

1,500
4,000
100
18,950
24,550

Equipment  
Financing  
(Additional to  
amount paid)

N/A
N/A
-

Depreciable  
Assets

-
1,500
4,000
100
-
N/A
N/A
5,600

60 assumed life (months)  
93 monthly depreciation

#### Total start up cost

25,000

### Assumption 5 - Total Sources

Cash owner will contribute and the value of  
owner's assets contributed to company

25,000

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%

Total start up cost,  
total sources

25,000

100%

# FINANCIALS STATEMENT (PRO FORMA)

Timothy dba Scovill Trophy Adventures  
EOU, Financing, and Payroll Assumptions  
Year 1

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

	Product 1				Product 2				Product 3				
Product name	Elk Hunt				Bear Hunt				Fishing Trip				
Product description	Aug-31 to Nov-29 10 day Roosevelt Elk hunt				April-1 to May-31 5 day sprin black bear hunt				Dec-1 to March 25 3 day fishing trip				
Price per unit	11,500.00 100%				5,000.00 100%				3,500.00 100%				
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	Guide	2,000.00	17%		Guide	1,000.00	20%		Guide	600.00	17%		
cost 2 description	Food	300.00	3%		Food	150.00	3%		Food	100.00	3%		
cost 3 description	Drinks	100.00	1%		Drinks	100.00	2%		Drinks	100.00	3%		
cost 4 description	Fuel	250.00	2%		Fuel	100.00	2%		Fuel	100.00	3%		
Total variable costs		2,650.00	23%			1,350.00	27%			900.00	26%		
Gross profit per unit - what you see on income statement		8,850.00	77%			3,650.00	73%			2,600.00	74%		
	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
Elk Hunt sold		2	2	2									6
Bear Hunt sold					5	5							10
Fishing Trip sold							5	5	5	5			20
total revenue		\$ 23,000	\$ 23,000	\$ 23,000	\$ 25,000	\$ 25,000	\$ 17,500	\$ 17,500	\$ 17,500	\$ 17,500	\$ -	\$ -	\$ 189,000
total cost of sales		\$ 5,300	\$ 5,300	\$ 5,300	\$ 6,750	\$ 6,750	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ -	\$ -	\$ 47,400
total income statement gross profit (excludes owner labor)		\$ 17,700	\$ 17,700	\$ 17,700	\$ 18,250	\$ 18,250	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ -	\$ -	\$ 141,600

## 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%)	0.0%	interest expense	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)	-	principal payment	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)	0.0%	interest expense	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	-	principal payment	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	-	principal, ending	-	-	-	-	-	-	-	-	-	-
Monthly payment	\$ -											

## 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	1	1	1	1	1	1			
avg hours each employee(s) worked per month, not in EOU above	240	240	240	250	250	120	120	120	120			
average per hour wage	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00			
salary expense, exclduing payroll taxes	4,800	4,800	4,800	5,000	5,000	2,400	2,400	2,400	2,400	-	-	34,000

## 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

Scovill Trophy Adventures  
Timothy, Manuel, Tony, Kelvin

**Timothy dba Scovill Trophy Adventures**  
**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														
Elk Hunt	6	-	23,000	23,000	23,000	-	-	-	-	-	-	-	-	69,000	37%
Bear Hunt	6	-	-	-	-	25,000	25,000	-	-	-	-	-	-	50,000	26%
Fishing Trip	6	-	-	-	-	-	-	17,500	17,500	17,500	17,500	-	-	70,000	37%
Total revenue		-	23,000	23,000	23,000	25,000	25,000	17,500	17,500	17,500	17,500	-	-	189,000	100%
Cost of Goods Sold	2														
Elk Hunt	6	-	5,300	5,300	5,300	-	-	-	-	-	-	-	-	15,900	8%
Bear Hunt	6	-	-	-	-	6,750	6,750	-	-	-	-	-	-	13,500	7%
Fishing Trip	6	-	-	-	-	-	-	4,500	4,500	4,500	4,500	-	-	18,000	10%
Total COGS		-	5,300	5,300	5,300	6,750	6,750	4,500	4,500	4,500	4,500	-	-	47,400	25%
Gross profit		-	17,700	17,700	17,700	18,250	18,250	13,000	13,000	13,000	13,000	-	-	141,600	75%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	93	93	93	93	93	93	93	93	93	93	93	1,027	1%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-	500	500	500	500	500	500	500	500				4,000	2%
Insurance - vehicle	-	-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	200	-	50	50	50	50	50	50	50	50				600	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-	20	20	20	20	20	20	20	20				160	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	5,000	5,000	2,400	2,400	2,400	2,400	-	-	34,000	18%
Payroll taxes (9%)	6 & 8	-	432	432	432	450	450	216	216	216	216	-	-	3,060	2%
Permits	-	-												-	0%
Supplies	-	-	300	300	300	300	300	300	300	300				2,400	1%
Tax service	-	-	3,000											3,000	2%
Telephone - cellular	250	-	50	50	50	50	50	50	50	50				650	0%
Start-up expenses	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		450	9,245	6,245	6,245	6,463	6,463	3,629	3,629	3,629	2,709	93	93	48,897	26%
Taxable profit (loss)	1	(450)	8,455	11,455	11,455	11,787	11,787	9,371	9,371	9,371	10,291	(93)	(93)	92,703	49%
Tax (expense) benefit	1	-		(4,865)			(8,757)			(7,028)			(2,526)	(23,176)	-12%
Owner's withdrawals	1	-	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)				(40,000)	-21%
Net profit (loss)		(450)	3,455	1,590	6,455	6,787	(1,970)	4,371	4,371	(2,657)	10,291	(93)	(2,619)	29,528	16%
Depreciation	3	-	93	93	93	93	93	93	93	93	93	93	93	1,027	
Equipment purchases	3	(5,600)	-	-	-	-	-	-	-	-	-	-	-	(5,600)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		18,950	3,548	1,683	6,548	6,880	(1,877)	4,464	4,464	(2,564)	10,384	-	(2,526)	49,954	
Cash, period start		-	18,950	22,498	24,181	30,729	37,609	35,732	40,196	44,660	42,096	52,480	52,480	-	
Cash, period end		18,950	22,498	24,181	30,729	37,609	35,732	40,196	44,660	42,096	52,480	52,480	49,954	49,954	

