

prison  
entrepreneurship  
program

**Business Plan Competition  
June 20, 2025**

Davis & Associates

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



# ***Davis & Associates***

Business Plan  
June 2025

## **TABLE OF CONTENTS**

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|  |          |
|--|----------|
| <b>EXECUTIVE SUMMARY .....</b>               | <b>1</b> |
| <b>LEADERSHIP STATEMENT .....</b>            | <b>2</b> |
| <b>PRODUCT/SERVICE OFFERING.....</b>         | <b>2</b> |
| <b>MARKET/INDUSTRY .....</b>                 | <b>3</b> |
| <b>COMPETITION.....</b>                      | <b>3</b> |
| <b>DIFFERENTIATION .....</b>                 | <b>3</b> |
| <b>MARKETING STRATEGY .....</b>              | <b>4</b> |
| <b>VISION AND OBJECTIVES .....</b>           | <b>4</b> |
| <b>START-UP COST .....</b>                   | <b>5</b> |
| <b>FINANCIAL STATEMENT (PRO FORMA) .....</b> | <b>6</b> |

## EXECUTIVE SUMMARY

| Opportunity   | Purpose  | Solution   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
|---|--|--|--------|--------------|------|------|---------|-----|--------------|-----------|-----|----------|--------|----|---------------|-----------|-----|-------------|---------|-----|-------------------|--------|----|------------|------------|-----|
| <ul style="list-style-type: none"> <li>Tracking company processes</li> <li>Connecting companies with individuals</li> </ul> | <ul style="list-style-type: none"> <li>Helping to bring brand awareness</li> <li>Serving high quality services</li> </ul>  | <ul style="list-style-type: none"> <li>Bridging the gap</li> <li>Bringing confidence and motivation</li> </ul>   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Customers   | Differentiators  | Extras   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| <ul style="list-style-type: none"> <li>Social media influencers</li> </ul>  | <ul style="list-style-type: none"> <li>Custom packages</li> </ul>  |  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Marketing   | Start-up Costs   | Financials & Extras  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| <ul style="list-style-type: none"> <li>Social media</li> <li>Crowd funding</li> </ul>                                       | Owner investment - cash                      \$    5,000<br>Owner investment - equity                      -<br>Vehicle and/or equipment loan                      -<br>Start up financing                                      125,000<br><b>Total start up costs:</b> <b>\$130,000</b> | <table> <tr> <td>Sales:</td><td>\$ 1,155,000</td><td>100%</td></tr> <tr> <td>COGS</td><td>129,400</td><td>11%</td></tr> <tr> <td>Gross profit</td><td>1,025,500</td><td>89%</td></tr> <tr> <td>Overhead</td><td>19,900</td><td>2%</td></tr> <tr> <td>Pretax income</td><td>1,005,500</td><td>87%</td></tr> <tr> <td>Tax expense</td><td>251,300</td><td>22%</td></tr> <tr> <td>Owner withdrawals</td><td>55,000</td><td>5%</td></tr> <tr> <td>Net income</td><td>\$ 699,100</td><td>61%</td></tr> </table> | Sales: | \$ 1,155,000 | 100% | COGS | 129,400 | 11% | Gross profit | 1,025,500 | 89% | Overhead | 19,900 | 2% | Pretax income | 1,005,500 | 87% | Tax expense | 251,300 | 22% | Owner withdrawals | 55,000 | 5% | Net income | \$ 699,100 | 61% |
| Sales:  | \$ 1,155,000   | 100%   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| COGS  | 129,400  | 11%  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Gross profit  | 1,025,500  | 89%  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Overhead  | 19,900   | 2%   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Pretax income   | 1,005,500  | 87%  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Tax expense   | 251,300  | 22%  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Owner withdrawals   | 55,000   | 5%   |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |
| Net income  | \$ 699,100   | 61%  |        |              |      |      |         |     |              |           |     |          |        |    |               |           |     |             |         |     |                   |        |    |            |            |     |

## **LEADERSHIP STATEMENT**

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**CEO:** Marcus is a very self-driven person. He likes to analyze every situation. He is quiet at times but when he speaks he speaks with purpose and knowledge. He has two years' experience in marketing as well as five years in surveying. He loves to help people prosper and laugh at the same time.

**CMO:** Fred is a strong young man of God that stands on biblical morals and principles. He promises to bring quality and efficiency to all work environments. He is the embodiment of punctuality and trustworthiness. He will lead his team by example and will always go above and beyond to ensure that the customer's needs are met.

**CFO:** Javier is a very trustworthy, dependable and focused individual. He has always been motivated and extremely driven when it comes to completing and achieving his goals when it comes to personal and business life. He has grown as a person and as a positive role model in his community. He has 18 years of experience in the construction industry, and has been a project superintendent. He has run water trucks, rollers, dump trucks, excavators, bull dozers, cranes, mixers, maintainers and is now a supervisor. His supervising duties include project surveying, installation, calibration of GPS systems and blue print reading. He is a valuable individual for any project regardless of size.

**COO:** Emmanuel is an aspiring entrepreneur who is continually reading further towards personal development and growth of business abilities and acumen. He has several years of experience in small scale retail service geared towards a specific demographic within the community. He also has experience with logistics. He wants to use the experience he has as well as the knowledge base gained from other sources to further his entrepreneurial ventures.

## **PRODUCT/SERVICE OFFERING**

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Davis & Associates is a community-based brand striving to help companies increase their brand awareness through digital marketing and brand consulting.

We plan to open in Houston, Texas in 2026. Our offering will include brand consulting which will equate 45% of our revenue. This service will include navigating brands through two network events a week. We will also show our clients a spreadsheet outlining peak performance and areas needing improvement. Digital content creation will equate for another 45% of our revenue. We will provide content that can be used on all social media platforms. Our custom websites will generate traffic for brands and businesses as well as provide an up to date vision of our clients' goals and passions. The remaining 10% of our revenue will come from standard editing and consultations.

With a vast amount of opportunities, we want to help influencers to zone in on their target audience. Our customer first approach will provide us with very little barrier to entry. Davis & Associates premium membership packages will put us above our competitors because we will tailor every package to our client's specific needs. We plan to dominate the Texas area with intentions to franchise all over the United States and abroad. Our brand ambassadors and strategic alliances will shock the world. Our firm is committed to bring your personality out through consulting and marketing, thriving as a family and lifting each other up.

## **MARKET/INDUSTRY**

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Our market is the 2.7 billion users on social media, turning 10% of those users into media influencers. Also helping those influencers turn their following into a source of revenue. Each day we do things for fun, we are helping to prove that hobbies can actually be professions.

## **COMPETITION**

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Our competition will be managers who take a percentage of their client's income but don't give access to their inner circle. Our indirect competitors are influencers who express that they can do everything on their own. Our advantage is that we do not just guide, but also provide exposure to the inner circle and top brand ambassadors.

## **DIFFERENTIATION**

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We differ from our competition through our personal advisors who will guide with 24/7 availability. Our advisors teach with soul and empathy, rather than giving statistics and numbers. You are more than just another client, you are brother/sister.

## MARKETING STRATEGY

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### **Price:**

Our pricing model will range from simple editing and package tracking to our premium custom packages to fit specific needs. Our prices are average to the median market range but we will offer packages that are slightly above the market due to our performance.

### **Place:**

Davis and Associates will be located in the heart of downtown Houston, Texas. Our customers will come from the greater Houston area, focusing on college students who want to live life and generate an income. We are prepared to prove that you are of value and can monetize your lifestyle.

### **Promotion:**

Here at Davis and Associates our customers will be a part of a family once entering our facilities you will discover that we are a community that uplifts everyone. There is not a task you will face alone. We will promote through networking events and introduce you personally to everyone we are connected with.

## VISION AND OBJECTIVES

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Our vision at Davis and Associates is to offer affordable marketing and brand development. We have spent 5 years helping individuals get awareness sponsorships and strategic alliances in the industry as a hobby. My idea is to bridge the gap between my clients and other brands. My client base will be media influencers who are overwhelmed with their day to day activities and want to sub contract their marketing. Our social media management, sponsorship management, brand start up, ad blast, targeting/positioning/tracking packages will make up 90% of our revenue and our remaining 10% will be acquired from consultations, content development and percentages of our client's sponsorships.

### **First Year:**

We will soft launch with a networking event to allow our clients exposure to vendors, sponsorships, fellow influencers and possible clients. While gaining notoriety, we will focus on building positive relationships with well-known brands and networkers to broadcast that my clients have something valuable that can fix problems and add meaning to their brand.

### **Third Year:**

We hope to increase sales by 30% per year, while opening a brick and mortar in the city of Houston, Texas.

### **Fifth Year:**

We plan on opening an office in California.

### **Tenth Year:**

We hope to take Davis and Associates public and even nationwide.



|   |  |
|---|--|
| Owner's name                              |  |
| Company name                              | Davis & Associates                         |
| <b>NAICS Business Classification</b>      |  |
| Sector (general classification)           | 55_Management_of_Companies_and_Enterprises |
| Sub-sector (more specific classification) |  |

**Year 1**

| <b>Non-Depreciable Costs</b>        | <b>Paid or contributed in Month 1</b> |
|-------------------------------------|---------------------------------------|
| marketing, business cards, fliers   | 500                                   |
| cell phone purchase                 | 1,500                                 |
| car/truck down payment, if leased   |                                       |
| permits                             | 100                                   |
| supplies, office & misc.            | 200                                   |
| Vehicle Insurance                   | 150                                   |
| Lawyer Retainer                     | 2,500                                 |
| Gas                                 | 200                                   |
|                                     |                                       |
|                                     |                                       |
| ◀ Cash needed for start-up expenses | 5,150                                 |

|                                     |       |
|-------------------------------------|-------|
| - Cash needed for start-up expenses | 5,150 |
|-------------------------------------|-------|

$$\begin{array}{r} \text{---} \\ \text{---} \end{array} \quad \begin{array}{c} | \\ | \end{array} \quad \begin{array}{c} / \\ | \end{array} \quad \begin{array}{r} \text{---} \\ \text{---} \end{array} \quad \begin{array}{r} 60 \\ \hline 83 \end{array}$$

|                            |                |
|----------------------------|----------------|
| <b>Total start up cost</b> | <b>130,000</b> |
|----------------------------|----------------|

|   |                |             |
|---|----------------|-------------|
| Cash owner will contribute and the value of owner's assets contributed to company | 5,000          | 4%          |
| Vehicle loan and other equipment debt (see note 7 for financing)                  | -              | 0%          |
| Startup financing, if applicable (for example Kiva loan)                          | 125,000        | 96%         |
| Outside equity investment, if applicable  | -              | 0%          |
| <b>Total start up cost, total sources</b>   | <b>130,000</b> | <b>100%</b> |

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# FINANCIAL STATEMENT (PRO FORMA)

**dba Davis & Associates**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

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

|   | Product 1           |       |        |     | Product 2                 |       |          |     | Product 3     |       |          |     |
|---|---------------------|-------|--------|-----|---------------------------|-------|----------|-----|---------------|-------|----------|-----|
| Product name  | Content Drawing     |       |        |     | Brand Start-Up            |       |          |     | Management    |       |          |     |
| Product description   | Edit/create content |       |        |     | Build your brand presence |       |          |     | Financial     |       |          |     |
| Price per unit  | 500.00 100%         |       |        |     | 2,000.00 100%             |       |          |     | 5,000.00 100% |       |          |     |
| Cost of one unit  | hours               | rate  |        |     | hours                     | rate  |          |     | hours         | rate  |          |     |
| Non-owner payroll exp.  | 8.00                | 15.00 | 120.00 | 24% | 12.00                     | 15.00 | 180.00   | 9%  | 24.00         | 15.00 | 360.00   | 7%  |
| Non-owner payroll tax   |                     |       | 10.80  | 2%  |                           |       | 16.20    | 1%  |               |       | 32.00    | 1%  |
| cost 1 description  |                     |       |        | 0%  |                           |       |          | 0%  |               |       |          | 0%  |
| cost 2 description  |                     |       |        | 0%  |                           |       |          | 0%  |               |       |          | 0%  |
| cost 3 description  |                     |       |        | 0%  |                           |       |          | 0%  |               |       |          | 0%  |
| cost 4 description  |                     |       |        | 0%  |                           |       |          | 0%  |               |       |          | 0%  |
| Total variable costs  |                     |       | 130.80 | 26% |                           |       | 196.20   | 10% |               |       | 392.00   | 8%  |
| <b>Gross profit per unit - what you see on income statement</b> |                     |       | 369.20 | 74% |                           |       | 1,803.80 | 90% |               |       | 4,608.00 | 92% |

|  | 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  |
|--|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Content Drawing sold                                       |                  | 30        | 30        | 30        | 30        | 30        | 30        | 30        | 30        | 30        | 30        | 30        | 330         |
| Brand Start-Up sold  |                  | 20        | 20        | 20        | 20        | 20        | 20        | 20        | 20        | 20        | 20        | 20        | 220         |
| Management sold  |                  | 10        | 10        | 10        | 10        | 10        | 10        | 10        | 10        | 10        | 10        | 10        | 110         |
| total revenue  |                  | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$105,000 | \$1,155,000 |
| total cost of sales  |                  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$11,768  | \$129,448   |
| total income statement gross profit (excludes owner labor) |                  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$93,232  | \$1,025,552 |

## 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                               | \$125,000             |         |         | 119,463 | 117,602 | 115,733 | 113,856 | 111,972 | 110,079  | 108,179  | 106,271  |            |
| Interest rate (example 8%)                    | 5.0%                  |         |         | 498     | 490     | 482     | 474     | 467     | 459      | 451      | 443      | 5,303      |
| Payback period (# of months)                  | 60                    |         |         | (1,861) | (1,869) | (1,877) | (1,885) | (1,892) | (1,900)  | (1,908)  | (1,916)  | (20,645)   |
| Grace period (months pay delay)               | -                     |         |         | 117,602 | 115,733 | 113,856 | 111,972 | 110,079 | 108,179  | 106,271  | 104,355  |            |
| Monthly payment                               | \$ 2,359              |         |         |         |         |         |         |         |          |          |          |            |

## 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  |         |         |         |         |         |         |         |         |          |          |          |            |
| avg hours each employee(s) worked per month, not in EOU above |         |         |         |         |         |         |         |         |          |          |          |            |
| average per hour wage   |         |         |         |         |         |         |         |         |          |          |          |            |
| salary expense, excluding payroll taxes                       | -       | -       | -       | -       | -       | -       | -       | -       | -        | -        | -        | -          |

## 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 Davis & Associates**  
**Projected Income and Cash Flow Statements**  
**Year 1**

|                                     | Assump-<br>tions | Start-up<br>Month 1 | Month<br>2 | Month<br>3 | Month<br>4 | Month<br>5 | Month<br>6 | Month<br>7 | Month<br>8 | Month<br>9 | Month<br>10 | Month<br>11 | Month<br>12 | First<br>Year | % of Total<br>Revenue |
|-------------------------------------|------------------|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|---------------|-----------------------|
| Revenue                             | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Content Drawing                     | 6                | -                   | 15,000     | 15,000     | 15,000     | 15,000     | 15,000     | 15,000     | 15,000     | 15,000     | 15,000      | 15,000      | 15,000      | 165,000       | 14%                   |
| Brand Start-Up                      | 6                | -                   | 40,000     | 40,000     | 40,000     | 40,000     | 40,000     | 40,000     | 40,000     | 40,000     | 40,000      | 40,000      | 40,000      | 440,000       | 38%                   |
| Management                          | 6                | -                   | 50,000     | 50,000     | 50,000     | 50,000     | 50,000     | 50,000     | 50,000     | 50,000     | 50,000      | 50,000      | 50,000      | 550,000       | 48%                   |
| Total revenue                       |                  | -                   | 105,000    | 105,000    | 105,000    | 105,000    | 105,000    | 105,000    | 105,000    | 105,000    | 105,000     | 105,000     | 105,000     | 1,155,000     | 100%                  |
| Cost of Goods Sold                  | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Content Drawing                     | 6                | -                   | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924       | 3,924       | 3,924       | 43,164        | 4%                    |
| Brand Start-Up                      | 6                | -                   | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924      | 3,924       | 3,924       | 3,924       | 43,164        | 4%                    |
| Management                          | 6                | -                   | 3,920      | 3,920      | 3,920      | 3,920      | 3,920      | 3,920      | 3,920      | 3,920      | 3,920       | 3,920       | 3,920       | 43,120        | 4%                    |
| Total COGS                          |                  | -                   | 11,768     | 11,768     | 11,768     | 11,768     | 11,768     | 11,768     | 11,768     | 11,768     | 11,768      | 11,768      | 11,768      | 129,448       | 11%                   |
| Gross profit                        |                  | -                   | 93,232     | 93,232     | 93,232     | 93,232     | 93,232     | 93,232     | 93,232     | 93,232     | 93,232      | 93,232      | 93,232      | 1,025,552     | 89%                   |
| Expenses                            | 2                |                     |            |            |            |            |            |            |            |            |             |             |             |               |                       |
| Auto or truck lease                 | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Depreciation                        | 3                | -                   | 83         | 83         | 83         | 83         | 83         | 83         | 83         | 83         | 83          | 83          | 83          | 917           | 0%                    |
| Gasoline & fuels                    | -                | -                   | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200         | 200         | 200         | 2,200         | 0%                    |
| Insurance - bonding                 | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Insurance - vehicle                 | -                | -                   | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150         | 150         | 150         | 1,650         | 0%                    |
| Interest - equip & start up         | 7                | -                   | 521        | 513        | 505        | 498        | 490        | 482        | 474        | 467        | 459         | 451         | 443         | 5,303         | 0%                    |
| Marketing                           | 500              | -                   | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200        | 200         | 200         | 200         | 2,700         | 0%                    |
| Office - rent                       | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - insurance                  | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - telephone                  | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Office - utilities                  | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Payroll - not owner and not in COGS | 8                | -                   | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | -             | 0%                    |
| Payroll taxes (9%)                  | 6 & 8            | -                   | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | -             | 0%                    |
| Permits                             | 100              | -                   |            |            |            |            |            |            |            |            |             |             |             | 100           | 0%                    |
| Supplies                            | 200              | -                   | 50         | 50         | 50         | 50         | 50         | 50         | 50         | 50         | 50          | 50          | 50          | 750           | 0%                    |
| Tax service                         | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Telephone - cellular                | 1,500            | -                   | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150        | 150         | 150         | 150         | 3,150         | 0%                    |
| Start-up expenses                   | 2,850            | -                   | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | 2,850         | 0%                    |
| Fee                                 | -                | -                   | 500        |            |            |            |            |            |            |            |             |             |             | 500           | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
|                                     | -                | -                   |            |            |            |            |            |            |            |            |             |             |             | -             | 0%                    |
| Total expenses                      |                  | 5,150               | 1,854      | 1,347      | 1,339      | 1,331      | 1,323      | 1,316      | 1,308      | 1,300      | 1,292       | 1,284       | 1,276       | 20,119        | 2%                    |
| Taxable profit (loss)               | 1                | (5,150)             | 91,378     | 91,885     | 91,893     | 91,901     | 91,909     | 91,916     | 91,924     | 91,932     | 91,940      | 91,948      | 91,956      | 1,005,433     | 87%                   |
| Tax (expense) benefit               | 1                |                     |            | (44,528)   |            |            | (68,926)   |            |            | (68,943)   |             |             | (68,961)    | (251,358)     | -22%                  |
| Owner's withdrawals                 | 1                | -                   | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)    | (5,000)     | (5,000)     | (5,000)     | (55,000)      | -5%                   |
| Net profit (loss)                   |                  | (5,150)             | 86,378     | 42,357     | 86,893     | 86,901     | 17,983     | 86,916     | 86,924     | 17,989     | 86,940      | 86,948      | 17,995      | 699,075       | 61%                   |
| Depreciation                        | 3                | -                   | 83         | 83         | 83         | 83         | 83         | 83         | 83         | 83         | 83          | 83          | 83          | 917           |                       |
| Equipment purchases                 | 3                | (5,000)             | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | (5,000)       |                       |
| Principle, equipment loan           | 7                | -                   | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | -             |                       |
| Repay debt financing                | 7                | 125,000             | (1,838)    | (1,846)    | (1,853)    | (1,861)    | (1,869)    | (1,877)    | (1,885)    | (1,892)    | (1,900)     | (1,908)     | (1,916)     | 104,355       |                       |
| Owner contribution                  | 3                | 5,000               | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | 5,000         |                       |
| Equity investor                     | 3                | -                   | -          | -          | -          | -          | -          | -          | -          | -          | -           | -           | -           | -             |                       |
| Net cash flow                       |                  | 119,850             | 84,623     | 40,595     | 85,123     | 85,123     | 16,197     | 85,123     | 85,123     | 16,180     | 85,123      | 85,123      | 16,162      | 804,346       |                       |
| Cash, period start                  |                  | -                   | 119,850    | 204,473    | 245,068    | 330,191    | 415,314    | 431,511    | 516,635    | 601,758    | 617,938     | 703,061     | 788,184     | -             |                       |
| Cash, period end                    |                  | 119,850             | 204,473    | 245,068    | 330,191    | 415,314    | 431,511    | 516,635    | 601,758    | 617,938    | 703,061     | 788,184     | 804,346     | 804,346       |                       |