

prison  
entrepreneurship  
program

**Business Plan Competition  
June 20, 2025**

Limitless

Prison Entrepreneurship Program  
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# *Limitless*

Business Plan  
June 2025

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## EXECUTIVE SUMMARY

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																		
<ul style="list-style-type: none"><li>Hiring process is too pesky and time consuming</li><li>Some temp agencies just send anyone</li><li>Hard for felons to find work</li></ul>	<ul style="list-style-type: none"><li>Build a bridge between incarceration and employment</li></ul>	<ul style="list-style-type: none"><li>Second chance initiative staffing company</li><li>Vetted and confirmed background checks</li><li>Temp agency</li></ul>																																		
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																		
<ul style="list-style-type: none"><li>Warehouse and seasonal companies</li><li>General labor industry</li><li>Felons deserving second chances</li></ul>	<ul style="list-style-type: none"><li>Strategic alliances with TDCJ, TWC, PEP Alumni</li><li>Faster buy out of contracts</li><li>Focus only on general labor industry</li></ul>	<ul style="list-style-type: none"><li>Second chance initiative staffing company</li><li>10 years of general labor experience</li><li>PEP Alumni</li></ul>																																		
<b>Marketing</b>	<b>Start-up Costs</b>	<b>Financials &amp; Extras</b>																																		
<ul style="list-style-type: none"><li>Virtually free promotions in-house visits, word of mouth</li><li>Pure promotions, social media, quality web-page and prime location</li></ul>	<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>50,000</td></tr><tr><td><b>Total start up costs:</b></td><td><b><u>\$100,000</u></b></td></tr></table>	Owner investment - cash	\$ 50,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	50,000	<b>Total start up costs:</b>	<b><u>\$100,000</u></b>	<table><tr><td>Sales:</td><td>\$ 1,738,000</td><td>100%</td></tr><tr><td>COGS</td><td>587,500</td><td>34%</td></tr><tr><td>Gross profit</td><td>1,150,400</td><td>66%</td></tr><tr><td>Overhead</td><td>447,300</td><td>26%</td></tr><tr><td>Pretax income</td><td>703,100</td><td>40%</td></tr><tr><td>Tax expense</td><td>175,700</td><td>10%</td></tr><tr><td>Owner withdrawals</td><td>220,000</td><td>13%</td></tr><tr><td>Net income</td><td>\$ 307,300</td><td>18%</td></tr></table>	Sales:	\$ 1,738,000	100%	COGS	587,500	34%	Gross profit	1,150,400	66%	Overhead	447,300	26%	Pretax income	703,100	40%	Tax expense	175,700	10%	Owner withdrawals	220,000	13%	Net income	\$ 307,300	18%
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## **LEADERSHIP STATEMENT**

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**CEO/CMO:** George is a staffing extraordinaire with over four years of experience in the supply and staffing industry. His execution and consistency have led to over one-hundred people hired in no time at all. George delivers outstanding and timely results as expected. Not only is he a well-mannered young man that's receptive to change and hectic situations he makes them so simple.

**CFO:** Tony is a marvelous leader and will be a great edition to your company. He will bring an excellent work ethic and 20 years of experience. He is very creative and has an ability to put his pride aside to take on any task assigned him. You cannot go wrong hiring him for any job.

**COO:** Joseph is a leader who is highly professional, he possesses many leadership qualities such as integrity, efficiency and he is very respectful. He pays close attention to detail and knows what it takes to get the job done. He has not only made the most out of his 23 years of experience as a welder and pipe fitter, but he has also given back to his community with his philanthropy efforts. He is highly trained and has many accolades, certifications and licensing required to complete his craft at the highest of his ability. With his 23 years of experience, he has used these skills to train and communicate with his employees to be proficient and to provide the highest quality of service that is expected in his industry.

## **PRODUCT/SERVICE OFFERING**

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Limitless is a felon friendly modern staffing solution, specializing in a quick and effective way to staff your company's every need. We predict 70% of our base revenue comes from the percentage we keep of the overall pay of employees. The remaining 30% of sales revenue stems from early buy-outs of contract agreements of employees. Our goal is by the fall season of 2026 to open the doors of our state-of-the-art facility in the heart of Dallas, Tx.

In order to first be able to staff someone else's company correctly, you have to be overly devoted to your own. Limitless not only believes in second chances, but we are dedicated to our community and the people in it. Focusing on furthering our employees' skills, education and mental health allows us to incorporate endless opportunities inside our walls. We're not in the business of sending just any employee like most traditional temp agencies. Here at Limitless, we care about long lasting relationships with the companies we staff and intend to build upon those well into the future.

Continuing to edge our competitors will always be a tall task. We not only embrace that challenge but invite it. Our 25-hour staffing option to our devoted and demanding clients is a game changer for last minute hassles. Because of hard work, beliefs and dedication. Word of mouth and referrals along with results will lead to a demand for our expansion into the greater Houston area by the summer of 2029, making us not only a commodity, but the gold standard. Your choices are few, but with us, the options are limitless.

## **MARKET/INDUSTRY**

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Staffing is a \$626 billion a year industry, globally. The United States accounts for \$184.6 billion of that. With a 3% annual increase in the year 2025, growing by an estimated \$14 billion in one year. Due to cost effectiveness and convenience small- and large-scale staffing companies are able to compete in the industry and not only succeed but flourish.

## **COMPETITION**

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Our direct competitors will be companies like LinkedIn and Indeed. Our indirect competitors will be local staffing agencies that choose to do in-house staffing. Our advantage over Indeed and LinkedIn will be age and the people we are employing will not be limited to in-person interviews. By the unique product we bring to the table, we are able to beat out local interviews by offering a broader scale of clients, not limiting ourselves or your company.

## **DIFFERENTIATION**

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We pride ourselves in being different. We are obviously felon friendly and dedicated to ensuring our employees the best benefits and incentive programs. By uplifting our community and giving second chances, we hope to bring to the table a product you can buy anywhere.

## **MARKETING STRATEGY**

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### **Price:**

Our pricing models extremely simple. By focusing on the demand, market and opportunity, we are able to effectively staff our community based on need. By offering a lower price than what your company pays employees in house. We give you peace of mind and a nice savings as well. We keep 20% of pay the employees make and offer faster buy-out periods at 60 days.

### **Place:**

Limitless will be located in heart of downtown Dallas, Texas. One block east of the DART rail station on the corner of Jackson and Field streets. Our customers will come from the Dallas-Fort Worth metroplex as a whole. Our customers will learn about us through word of mouth, referrals and our many advertising platforms. We are also equipped to handle the surrounding areas on a case by case basis.

### **Promotion:**

Come visit us at Limitless, where we are not only giving second chances, but offering our employers a chance to help change the statistics. We plan to use virtually free platforms such as social media giants Facebook and "X". Showcasing our brand with a dedicated following. We will be posting videos of our many success stories.

## **VISION AND OBJECTIVES**

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The vision that inspired Limitless started within the walls of confinement. Through many years of incarceration, we witnessed many intelligent individuals squander their God given abilities even we have found some of ourselves guilty of this. Through the struggle, we were able to birth an opportunity. Personally, spending many years in the staffing industry and with a little bit of passion we were able to start a movement to defy the statistic.

### **First Year:**

We are seeking a \$30,000 loan to rent a 10,000 square foot office space in Dallas Texas with enough space to hold meetings of up to at least 50 people at a time. We also plan to purchase the necessary equipment to carry out day to day operations. Because of the high turnover rate, we plan to employ a staff of 15 people to run daily operations. Not only will our first year be dedicated to building unforgettable relationships with local companies.

### **Fifth Year:**

We plan to maintain a trend of steady growth and increasing our profit margins by 30%. We will achieve this by increasing our client base and diversifying our capabilities.

### **Tenth Year:**

We will open a second location in Houston due to the population and demand for our services. We believe this will be a great opportunity to expand into a lucrative new market.

### **Philanthropy:**

We will organize and run many charitable events such as food drives, soup kitchens and toys for tots in order to give back to the community.



# START-UP COST

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

## Start-up Costs

### Year 1

#### Assumption 4 - Total Uses

##### Non-Depreciable Costs

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

Paid or  
contributed  
in Month 1

1,000  
200  
  
1,000  
500

Cash needed for start-up expenses

2,700

##### Depreciable Costs

company car, truck or van  
company trailer  
computer, printer, fax

Paid or  
contributed  
in Month 1

4,000

building/office deposit

5,000

beginning cash balance

88,300

Cash needed for start-up assets

97,300

Equipment  
Financing  
(Additional to  
amount paid)

Depreciable  
Assets

-

4,000

-

-

-

N/A

N/A

4,000

60

67

assumed life (months)

monthly depreciation

**Total start up cost**

**100,000**

#### Assumption 5 - Total Sources

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

50,000

50%

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

-

0%

Startup financing, if applicable (for example  
Kiva loan)

50,000

50%

Outside equity investment, if applicable

-

0%

**Total start up cost,  
total sources**

**100,000**

100%

# FINANCIAL STATEMENT (PRO FORMA)

**dba Limitless Solution**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

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

	Product 1				Product 2				Product 3			
Product name	Basic Laborer				Skilled Laborer				Laborer			
Product description	Basic labor				Skilled labor				Contract (buy-out)			
Price per unit	\$30.00 100%				\$40.00 100%				\$3,000.00 100%			
Cost of <u>one</u> unit	hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.	1.00	15.00	15.00	50%	1.00	20.00	20.00	50%			-	0%
Non-owner payroll tax			1.35	5%			1.80	5%			-	0%
cost 1 description	Labor			0%	Labor			0%	Contract			0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			16.35	55%			21.80	55%			-	0%
<b>Gross profit per unit - what you see on income statement</b>			13.65	46%			18.20	46%			3,000.00	100%

	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
Basic Laborer sold		1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	15,400
Skilled Laborer sold		1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	15,400
Laborer sold		20	20	20	20	20	20	20	20	20	20	20	220
total revenue		\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$158,000	\$1,738,000
total cost of sales		\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$53,410	\$587,510
total income statement gross profit (excludes owner labor)		\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$104,590	\$1,150,490

## 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	\$ 50,000	50,000	50,000	50,000	50,000	50,000	49,149	48,290	47,424	46,551	45,671	
Interest rate (example 8%)	10.0%	-	-	-	-	417	410	402	395	388	381	2,392
Payback period (# of months)	48	-	-	-	-	(851)	(859)	(866)	(873)	(880)	(888)	(5,216)
Grace period (months pay delay)	6											
Monthly payment	\$ 1,268	50,000	50,000	50,000	50,000	49,149	48,290	47,424	46,551	45,671	44,784	

## 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	5	5	5	5	5	5	5	5	5	5	5	
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	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000

## 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 Limitless Solution**  
**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														
Basic Laborer	6	-	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	462,000	27%
Skilled Laborer	6	-	56,000	56,000	56,000	56,000	56,000	56,000	56,000	56,000	56,000	56,000	56,000	616,000	35%
Laborer	6	-	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	660,000	38%
Total revenue		-	158,000	158,000	158,000	158,000	158,000	158,000	158,000	158,000	158,000	158,000	158,000	1,738,000	100%
Cost of Goods Sold	2														
Basic Laborer	6	-	22,890	22,890	22,890	22,890	22,890	22,890	22,890	22,890	22,890	22,890	22,890	251,790	14%
Skilled Laborer	6	-	30,520	30,520	30,520	30,520	30,520	30,520	30,520	30,520	30,520	30,520	30,520	335,720	19%
Laborer	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	53,410	53,410	53,410	53,410	53,410	53,410	53,410	53,410	53,410	53,410	53,410	587,510	34%
Gross profit		-	104,590	104,590	104,590	104,590	104,590	104,590	104,590	104,590	104,590	104,590	104,590	1,150,490	66%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	67	67	67	67	67	67	67	67	67	67	67	733	0%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	3%
Insurance - vehicle	-	-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	417	410	402	395	388	381	2,392	0%
Marketing	1,000	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	1%
Office - rent	-	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	3%
Office - insurance	-	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	3%
Office - telephone	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	0%
Office - utilities	-	-	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000	2%
Payroll - not owner and not in COGS	8	-	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000	13%
Payroll taxes (9%)	6 & 8	-	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	1%
Permits	1,000	-												1,000	0%
Supplies	500	-												500	0%
Tax service	-	-												-	0%
Telephone - cellular	200	-												200	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		2,700	40,167	40,167	40,167	40,167	40,167	40,583	40,576	40,569	40,562	40,555	40,547	446,926	26%
Taxable profit (loss)	1	(2,700)	64,423	64,423	64,423	64,423	64,423	64,007	64,014	64,021	64,028	64,035	64,043	703,564	40%
Tax (expense) benefit	1			(31,537)			(48,318)			(48,010)			(48,027)	(175,891)	-10%
Owner's withdrawals	1	-	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)	(220,000)	-13%
Net profit (loss)		(2,700)	44,423	12,887	44,423	44,423	(3,894)	44,007	44,014	(3,989)	44,028	44,035	(3,984)	307,673	18%
Depreciation	3	-	67	67	67	67	67	67	67	67	67	67	67	733	
Equipment purchases	3	(9,000)	-	-	-	-	-	-	-	-	-	-	-	(9,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	50,000	-	-	-	-	-	(851)	(859)	(866)	(873)	(880)	(888)	44,784	
Owner contribution	3	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		88,300	44,490	12,953	44,490	44,490	(3,828)	43,222	43,222	(4,788)	43,222	43,222	(4,805)	394,190	
Cash, period start		-	88,300	132,790	145,743	190,233	234,723	230,896	274,118	317,340	312,551	355,773	398,995	-	
Cash, period end		88,300	132,790	145,743	190,233	234,723	230,896	274,118	317,340	312,551	355,773	398,995	394,190	394,190	