

prison
entrepreneurship
program

**Business Plan Competition
June 20, 2025**

Redoubt Solutions

Prison Entrepreneurship Program
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Redoubt Solutions

Business Plan
June 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none">Cleaners in drilling industry are ineffective and expensive.Cleaners are not formulated properly to do the job effectivelyToo many cleaners on the job site	<ul style="list-style-type: none">We provide our drilling crews a safer working environmentHelp increase production for drilling crews	<ul style="list-style-type: none">We supply custom oil and gas rig focused cleaners, degreasers solvents																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none">Oil and gas drilling contractors in the Permian Basin	<ul style="list-style-type: none">20 years of oil and gas cleaning expertiseOne cleaner that replaces all 250 types of other rig cleanersPerfect formulas custom to drilling rigs for cleaning	<ul style="list-style-type: none">20 years of experienceProprietary formulasExpert training and consulting for crewsPersonal relationships with many oil crews																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none">Direct sales with demonstrations and face to face pitch	<table><tr><td>Owner investment - cash</td><td>\$ 10,000</td></tr><tr><td>Owner investment - equity</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>200,000</td></tr><tr><td>Total start up costs:</td><td><u>\$210,000</u></td></tr></table>	Owner investment - cash	\$ 10,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	200,000	Total start up costs:	<u>\$210,000</u>	<table><tr><td>Sales:</td><td>\$ 1,294,800</td><td>100%</td></tr><tr><td>COGS</td><td>259,700</td><td>20%</td></tr><tr><td>Gross profit</td><td>1,035,000</td><td>80%</td></tr><tr><td>Overhead</td><td>35,500</td><td>3%</td></tr><tr><td>Pretax income</td><td>999,400</td><td>77%</td></tr><tr><td>Tax expense</td><td>249,800</td><td>19%</td></tr><tr><td>Owner withdrawals</td><td>44,000</td><td>3%</td></tr><tr><td>Net income</td><td><u>\$ 705,600</u></td><td><u>54%</u></td></tr></table>	Sales:	\$ 1,294,800	100%	COGS	259,700	20%	Gross profit	1,035,000	80%	Overhead	35,500	3%	Pretax income	999,400	77%	Tax expense	249,800	19%	Owner withdrawals	44,000	3%	Net income	<u>\$ 705,600</u>	<u>54%</u>
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LEADERSHIP STATEMENT

CEO: Jonathan is a seasoned and proven field sales manager, corporate trainer and at his core a leader by unbeatable performance in the clutch. A decorated veteran of the United States Navy Hospital Corps with five deployments over 10 years with the Fleet Marine Force. Jonathan uses an integrated team approach to building sales teams that are trained to a razor's edge and able to adapt to changes in their areas of responsibility. 20 plus years of hard-earned experience has established Jonathan as a proven expert in oil and gas cleaning solutions and his proven knowledge in process cleaning is without question of equivocation. He has extensive real-world experience in materials management, logistics, chemical blending, research and development, marketing, mass communications and customer service. He has an associate's degree in business administration from Erie Community College coupled with real world success as a pioneer in private business ownership. Jonathan is a powerful addition to any organization.

CMO: Zachary's strengths as a leader are dependability, being goal oriented and honesty. He showcases consistent and knowledgeable leadership skills that will motivate his workforce to achieve success. Z. Jones also has an extensive work history in relocation and restoration services. He has over five years of work experience in these professional areas. He has a high school diploma and a certification in Telecommunication Technologies.

CFO: Martavious is an excellent leader, and he is a great listener that has the ability to complete tasks that need to be taken care of. He has a can-do attitude making him a valuable asset to any employer or industry. He is a caring individual with many years of experience in the landscaping industry as well as some time spent working warehouses. He is an outstanding person.

COO: Glenver is a very motivated and compassionate leader. He has very high work ethic and delivers results in a timely manner. He exudes excellent leadership skills. He has very high standards and expects the same from all his employees. He has over seven years of experience in the glass industry. He has his certification in heavy equipment, CPR and OSHA.

PRODUCT/SERVICE OFFERING

Redoubt Solutions is a cleaning chemical distributor focused on the oil and gas producers in the Permian Basin. We will distribute a variety of different cleaning chemicals. Our three products will be a concentrated alkali based all-purpose cleaner/degreaser, a citrus based solvent degreaser concentrate and an ultra-concentrated caustic-based degreaser. Our all-purpose cleaning/degreaser will account for 60% of our total revenue, our citrus based degreaser will account for 20% of our revenue, and our caustic-based degreaser will account for the remaining 20% of our revenue. Our plan is to open our facility in Odessa, Texas in the first quarter of 2028. Our flagship product will be our biodegradable, non-toxic, concentrated all-purpose cleaner/degreaser that is a proven solution at a 10:1 dilution to meet and exceed the needs of our drilling and frac contractors. It is as safe as it is strong and can be used by anyone cleaning anything from glass to degreasing motors. Our citrus based cleaner will be a D-limonene based solvent degreaser. It will be concentrated, biodegradable and non-toxic while being strong enough to replace the most aggressive solvents. Our caustic based hard core degreaser will be a concentrate that can be diluted to 60 to 1 and will be designed with an extreme high viscosity so it holds vertical surfaces longer.

We will be a direct marketing company that actually demonstrates our cleaners, and not just a drop off from a catalogue like our competition. Our three products will be packaged in recyclable packaging and all will be readily biodegradable as a concentrate. Our cleaners will be free rinse and we will offer the option of ready to use totes if our customers prefer that option. All products will be offered in a wide range of packaging sizes from single gallons, five-gallon buckets, 55-gallon drums as well as 300-gallon totes of concentrate, and we will be able to fill and refill larger holding tanks for larger pressure washing bays.

To add to our competitive advantage, we are available 24/7 and can assure four-hour delivery to anywhere within a 120-mile radius. Our intentions are to expand our services to include pressure washer rentals, sales and service. As our footprint increases, we will add contract cleaning of rigs during moves and frac tank cleaning. We will offer consulting services to assist our customers with clean in place process cleaning from concept to implementation. We are committed to our customers and their ability to do their jobs safely and with the results they need.

MARKET/INDUSTRY

Oilfield cleaning chemicals is a broad market that can climb into the five-billion-dollar range. Our shotgun market is drilling contractors, frac tank owners/cleaners. Our sniper view is drilling contractors and their rig wash and rig cleaning jobs. Add it to our shotgun view customers and we are a solid five to ten million dollars per year in revenue. Our customers are required by company, state and federal guidelines to clean their equipment or face stiff penalties, fines and lost production due to rig cleaning.

COMPETITION

Our competition in the Permian Basin is split into two categories, rig sales and brick mortar. The rig side of the competition is limited to Fair Winds Chemical of Oklahoma, Frew Brewer of Texas and Hotter 'n Heck located in Texas. We have gone toe to toe with all of these competitors and with a little effort were able to gain market share on some level and on the rig side we were number one for eighty percent of the time in service. We know our competition's products are all ready to use and are either too strong or too weak. We hold the advantage.

DIFFERENTIATION

We are different from our competition due to our direct marketing methods that allows our highly experienced and knowledgeable staff to zero in on the specific customer's needs and tailor their chemical solution to their exact issues. Our concentrated technology gives our customers the ability to custom tailor their cleaner strength to the job at hand. If they are to clean glass windows, they simply need to only add a capful of our solution to a gallon of water. They have a powerful yet safe degreaser that is more efficient and cost effective. We are superior in quality; servicing and our sales strategy is prolific.

MARKETING STRATEGY

Price:

We will have a relatively simple pricing structure that will stay stable, as our margins are high enough that we don't need to adjust pricing often. We will be selling a concentrated product that has three different formulas. The majority of our revenue stream, 80%, will be coming from our all-purpose cleaner that is sold by the gallon or 275-gallon totes and the price will range from \$120-\$3,300. Our other two products are a citrus degreaser and caustic based hardcore degreaser and they will be priced at six dollars more per gallon. The cost of chemicals fluctuating will subject our products to price change.

Place:

Redoubt Solutions will be located in Odessa, Texas. Our customers will primarily be from the Permian Basin. We will teach them about our products through direct marketing schemes and social media. We will be able to deliver on the spot for most orders, within 24 hours for in region and FedEx or another carrier for out of region.

Promotion:

Due to being a chemical distributor, our location will be a small warehouse with a small service desk in case a customer wants to come in and place an order, but 95% of our customers will receive their order on the spot. Our marketing will be a limited mixed model with the majority of customers seeing our products work on their rigs, tanks or equipment. Our reps will be able to prove our products are superior in efficiency and can easily beat competitors' prices. We will be battling against our competitions strengths as we are competitively priced while being a superior product.

VISION AND OBJECTIVES

Our vision at Redoubt Solutions is to supply the oil and gas producers of the United States with the highest quality and most effective concentrated cleaners and degreasers. Our 20 years of hard-earned industry expertise and battle born experience bred from surviving three major downturns has proven Redoubt Solutions to be resilient, dependable and successful. It is our ultimate belief that we will be the distributor of choice for U.S. oil and gas producers.

First Year:

Our operation will begin with the boots on the ground approach in the Permian Basin with our facility in Odessa, Texas. We will be purchasing our three products from our custom chemical blender in Boise, Idaho. Our focus at first will be on rigs and drilling and fracking contractors within a 4-hour driving distance.

Third Year:

As we establish ourselves we will also ramp up our marketing to reach further from our main base of operations. We hope to be selling 1100 drums a month by this time

Fifth Year:

We fully expect to add consulting services into our operations. We have plans to increase sales by 25% a quarter through direct marketing campaigns as well as strategic partnerships with Jet Specialty, Distribution Now and Oilfield Industrial Supply. Another goal is to purchase and install 3 mixing plants in our Odessa facility and bring our mixing and labeling in house.

Tenth Year:

We plan to have expanded to Greeley, Colorado, in order to support our operations further north. We will have a facility and two reps in Williston, ND, who will service oilfields in that area. We will have added rig and frac tank cleaning operations to our Permian Basin operation as well.

START-UP COST

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

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	25		
cell phone purchase	300		
car/truck down payment, if leased			
permits	25		
supplies, office & misc.	400		
Spray Bottlesx20	10		
2-Gallon Pump Sprayersx20	60		
Company Receipts	20		
Rig Locator APP Annual Sub.,	250		
Stock(30-drums/48-cubes)	14,650		
Cash needed for start-up expenses	1,090		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	50,000		50,000
company trailer			
computer, printer, fax	1,200		1,200
Vehicle Tarp	1,000		1,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	356,710	N/A	N/A
Cash needed for start-up assets	408,910	-	52,200
			60 assumed life (months)
			870 monthly depreciation
Total start up cost	410,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	10,000	2%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	400,000	98%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	410,000	100%

FINANCIAL STATEMENT (PRO FORMA)

dba Redoubt Solutions EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product 1				Product 2				Product 3			
Product name				Product name				Product name			
Product description				Product description				Product description			
Price per unit				Price per unit				Price per unit			
Cost of <u>one</u> unit				Cost of <u>one</u> unit				Cost of <u>one</u> unit			
Non-owner payroll exp.				Non-owner payroll exp.				Non-owner payroll exp.			
Non-owner payroll tax				Non-owner payroll tax				Non-owner payroll tax			
cost 1 description				cost 1 description				cost 1 description			
cost 2 description				cost 2 description				cost 2 description			
cost 3 description				cost 3 description				cost 3 description			
cost 4 description				cost 4 description				cost 4 description			
Total variable costs				Total variable costs				Total variable costs			
Gross profit per unit - what you see on income statement				Gross profit per unit - what you see on income statement				Gross profit per unit - what you see on income statement			
Start-up Month 1				Month 5				Month 9			
Month 2				Month 6				Month 10			
Month 3				Month 7				Month 11			
Month 4				Month 8				Month 12			
Total Year				Total Year				Total Year			
Pro-Tek HD sold				Pro-Tek HD sold				Pro-Tek HD sold			
Blaze HD sold				Blaze HD sold				Blaze HD sold			
Power Trady sold				Power Trady sold				Power Trady sold			
total revenue				total revenue				total revenue			
total cost of sales				total cost of sales				total cost of sales			
total income statement gross profit (excludes owner labor)				total income statement gross profit (excludes owner labor)				total income statement gross profit (excludes owner labor)			

Assumption 7 - Financing

Equipment financing, see Start-up Costs sheet				Equipment financing, see Start-up Costs sheet				Equipment financing, see Start-up Costs sheet			
Amount borrowed				Amount borrowed				Amount borrowed			
Interest rate (example 8%)				Interest rate (example 8%)				Interest rate (example 8%)			
Loan term (# of months)				Loan term (# of months)				Loan term (# of months)			
Monthly payment				Monthly payment				Monthly payment			
Start-up financing, see Start-up Costs sheet				Start-up financing, see Start-up Costs sheet				Start-up financing, see Start-up Costs sheet			
Amount borrowed				Amount borrowed				Amount borrowed			
Interest rate (example 8%)				Interest rate (example 8%)				Interest rate (example 8%)			
Payback period (# of months)				Payback period (# of months)				Payback period (# of months)			
Grace period (months pay delay)				Grace period (months pay delay)				Grace period (months pay delay)			
Monthly payment				Monthly payment				Monthly payment			

dba Redoubt Solutions
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														
Pro-Tek HD	6	-	76,800	76,800	76,800	76,800	76,800	102,400	102,400	102,400	102,400	102,400	102,400	998,400	77%
Blaze HD	6	-	11,400	11,400	11,400	11,400	11,400	15,200	15,200	15,200	15,200	15,200	15,200	148,200	11%
Power Trady	6	-	11,400	11,400	11,400	11,400	11,400	15,200	15,200	15,200	15,200	15,200	15,200	148,200	11%
Total revenue		-	99,600	99,600	99,600	99,600	99,600	132,800	132,800	132,800	132,800	132,800	132,800	1,294,800	100%
Cost of Goods Sold	2														
Pro-Tek HD	6	-	14,400	14,400	14,400	14,400	14,400	19,200	19,200	19,200	19,200	19,200	19,200	187,200	14%
Blaze HD	6	-	2,790	2,790	2,790	2,790	2,790	3,720	3,720	3,720	3,720	3,720	3,720	36,270	3%
Power Trady	6	-	2,790	2,790	2,790	2,790	2,790	3,720	3,720	3,720	3,720	3,720	3,720	36,270	3%
Total COGS		-	19,980	19,980	19,980	19,980	19,980	26,640	26,640	26,640	26,640	26,640	26,640	259,740	20%
Gross profit		-	79,620	79,620	79,620	79,620	79,620	106,160	106,160	106,160	106,160	106,160	106,160	1,035,060	80%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	870	870	870	870	870	870	870	870	870	870	870	9,570	1%
Gasoline & fuels	-	-	600	600	600	600	600	700	700	700	700	700	700	7,200	1%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Interest - equip & start up	7	-	-	-	5,000	4,944	4,886	4,829	4,770	4,711	4,651	4,590	4,528	42,907	3%
Marketing	25	-	25	25	25	25	25	25	25	25	25	25	25	300	0%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-	25	25	25	25	25	25	25	25	25	25	25	275	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	25	-												25	0%
Supplies	400	-	100	100	100	100	100	100	100	100	100	100	100	1,500	0%
Tax service	-	-												-	0%
Telephone - cellular	300	-	65	65	65	65	65	65	65	65	65	65	65	1,015	0%
Start-up expenses	340	-	-	-	-	-	-	-	-	-	-	-	-	340	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		1,090	1,785	1,785	6,785	6,729	6,671	6,714	6,655	6,596	6,536	6,475	6,413	64,232	5%
Taxable profit (loss)	1	(1,090)	77,835	77,835	72,835	72,891	72,949	99,446	99,505	99,564	99,624	99,685	99,747	970,828	75%
Tax (expense) benefit	1			(38,645)			(54,669)			(74,629)			(74,764)	(242,707)	-19%
Owner's withdrawals	1	-	(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%
Net profit (loss)		(1,090)	73,835	35,190	68,835	68,891	14,280	95,446	95,505	20,935	95,624	95,685	20,983	684,121	53%
Depreciation	3	-	870	870	870	870	870	870	870	870	870	870	870	9,570	
Equipment purchases	3	(52,200)	-	-	-	-	-	-	-	-	-	-	-	(52,200)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	400,000	-	-	(4,516)	(4,572)	(4,630)	(4,687)	(4,746)	(4,805)	(4,865)	(4,926)	(4,988)	357,264	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		356,710	74,705	36,060	65,189	65,189	10,520	91,629	91,629	17,000	91,629	91,629	16,865	1,008,754	
Cash, period start		-	356,710	431,415	467,475	532,664	597,853	608,373	700,002	791,631	808,631	900,260	991,889	-	
Cash, period end		356,710	431,415	467,475	532,664	597,853	608,373	700,002	791,631	808,631	900,260	991,889	1,008,754	1,008,754	