

prison
entrepreneurship
program

**Business Plan Competition
June 20, 2025**

K-9 Kingdom

Prison Entrepreneurship Program
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K-9 Kingdom

Business Plan
June 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none">• K-9 Kingdom understands the needs of busy dog owners• Dog owners need a special place that pampers their pets	<ul style="list-style-type: none">• K-9 Kingdom is committed to pursuing excellence and trustworthiness as K-9 caretakers• We are dedicated to building relationships with our clients and their beloved dogs	<ul style="list-style-type: none">• K-9 Kingdom offers a luxurious dog boarding facility• 24/7 doggy daycare• We are a home away for our clients K-9 companions																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none">• All responsible dog owners• Professionals• Elderly• Active Military / Retired Veterans	<ul style="list-style-type: none">• K-9 Taxi• Dog park• Certified trainers• Grooming• Quarterly dog rescue• Rescue, train and donate to wounded warrior	<ul style="list-style-type: none">• American Kennel Club• American Bully Kennel Club• Innovative Canine Breeding Registry• Nine plus years of dog handling experience																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none">• Various social media platforms• Dog magazines• Pet supply stores• Vet clinics	<table><tr><td>Owner investment - cash</td><td>\$ 50,000</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>500,000</td></tr><tr><td>Total start up costs:</td><td><u>\$550,000</u></td></tr></table>	Owner investment - cash	\$ 50,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	500,000	Total start up costs:	<u>\$550,000</u>	<table><tr><td>Sales:</td><td>\$ 429,000</td><td>100%</td></tr><tr><td>COGS</td><td>80,100</td><td>19%</td></tr><tr><td>Gross profit</td><td>348,800</td><td>81%</td></tr><tr><td>Overhead</td><td>233,500</td><td>54%</td></tr><tr><td>Pretax income</td><td>115,200</td><td>27%</td></tr><tr><td>Tax expense</td><td>28,800</td><td>7%</td></tr><tr><td>Owner withdrawals</td><td>66,000</td><td>15%</td></tr><tr><td>Net income</td><td><u>\$ 20,400</u></td><td><u>5%</u></td></tr></table>	Sales:	\$ 429,000	100%	COGS	80,100	19%	Gross profit	348,800	81%	Overhead	233,500	54%	Pretax income	115,200	27%	Tax expense	28,800	7%	Owner withdrawals	66,000	15%	Net income	<u>\$ 20,400</u>	<u>5%</u>
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LEADERSHIP STATEMENT

CEO: Jason is a natural born leader. He proudly followed the lead of his forefathers who were all combat veterans in the United States Army. Mr. King gained invaluable experience when he volunteered to deploy in support of operation Iraqi Freedom. His service as an active duty U.S. Army soldier heavily influenced him and molded him into the military minded leader he is today. Jason believes strongly in leading by example in order to gain the willing cooperation, loyalty, love, trust and solidarity of his team. He wisely models the servant leader mentality that the Army instilled in him as well as effective communication skills. He has a reputation for self-discipline and a strong track record of successful execution. Driven by a burning desire and a dedication for those within his influence to succeed, he counts himself a worthy leader.

CMO: Jonathan is committed in everything he does. He sets the example by demonstrating behaviors such as integrity and being accountable. He doesn't shy from pointing things out to others in a way that also motivates. He has two years of experience in residential HVAC systems and is eager to continue learning and growing. He is universally EPA certified as well as certified in preventative maintenance procedures.

CFO: Jose is very passionate about cars. He has many years of experience working on all manner of vehicles, as well as college credit hours from Lincoln Tech in automotive technology. He aims to please all of his customers and completes jobs to their full satisfaction.

COO: Felix is a very outgoing person. He works well with others. He has over 10 years of experience in the field of IT where he has managed teams of up to 20 people. He possesses leadership skills needed in today's workforce and is also detail oriented. His strong work ethics enable him to get the job done while encouraging others to do their best.

PRODUCT/SERVICE OFFERING

We envision a large, luxurious high-end dog boarding facility. The Dog House will be dedicated to the tender loving care of our client's K9 companions. We will attract our valued clientele with a classy selection of excellent services and fancy features simultaneously attracting multiple avenues of revenue. Our main attractions will be luxury dog boarding, professional canine grooming, professional K9 training, doggy park complete with doggy playground, and our K9 taxi to accommodate our client's doggy loving desires.

We predict that our dog boarding services will account for 40% of our total revenue, our professional groomers will account for 25%, our professional trainers will account for 25% and our K9 taxi is expected to provide 10% of our revenue.

We expect to grow and develop with every intention to expand. Initially, we will build our first facility in the heart of Texas. Our sights are on expanding with facilities on East and West coasts. This will put us in a better position to operate our coast to coast K9 taxi services. These K9 taxi services will be complemented by the foundation of supreme services we are primarily providing. The ultimate goal is to build our brand into an elite brand as we gain strength in our knowledge and experience. We will grow wiser in formulating systems and procedures to implement as we represent one brand in numerous locations.

MARKET/INDUSTRY

K9 Kingdom is a luxurious dog boarding facility dedicated to the caretaking of our valued client's K9 companions. We offer a trustworthy alternative to traditional kennels. At K9 Kingdom we take great pride in providing elite services complimented with luxurious amenities. Our fancy facility was founded and designed with our client's furry friend's comfort in mind. K9 Kingdom comes all-inclusive with climate-controlled condos with easy access to private outdoor yards to create a home away from home feeling! At K9 Kingdom we treat our clients and their doggy with loyalty and royalty!

COMPETITION

Our competition includes Rags to Riches and Barker Heights in Harker Heights, The Dog Spot in Salado, and Stillhouse Luxury in Killeen. Our competitive advantage over our local dog boarding rivals is that we simply are superior to all of them as we match all of their services and more.

DIFFERENTIATION

What sets K9 Kingdom apart from the rest and makes it the best is that we provide a variety of excellent services and features. You can walk-in or schedule an appointment with our 24/7 doggy daycare! We will pamper your puppy and boost your dog's hygiene and swag with one of our passionate groomers! We execute serious training to achieve serious results with our certified professional dog trainers! We offer Kings K9 taxi to transport your furry friend in style! We have luxurious, cage-free boarding; a doggy park for exercise and socialization and climate controlled doggy day care rooms. At K9 Kingdom we pamper your pup with loyalty, royalty and a superior facility.

MARKETING STRATEGY

Price:

Depending upon our valued client's needs, we offer our services ranging from a ½ day at our doggy daycare to year-round! Half days (up to 5 hours) will be \$10; full days up to 10 hours will cost \$20; 24 hours will cost \$40; weekly rates will run \$200; and monthly rate is \$700. We offer yearly rates for deployed soldiers at \$6,000. Please walk-in, call or email us to give us the pleasure of assessing you and your beloved K9 companions needs and desires. We assure you that we make it our mission to accommodate your doggy loving desires.

Place:

K9 Kingdom will conquer the greater Fort Hood, Texas Area! We will focus on our target customers residing in Copperas Cove, Killeen, Fort Hood and the surrounding area.

Promotion:

K9 Kingdom plans to utilize Facebook, Instagram and YouTube for their virtually free model promotions along with their powerfully diverse advantages they provide from influencing hundreds of millions of people each day! We will use Facebook mainly to network. YouTube will be used as a tool to post videos. Instagram gives us a platform to reach out to millions of other potential customers as we post awesome photos to attract attention to K9 Kingdom.

VISION AND OBJECTIVES

Our vision at K9 Kingdom LLC is the offer responsible dog lovers a luxurious dog boarding facility that they can trust and depend on. With a lifelong love and passion for dogs, it is our aim to make a positive impact on the lives of our clients and their K9 companions. It is our goal to build loyal, lasting relationships as trustworthy K9 caretakers.

First Year:

We plan to focus our resources and assets on building a strong foundation as a major competitor in the luxury dog boarding industry of the greater Fort Hood, Texas area and its surrounding communities.

Third Year:

We envision implementing a variety of professional services and features such as grooming, certified dog training, a doggy park and a K9 taxi to accommodate all of our valued client's doggy loving desires. This strategic move will attract more loyal customers, attract multiple avenues of revenue and strengthen us with a sustainable competitive advantage.

Philanthropy:

K9 Kingdom will be a positive influence and give back to the community. By providing part-time employee opportunities to local teens through our weekend "wag and washes" or after school on weekdays for "wag and walk". We will instill proper work ethic, responsibility and essential job skills every quarter. K9 Kingdom will rescue a dog, train that dog and bless one of our nation's veterans with their very own K9 companion.

START-UP COST

Owner's name	
Company name	K-9 Kingdom
NAICS Business Classification	
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	500
cell phone purchase	500
car/truck down payment, if leased	
permits	1,000
supplies, office & misc.	500
	1,500
	300

Cash needed for start-up expenses 4,300

Depreciable Costs

	Paid or contributed in Month 1
company car, truck or van	10,000
company trailer	
computer, printer, fax	2,500
land and facility	400,000
building/office deposit	
beginning cash balance	133,200
Cash needed for start-up assets	545,700

Equipment Financing (Additional to amount paid)

	-
	N/A
	N/A
	-

Depreciable Assets

	10,000
	2,500
	400,000
	-
	-
	N/A
	N/A
	412,500

60 assumed life (months)

6,875 monthly depreciation

Total start up cost

550,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	50,000	9%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	500,000	91%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	<u>550,000</u>	100%

FINANCIAL STATEMENT (PRO FORMA)

dba K-9 Kingdom EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	one day stay				doggy daycare				k-9 taxi			
Product description	luxury dog boarding				half a day stay				one ride within 20 miles			
Price per unit	40.00 100%				20.00 100%				25.00 100%			
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	food/water	5.00	13%		food/water	5.00	25%		diesel	3.00	12%	
cost 2 description	cleaning supplies	1.00	3%		cleaning supplies	1.00	5%				0%	
cost 3 description			0%				0%				0%	
cost 4 description			0%				0%				0%	
Total variable costs		6.00	15%			6.00	30%			3.00	12%	
Gross profit per unit - what you see on income statement		34.00	85%			14.00	70%			22.00	88%	

	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
one day stay sold		600	600	600	600	600	600	600	600	600	600	600	6,600
doggy daycare sold		525	525	525	525	525	525	525	525	525	525	525	5,775
k-9 taxi sold		180	180	180	180	180	180	180	180	180	180	180	1,980
total revenue		\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 429,000
total cost of sales		\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 7,290	\$ 80,190
total income statement gross profit (excludes owner labor)		\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 31,710	\$ 348,810

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	\$ 500,000	500,000	500,000	500,000	500,000	500,000	500,000	497,559	495,098	492,616	490,114	487,591	
Interest rate (example 8%)	10.0%	-	-	-	-	-	4,167	4,146	4,126	4,105	4,084	4,063	24,691
Payback period (# of months)	120	-	-	-	-	-	(2,441)	(2,461)	(2,482)	(2,502)	(2,523)	(2,544)	(14,954)
Grace period (months pay delay)	6	500,000	500,000	500,000	500,000	500,000	497,559	495,098	492,616	490,114	487,591	485,046	
Monthly payment	\$ 6,608												

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	3	3	3	3	3	3	3	3	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	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
salary expense, excluding payroll taxes	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200

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 K-9 Kingdom
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														
one day stay	6	-	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000	62%
doggy daycare	6	-	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	115,500	27%
k-9 taxi	6	-	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	49,500	12%
Total revenue		-	39,000	39,000	39,000	39,000	39,000	39,000	39,000	39,000	39,000	39,000	39,000	429,000	100%
Cost of Goods Sold	2														
one day stay	6	-	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	39,600	9%
doggy daycare	6	-	3,150	3,150	3,150	3,150	3,150	3,150	3,150	3,150	3,150	3,150	3,150	34,650	8%
k-9 taxi	6	-	540	540	540	540	540	540	540	540	540	540	540	5,940	1%
Total COGS		-	7,290	7,290	7,290	7,290	7,290	7,290	7,290	7,290	7,290	7,290	7,290	80,190	19%
Gross profit		-	31,710	31,710	31,710	31,710	31,710	31,710	31,710	31,710	31,710	31,710	31,710	348,810	81%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	75,625	18%
Gasoline & fuels	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Insurance - bonding	-	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	4%
Insurance - vehicle	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Interest - equip & start up	7	-	-	-	-	-	-	4,167	4,146	4,126	4,105	4,084	4,063	24,691	6%
Marketing	500	-	100	100	100	100	100	100	100	100	100	100	100	1,600	0%
Office - rent	-	-												-	0%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Payroll - not owner and not in COGS	8	-	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200	18%
Payroll taxes (9%)	6 & 8	-	648	648	648	648	648	648	648	648	648	648	648	7,128	2%
Permits	1,000	-												1,000	0%
Supplies	500	-	100	100	100	100	100	100	100	100	100	100	100	1,600	0%
Tax service	-	-												-	0%
Telephone - cellular	500	-	75	75	75	75	75	75	75	75	75	75	75	1,325	0%
Start-up expenses	1,800	-	-	-	-	-	-	-	-	-	-	-	-	1,800	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		4,300	18,598	18,598	18,598	18,598	18,598	22,765	22,744	22,724	22,703	22,682	22,661	233,569	54%
Taxable profit (loss)	1	(4,300)	13,112	13,112	13,112	13,112	13,112	8,945	8,966	8,986	9,007	9,028	9,049	115,241	27%
Tax (expense) benefit	1			(5,481)			(9,834)			(6,724)			(6,771)	(28,810)	-7%
Owner's withdrawals	1	-	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(66,000)	-15%
Net profit (loss)		(4,300)	7,112	1,631	7,112	7,112	(2,722)	2,945	2,966	(3,738)	3,007	3,028	(3,722)	20,430	5%
Depreciation	3	-	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	6,875	75,625	
Equipment purchases	3	(412,500)	-	-	-	-	-	-	-	-	-	-	-	(412,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	500,000	-	-	-	-	-	(2,441)	(2,461)	(2,482)	(2,502)	(2,523)	(2,544)	485,046	
Owner contribution	3	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		133,200	13,987	8,506	13,987	13,987	4,153	7,379	7,379	655	7,379	7,379	609	218,602	
Cash, period start		-	133,200	147,187	155,693	169,680	183,667	187,820	195,199	202,579	203,234	210,614	217,993	-	
Cash, period end		133,200	147,187	155,693	169,680	183,667	187,820	195,199	202,579	203,234	210,614	217,993	218,602	218,602	