

prison
entrepreneurship
program

**Business Plan Competition
June 20, 2025**

EZ Parking

Prison Entrepreneurship Program
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EZ Parking

Business Plan
June 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																															
<ul style="list-style-type: none">Commercial drivers and RV owners not able to find accurately sized parkingThere is no parking app available that gives the customer the option of short-term or long-term parking	<ul style="list-style-type: none">To bring ease and comfort to all drivers who just need to find parking for the night	<ul style="list-style-type: none">EZ Parking will provide access to available locations in the DFW MetroplexOptions for long-term and short-term parking																																															
Customers	Differentiators	Extras																																															
<ul style="list-style-type: none">Commercial Truck DriversRV ownersHot Shot DriversBox Truck Drivers	<ul style="list-style-type: none">We offer short and long-term parking24/7 on-site securityMobile washing services availableMobil service techs available for oil changes and other mechanical needs	<ul style="list-style-type: none">12 plus years of experience in the trucking industryTo bring peace of mind to our customers knowing that their property is safe and secureAble to book mobile services through our app																																															
Marketing	Start-up Costs	Financials & Extras																																															
<ul style="list-style-type: none">Pure and mixed model promotionsVarious social media platformsS.E.O. Promotion	<table><tr><td>Owner investment - cash</td><td>\$</td><td>-</td></tr><tr><td>Owner investment - equity</td><td></td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td></td><td>-</td></tr><tr><td>Start up financing</td><td></td><td>300,000</td></tr><tr><td>Total start up costs:</td><td></td><td><u>\$300,000</u></td></tr></table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		300,000	Total start up costs:		<u>\$300,000</u>	<table><tr><td>Sales:</td><td>\$</td><td>692,400</td><td>100%</td></tr><tr><td>COGS</td><td></td><td>198,000</td><td>29%</td></tr><tr><td>Gross profit</td><td></td><td>494,400</td><td>71%</td></tr><tr><td>Overhead</td><td></td><td>246,000</td><td>36%</td></tr><tr><td>Pretax income</td><td></td><td>248,300</td><td>36%</td></tr><tr><td>Tax expense</td><td></td><td>62,000</td><td>9%</td></tr><tr><td>Owner withdrawals</td><td></td><td>90,000</td><td>13%</td></tr><tr><td>Net income</td><td>\$</td><td>96,200</td><td>14%</td></tr></table>	Sales:	\$	692,400	100%	COGS		198,000	29%	Gross profit		494,400	71%	Overhead		246,000	36%	Pretax income		248,300	36%	Tax expense		62,000	9%	Owner withdrawals		90,000	13%	Net income	\$	96,200	14%
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LEADERSHIP STATEMENT

CEO/COO: Juvenal is a hardworking individual with a strong work ethic. He has over ten years of experience in the trucking industry which enables him to resolve any issues that may arise in the workplace. He is able to maintain his composure and integrity while addressing stressful situations that may occur in the workplace.

CMO/CFO: Desmond is a very innovative creator. His ability to facilitate a group project and step back to analyze the strengths and weaknesses is commendable. He has been designing and manufacturing clothes for 5+ years while studying with a few professors who graduated and taught fashion design. After incarceration he plans to take on the major and strengthen his skill set. His love for God and fresh start outlook will be the key factor in his journey.

PRODUCT/SERVICE OFFERING

EZ Parking mobile app is committed to bringing our customers easy access to finding parking in the Dallas/Fort Worth Metroplex area. What we do is locate truck yards and RV parking in the area and give you access to the locations on your app. We will only be working with locations who offer security and the options to book short term or long-term parking. Other services on our app will be the option to book oil changes, Truck/RV washing and diesel mechanic services from local mobile businesses. We predict that 50% of our total sales revenue will come from our mobile app subscriptions. The truck yards and RV parking locations will account for 25% of our revenue and the other 25% will be from the mobile businesses who are going to be partnering with us to advertise their services on our app. Our plan is to have our parking mobile app up and running to be available to the public on all media app stores in the spring of 2028. We will be located in the Dallas/Fort Worth area.

Our memberships will start off at a low cost of \$4.99 per month with notifications of the services offered on our app. What sets us apart from our competitors is that you will always be able to know ahead of time if there is parking available, the option to book short or long-term parking with other available services such as booking a truck or RV wash or an oil change. Our target customers will be truck drivers, RV owners, hot shot drivers and box truck drivers.

Our intentions are to do more networking throughout the surrounding cities in the future to reach more customers. We know how many more drivers in other cities would benefit from our mobile app. Our strategic plan is to partner with more truck yards and RV parking locations and they will provide opportunities to expand nationally. Our commitment is to provide a mobile app that will benefit commercial drivers and RV owners to give them a sense of relief.

MARKET/INDUSTRY

The trucking industry is \$100 million per year industry with projections to continue to increase. The RV sales market is a \$34 million per year market, the one thing that these two markets need is where to find parking for their oversized vehicles. There is a high demand when it comes to looking for parking and it is where mobile parking apps play a big role but unfortunately are very few. In 2024, the top three mobile parking apps generated revenue of eleven million dollars. With a growing number of truckers, commercial drivers and RV owners, the market opportunity available for our service is very favorable.

COMPETITION

Our direct competition will be two other mobile parking apps on the market that are not that consistent in bringing customers accurately sized parking availability. Our indirect competitors consist of truck stop apps that do not provide customers with the opportunity to book parking. None of our competition is providing customers with the option to book parking, especially short term or long term which gives us a superior advantage over them.

DIFFERENTIATION

What makes us different from the rest is our commitment to bring our customer's accurately sized parking with options to choose short term or long-term parking. We not only focus on locating parking availability to truck drivers, but RV owners, hot shot drivers and box truck drivers as well. By providing these services to our customers is what separates us from our competition.

MARKETING STRATEGY

Price:

We will be charging a monthly subscription for our mobile parking app. The monthly subscription will consist of a price that will be able to compete with our competitors and meet our customers pockets. We will start at a low rate of \$4.99 per month for our services with options to upgrade so our customers can benefit more features.

Place:

Our mobile app will cater to our customers in the DFW Metroplex area. Our offices will be located in Dallas, Texas. Commercial drivers such as truck drivers, hot shot drivers, box trucks drivers and also RV owners will be our target customers. We will use Facebook, Instagram, TikTok and YouTube to promote our mobile parking app through various commercial vehicle and RV platforms. We will be able to educate our potential customers about our app.

Promotion:

We plan to use mixed promotions and virtually free promotions through social media platforms to educate our customers about our app. We will use Facebook, Instagram, and TikTok to network with various established trucking and RV platforms. Facebook will be utilized to network with local commercial vehicle and RV platforms to get our name to potential customers. TikTok and Instagram will be to bring awareness of our app to the younger crowd of potential customers.

VISION AND OBJECTIVES

As truck drivers we are sure that it is disappointing to be looking for a parking spot at the end of a long day of driving and come up empty handed. Dropping loads in different cities each day and not having a reliable Mobile Parking App. This is why we have come up with a solution for drivers with our mobile app. Our vision is to bring ease and comfort to these drivers who just want to find parking for the night. What we do is locate truck and RV parking and give you access to these available locations on our app.

First Year:

We plan to open a truck and RV parking yard ourselves to give drivers the option and availability to book a parking spot throughout the DFW area. Our app is going to be free to download with the option to upgrade to a premium service at a cost to the customer for \$4.99 per month. We will also charge to book for the spots available whether for short term or long term. Other features offered through our app are the options to book an oil change or getting your vehicle washed from local mobile services.

Fifth Year:

We plan to increase sales by 20% per year until year five. Which is also when we plan to expand our app. Services to big cities throughout the Texas, by partnering with more truck and RV yards in order to offer our customers more parking availability.

Tenth Year:

We hope to have opened two more truck and RV yards in South Texas, one in Laredo and the other in Houston to take advantage of its growing transport industry. We have chosen to target these specific areas due to their rising numbers of truck drivers. We will continue to monitor these areas and adjust our goals accordingly.

Philanthropy:

We believe we can contribute charitable contributions to the Autism Speaks Foundation, and volunteer one weekend a month to create events in our community to educate families about autism by collaborating with activists.

Owner's name	
Company name	EZ Parking
NAICS Business Classification	
Sector (general classification)	81_Other_Services_except_Public_Administration
Sub-sector (more specific classification)	

Year 1

Non-Depreciable Costs

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	100
car/truck down payment, if leased	
permits	2,500
supplies, office & misc.	3,000

Cash needed for start-up expenses	6,100
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company car, truck or van
company trailer
computer, printer, fax
App Development
Truck Parking Commercial Lot
building/office deposit
beginning cash balance
Cash needed for start-up assets

Paid or contributed in Month 1
2,500
20,000
150,000
1,500
119,900
293,900

	N/A
	N/A

Depreciable Assets	-
	2,500
	20,000
	150,000
	-
	N/A
	N/A
	<u>172,500</u>

60 assumed life (months)
875 monthly depreciation

300,000

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

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0%

Vehicle loan and other equipment debt (see note 7 for financing)

0%

Startup financing, if applicable (for example Kiva loan)

300,000

100%

Outside equity investment, if applicable

1000

0%

► Total start up cost, total sources

300.000

100%

FINANCIAL STATEMENT (PRO FORMA)

dba EZ Parking EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	App Subscription				Truck Yard Parking				Mobile Services			
Product description	Commercial Vehicle and RV Mobile Parking App				Accurately Sized Parking for Commercial Vehicles and RV's				Commercial Repair Mobile Service, Commercial Mobile Wash Services Truck Yards and RV Locations			
Price per unit	4.99 100%				150.00 100%				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				0%				0%	COGS (Labors)	90.00		90%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			-	0%			-	0%		90.00		90%
Gross profit per unit - what you see on income statement			4.99	100%			150.00	100%		10.00		10%

	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
App Subscription sold		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000
Truck Yard Parking sold		120	120	120	120	120	120	120	120	120	120	120	1,320
Mobile Services sold		200	200	200	200	200	200	200	200	200	200	200	2,200
total revenue		\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 62,950	\$ 692,450
total cost of sales		\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000	\$ 198,000
total income statement gross profit (excludes owner labor)		\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 44,950	\$ 494,450

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	\$300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000
Interest rate (example 8%)	10.0%	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	72	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	12	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	\$ 5,558	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000

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	2	2	2	2	3	3	3	
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	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
salary expense, excluding payroll taxes	4,000	4,000	4,000	4,000	8,000	8,000	8,000	8,000	12,000	12,000	12,000	84,000

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

dba EZ Parking
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														
App Subscription	6	-	24,950	24,950	24,950	24,950	24,950	24,950	24,950	24,950	24,950	24,950	24,950	274,450	40%
Truck Yard Parking	6	-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	198,000	29%
Mobile Services	6	-	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000	32%
Total revenue		-	62,950	62,950	62,950	62,950	62,950	62,950	62,950	62,950	62,950	62,950	62,950	692,450	100%
Cost of Goods Sold	2														
App Subscription	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Truck Yard Parking	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Mobile Services	6	-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	198,000	29%
Total COGS		-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	198,000	29%
Gross profit		-	44,950	44,950	44,950	44,950	44,950	44,950	44,950	44,950	44,950	44,950	44,950	494,450	71%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	31,625	5%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	500	-	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	28,000	4%
Office - rent	-	-	2,240	2,240	2,240	2,240	2,240	2,240	2,400	2,400	2,400	2,400	2,400	25,440	4%
Office - insurance	-	-	103	103	103	103	103	103	103	103	103	103	103	1,133	0%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	1%
Payroll - not owner and not in COGS	8	-	4,000	4,000	4,000	4,000	8,000	8,000	8,000	8,000	12,000	12,000	12,000	84,000	12%
Payroll taxes (9%)	6 & 8	-	360	360	360	360	720	720	720	720	1,080	1,080	1,080	7,560	1%
Permits	2,500	-												2,500	0%
Supplies	3,000	-												3,000	0%
Tax service	-	-												-	0%
Telephone - cellular	100	-												100	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
App Monthly Maintenance	-	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	8%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		6,100	17,778	17,778	17,778	17,778	22,138	22,138	22,298	22,298	26,658	26,658	26,658	246,058	36%
Taxable profit (loss)	1	(6,100)	27,172	27,172	27,172	27,172	22,812	22,812	22,652	22,652	18,292	18,292	18,292	248,392	36%
Tax (expense) benefit	1			(12,061)			(19,289)			(17,029)			(13,719)	(62,098)	-9%
Owner's withdrawals	1	-	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)	(10,000)	(90,000)	-13%
Net profit (loss)		(6,100)	19,172	7,111	19,172	19,172	(4,477)	14,812	14,652	(2,377)	10,292	10,292	(5,427)	96,294	14%
Depreciation	3	-	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	2,875	31,625	
Equipment purchases	3	(174,000)	-	-	-	-	-	-	-	-	-	-	-	(174,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	300,000	-	-	-	-	-	-	-	-	-	-	-	300,000	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		119,900	22,047	9,986	22,047	22,047	(1,602)	17,687	17,527	498	13,167	13,167	(2,552)	253,919	
Cash, period start		-	119,900	141,947	151,933	173,980	196,027	194,425	212,112	229,639	230,137	243,304	256,471	-	
Cash, period end		119,900	141,947	151,933	173,980	196,027	194,425	212,112	229,639	230,137	243,304	256,471	253,919	253,919	