

prison  
entrepreneurship  
program

**Business Plan Competition  
June 20, 2025**

Big Boy Brunch

Prison Entrepreneurship Program  
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# ***Big Boy Brunch***

Business Plan  
June 2025

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none"><li>• People who are undecided if they want breakfast or lunch.</li><li>• People who missed breakfast but would still like a breakfast meal for lunch.</li></ul>	<ul style="list-style-type: none"><li>• To provide meals for people who can't necessarily catch breakfast or lunch.</li></ul>	<ul style="list-style-type: none"><li>• Have a one stop shop food truck for people who are undecided with what they want to eat.</li></ul>																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none"><li>• Working class individuals who couldn't catch breakfast or lunch.</li></ul>	<ul style="list-style-type: none"><li>• We provide a delivery and online pick up service for the people that don't have time to stop by our current location.</li><li>• Fresh home-made food for each meal.</li></ul>																																			
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none"><li>• TikTok</li><li>• Instagram</li><li>• Fliers</li><li>• Business cards</li><li>• Networking cards</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$ 10,000</td></tr><tr><td>Owner investment - equity</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>150,000</td></tr><tr><td><b>Total start up costs:</b></td><td><b><u>\$160,000</u></b></td></tr></table>	Owner investment - cash	\$ 10,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	150,000	<b>Total start up costs:</b>	<b><u>\$160,000</u></b>	<table><tr><td>Sales:</td><td>\$ 97,300</td><td>100%</td></tr><tr><td>COGS</td><td>33,300</td><td>34%</td></tr><tr><td>Gross profit</td><td>63,900</td><td>66%</td></tr><tr><td>Overhead</td><td>34,000</td><td>35%</td></tr><tr><td>Pretax income</td><td>29,900</td><td>31%</td></tr><tr><td>Tax expense</td><td>7,400</td><td>8%</td></tr><tr><td>Owner withdrawals</td><td>22,000</td><td>23%</td></tr><tr><td>Net income</td><td>\$ 400</td><td>0%</td></tr></table>	Sales:	\$ 97,300	100%	COGS	33,300	34%	Gross profit	63,900	66%	Overhead	34,000	35%	Pretax income	29,900	31%	Tax expense	7,400	8%	Owner withdrawals	22,000	23%	Net income	\$ 400	0%
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## **LEADERSHIP STATEMENT**

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**CEO:** Kyveon shows leadership skills by stepping up to individuals that don't want to put in the necessary work required. He is very motivational. He is also very trust worthy and competitive at everything he does, he also holds himself to the highest of standards and expects nothing less. His level of education is his high school diploma but wishes to further his education by getting back into college once released. He has a lot of potential and plans to utilize his unique skill set in his business plan and in the future to come.

**CMO:** Jyron is a fearless machine. He has over three years in working at the port of Houston, Texas. With his straight forward attitude, he can handle the hard task with ease. He is also an approachable, reasonable and a very proud hardworking man. Mr. King is a perfect example of integrity and he will say what needs to be said not simply what people want to hear. He took getting his GED extremely serious. Mr. King loves to tackle his goals and approaches adversity head on.

**CFO:** Kevin is open to new ideas and is attentive to the people he leads. He is able to strategize and brainstorm ideas that were collected as a whole. Ibarra brings high positive energy and inspirational work ethic to the work environment. He has two years of tailoring experience.

**COO:** Scott is a completely self-driven person who is completely reliable and dependable in all situations. He is an outgoing person with a great sense of humor. He always seeks the best in everyone that he encounters and holds himself to the highest of standards. He will lead by example with humility at the sacrifice of personal glory.

## **PRODUCT/SERVICE OFFERING**

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Big Boy Brunch will be a one of a kind food truck based out of Dallas Texas. Our food truck can be stationery or on the move to a location near you. We plan to have four delivery drivers to fulfill on-line orders. We believe that 50% of our revenue will come from the sale of our sandwiches, 25% through our specialty beverages and 25% through our specialty desserts. We plan to open by the summer of 2026.

A few of our specialty items will consist of a donut burger, a pancake and bacon ham sandwich and a variety of other creations made with a variety of batters. We will be supporting our local farmers by sourcing all our ingredients locally. Our sandwiches will not only be one of a kind but a hearty portion as well. We plan to operate under extended hours to accommodate the early birds and night owls. We plan to expand by promoting our business on various social media platforms.

## **MARKET/INDUSTRY**

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The growth potential for travel food in Dallas is tremendous. We will make sure our food is tasty, and that we have great employee service in order to maximize growth. Our customers will wait no more than 10 minutes for their food.

## **COMPETITION**

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There are two local food trucks in the area that will be our direct competition. Indirect competition will be Door Dash or other restaurants.

## **DIFFERENTIATION**

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We travel to wherever you are at in Dallas with no travel fee. We bring exotic brunch meals right to your door.

## **MARKETING STRATEGY**

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### **Price:**

The prices for Big Boy Brunch will range from \$7 to \$14 for meals which is a little above average. Our prices will cover the cost of our items, produce and gas for my food truck.

### **Place:**

Big Boy Brunch will be located in downtown Dallas in Deep Ellum. Multiple people visit here when they come from out of town. This will also be a great location for my business to take off and build my customers up and help my business grow. There are many different businesses that we could collaborate with in that area.

### **Promotion:**

We will be promoting our business via social media platforms such as TikTok videos of food and customers as they come to enjoy their meals. We will also be uploading pictures of meals and deals to Instagram. We will be handing out business cards and leaving some inside convenience stores and gas stations.

## **VISION AND OBJECTIVES**

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My business started while I was incarcerated. I have always wanted my own business. My family loves to cook different types of food and I hope to just get my customers and make their day with a nice meal. I am willing to pursue this venture because a lot of people are always down for breakfast and lunch. This is my passion, I really enjoy cooking and trying different types of foods. The goals I have for my business is to soon turn my food truck into a restaurant for people who enjoy a great meal with their friends or family.

### **First Year:**

We plan to set up at strategic locations throughout DFW area providing great tasting food.

### **Third Year:**

We will have a second food truck to able to expand our services.

### **Fifth Year:**

We should have our first restaurant open with an additional food truck.

Owner's name	
Company name	Big Boy Brunch
<b>NAICS Business Classification</b>	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	

### Year 1

Non-Depreciable Costs		Paid or contributed in Month 1	
marketing, business cards, fliers		400	
cell phone purchase		1,000	
car/truck down payment, if leased			
permits		300	
supplies, office & misc.		300	
Insurance		500	
Gas-Propane		2,500	
Cash needed for start-up expenses		5,000	

  

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			-
Mac Book	1,500		1,500
			-
			-
building/office deposit	50,000	N/A	N/A
beginning cash balance	103,500	N/A	N/A
Cash needed for start-up assets	155,000	-	1,500

  

60	assumed life (months)
25	monthly depreciation

  

Total start up cost
160,000

Cash owner will contribute and the value of owner's assets contributed to company	10,000	6%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	150,000	94%
Outside equity investment, if applicable	-	0%
<b>→ Total start up cost, total sources</b>	<b>160,000</b>	<b>100%</b>



# FINANCIAL STATEMENT (PRO FORMA)

**dba Big Boy Brunch**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

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

Product name	Product 1				Product 2				Product 3			
	Donut Dripper				The Boss Hogg				Chicken Toaster			
Product description	Cherry Donugt Burger				Pancake Bacin Ham Sandwich				Chicken Sandwich Omelet			
Price per unit	10.25 100%				12.45 100%				13.25 100%			
Cost of <u>one</u> unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	Food Costs 3.00 29%				Food Costs 5.00 40%				Food Costs 4.50 34%			
cost 2 description												
cost 3 description												
cost 4 description												
Total variable costs	3.00 29%				5.00 40%				4.50 34%			
<b>Gross profit per unit - what you see on income statement</b>	7.25 71%				7.45 60%				8.75 66%			

	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
Donut Dripper sold		160	160	160	320	320	320	320	320	320	320	320	3,040
The Boss Hogg sold		120	120	120	240	240	240	240	240	240	240	240	2,280
Chicken Toaster sold		150	150	150	300	300	300	300	300	300	300	300	2,850
total revenue		\$ 5,122	\$ 5,122	\$ 5,122	\$ 10,243	\$ 10,243	\$ 10,243	\$ 10,243	\$ 10,243	\$ 10,243	\$ 10,243	\$ 10,243	\$ 97,309
total cost of sales		\$ 1,755	\$ 1,755	\$ 1,755	\$ 3,510	\$ 3,510	\$ 3,510	\$ 3,510	\$ 3,510	\$ 3,510	\$ 3,510	\$ 3,510	\$ 33,345
total income statement gross profit (excludes owner labor)		\$ 3,367	\$ 3,367	\$ 3,367	\$ 6,733	\$ 6,733	\$ 6,733	\$ 6,733	\$ 6,733	\$ 6,733	\$ 6,733	\$ 6,733	\$ 63,964

## 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	\$ 150,000	principal, beginning	150,000	150,000	150,000	150,000	150,000	150,000	148,063	146,110	144,140	1,250
Interest rate (example 8%)	10.0%	interest expense	-	-	-	-	-	-	1,234	1,218	1,201	1,201
Payback period (# of months)	60	principal payment	-	-	-	-	-	-	(1,937)	(1,953)	(1,969)	(1,986)
Grace period (months pay delay)	8	principal, ending	150,000	150,000	150,000	150,000	150,000	150,000	148,063	146,110	144,140	142,154
Monthly payment	\$ 3,187											

## 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	1	1	1
avg hours each employee(s) worked per month, not in EOU above	120	120	120	120	120	120	120	120	120	120	120	120
average per hour wage	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00
salary expense, exclduing payroll taxes	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	15,840

## 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

**dba Big Boy Brunch**  
**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														
Donut Dripper	6	-	1,640	1,640	1,640	3,280	3,280	3,280	3,280	3,280	3,280	3,280	3,280	31,160	32%
The Boss Hogg	6	-	1,494	1,494	1,494	2,988	2,988	2,988	2,988	2,988	2,988	2,988	2,988	28,386	29%
Chicken Toaster	6	-	1,988	1,988	1,988	3,975	3,975	3,975	3,975	3,975	3,975	3,975	3,975	37,763	39%
Total revenue		-	5,122	5,122	5,122	10,243	10,243	10,243	10,243	10,243	10,243	10,243	10,243	97,309	100%
Cost of Goods Sold	2														
Donut Dripper	6	-	480	480	480	960	960	960	960	960	960	960	960	9,120	9%
The Boss Hogg	6	-	600	600	600	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	11,400	12%
Chicken Toaster	6	-	675	675	675	1,350	1,350	1,350	1,350	1,350	1,350	1,350	1,350	12,825	13%
Total COGS		-	1,755	1,755	1,755	3,510	3,510	3,510	3,510	3,510	3,510	3,510	3,510	33,345	34%
Gross profit		-	3,367	3,367	3,367	6,733	6,733	6,733	6,733	6,733	6,733	6,733	6,733	63,964	66%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	25	25	25	25	25	25	25	25	25	25	25	275	0%
Gasoline & fuels	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	3%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	50	50	50	50	50	50	50	50	50	50	50	550	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	1,250	1,234	1,218	1,201	4,903	5%
Marketing	400	-												400	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	15,840	16%
Payroll taxes (9%)	6 & 8	-	130	130	130	130	130	130	130	130	130	130	130	1,426	1%
Permits	300	-	50	50	50	50	50	50	50	50	50	50	50	850	1%
Supplies	300	-												300	0%
Tax service	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Telephone - cellular	1,000	-	150	150	150	150	150	150	150	150	150	150	150	2,650	3%
Start-up expenses	3,000	-	-	-	-	-	-	-	-	-	-	-	-	3,000	3%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		5,000	2,195	2,195	2,195	2,195	2,195	2,195	2,195	3,445	3,428	3,412	3,396	34,043	35%
Taxable profit (loss)	1	(5,000)	1,172	1,172	1,172	4,538	4,538	4,538	4,538	3,288	3,305	3,321	3,337	29,920	31%
Tax (expense) benefit	1	-	-	-	-	-	(1,898)	-	-	(3,091)	-	-	(2,491)	(7,480)	-8%
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)	-23%
Net profit (loss)		(5,000)	(828)	(828)	(828)	2,538	640	2,538	2,538	(1,803)	1,305	1,321	(1,153)	440	0%
Depreciation	3	-	25	25	25	25	25	25	25	25	25	25	25	275	
Equipment purchases	3	(51,500)	-	-	-	-	-	-	-	-	-	-	-	(51,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	150,000	-	-	-	-	-	-	-	(1,937)	(1,953)	(1,969)	(1,986)	142,154	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		103,500	(803)	(803)	(803)	2,563	665	2,563	2,563	(3,715)	(624)	(624)	(3,114)	101,370	
Cash, period start		-	103,500	102,697	101,894	101,091	103,654	104,319	106,883	109,446	105,731	105,108	104,484	-	
Cash, period end		103,500	102,697	101,894	101,091	103,654	104,319	106,883	109,446	105,731	105,108	104,484	101,370	101,370	