

prison
entrepreneurship
program

**Business Plan Competition
June 20, 2025**

Regenerating Our Planets Garden

Prison Entrepreneurship Program
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Regenerating Our Planets Garden

Business Plan
June 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none"> Our planet is being degraded because of desertification. Farmers are using chemical disturbances like pesticides and fungicides. Our planet is warming and being affected by climate change and carbon dioxide. 	<ul style="list-style-type: none"> Instead of relying on the world to help itself we want to take the initiative and be a service forward by providing better nutrition through healthier foods. Form a functional chain of microecosystems, restoring the climate of the only planet. 	<ul style="list-style-type: none"> Regenerate agriculture Farming and ranching in synchrony Revitalize our earth's soil which can hold carbon dioxide Organic compost with zero chemicals Focus on unity and health Promote a healthy lifestyle 																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none"> Restaurants Chefs Farmers markets Grocery stores Local residents Gardeners and farmers 	<ul style="list-style-type: none"> Our produce will be all natural with the help of a natural ecosystem. We will not only provide the community with healthier food but also teach, motivate and inspire. We will have animals living amongst our crops to create bonding and relationships with life and nature. 	<ul style="list-style-type: none"> Organic warm composting facility on site. Beehives to produce honey and pollinate plants. Greenhouses Livestock around plants to provide plants with natural carbon as well Housing opportunities for felons 																																							
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none"> Pure promotions Mixed model promotions Bootstrap marketing Strategic alliances with health stores, gyms and local chefs. 	<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>600,000</td></tr> <tr> <td>Total start up costs:</td><td></td><td><u>\$600,000</u></td></tr> </table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		600,000	Total start up costs:		<u>\$600,000</u>	<table> <tr> <td>Sales:</td><td>\$ 558,500</td><td>100%</td></tr> <tr> <td>COGS</td><td>66,900</td><td>12%</td></tr> <tr> <td>Gross profit</td><td>491,500</td><td>88%</td></tr> <tr> <td>Overhead</td><td>171,400</td><td>31%</td></tr> <tr> <td>Pretax income</td><td>320,000</td><td>57%</td></tr> <tr> <td>Tax expense</td><td>80,000</td><td>14%</td></tr> <tr> <td>Owner withdrawals</td><td>36,000</td><td>6%</td></tr> <tr> <td>Net income</td><td>\$ 204,000</td><td>37%</td></tr> </table>	Sales:	\$ 558,500	100%	COGS	66,900	12%	Gross profit	491,500	88%	Overhead	171,400	31%	Pretax income	320,000	57%	Tax expense	80,000	14%	Owner withdrawals	36,000	6%	Net income	\$ 204,000	37%
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LEADERSHIP STATEMENT

CEO/CFO: Frederick is a humble leader by nature who constantly exercises integrity, creativity, execution and team work. With a resilient attitude, he pursues not only the education and betterment of himself, but also those around him. In a professional setting, his commitment to executing tasks equips him to project forward when faced with adversity. He has also taken the initiative to further his knowledge by completing courses such as emotional literacy, certified defensive flagger, OSHA 10 certification and building resistance to name a few. He is an exceptional leader and has the ability to relate to individuals from all demographics.

CMO: Patrick is a leader who leads by example while being empathetic and willing to admit faults. Once he learns something, he is dogged in his pursuit of excellence and dedication to completing the task. He showcases adaptability and ambitiousness and an ability to manage day to day tasks effectively.

COO: Daizon is a highly driven individual with over five years of experience in the food handling field. Daizon is always committed to seeing beyond the current reality, and even the current perception, to break stereotypes and shape new futures. He is a strong leader who meets and exceeds both customer and company expectations. Whatever he has to do to see happy customers in a family friendly environment, he will do.

PRODUCT/SERVICE OFFERING

Regenerating Our Planets Garden is an all-natural garden that is focused on health and nutrition. We will be supplying restaurants, food markets, and grocery stores with lettuce, tomatoes, onions, grapes, nuts, strawberries, apricots, peaches, plums, nectarines, cherries, kumquats, grapefruits, guava, rosemary, basil, thyme, boysenberries, raspberries, kale, broccoli, apples, banana, beef, milk, pork, eggs, tulips, potatoes, fish, chicken, duck and organic compost. We predict 35% will come from livestock, another 35% of our total revenue will come from our plants, 15% from our organic compost facility and the remaining 15% will come from our tours and lectures. Our plan is to begin production in the summer of 2026 on 5 acres of land in Decatur, Texas.

At RPG, we use a natural process called regenerative agriculture which means we will be synchronizing farming and ranching with nature to emulate a natural ecosystem which will regulate itself through diversity to prevent epidemics of pest and disease. The advantage we will have is that not a single plant or animal will be chemically induced. Our main focus is health because if we want to provide our customers with the best nutrition. In the future, our plan is to first functionalize at least one garden in every state, then at least one outside of every big city. To get things done efficiently it will take teamwork, consistency and patience. If we can create a functional chain of microecosystems around our big cities, we will create this macrosystem removing carbon dioxide from our atmosphere. Replacing it back within the soil, restoring our Earth and its climate.

MARKET/INDUSTRY

Regenerative agriculture made almost ten billion dollars last year. This market is set to grow by almost 15%. This industry offers premium quality foods with the long-term advantage of reducing fertilizer costs and pesticides. In this market, we will also have the opportunity to build our own local food system.

COMPETITION

Our direct competitors are conventional and industrial agricultural farmers and organic agricultural farmers. Our indirect competition will consist of vertical farmers and controlled environment farmers as well as bio-engineered or lab grown food producers. Since we will be placing our focus on health and nutrition we will have a huge advantage over the conventional system. The nutrients from our well-nourished soil helps produce a better, more natural product.

DIFFERENTIATION

In contrast to our competition, we value the natural creation of all life ranging from our very own all the way down to the simplest form. With our goal to involve the community in our projects, we plan to expand business beyond the measures of our targeted customers. Not only will we be selling crops and livestock, but we will also offer tours and guides for the education, inspiration and motivation of our society schools.

MARKETING STRATEGY

Price:

With our high-quality products, we plan to charge our customers fair prices based on the variation of the items and amount purchased. By keeping our product consistently priced with market average, we project to obtain many contracts from our target customers. For our tours at Regenerating Our Planets Garden we will be charging \$8 for adults, \$6 for teenagers and \$4 for kids.

Place:

Regenerating Our Planets Garden will be located in Decatur, Texas. Our customers will come from the DFW Metroplex and Denton county region. Our customers will learn about us from our salesmen, health stores and highway advertisements. We will also use fitness gyms, news and radio stations and word of mouth.

Promotion:

At Regenerating Our Planets Garden, we believe with the help of every hand as we stand caring for every breath by taking life and its natural journey we are truly able to pave better futures for the men building our futures. We plan to utilize mixed model and virtually free promotions by interacting with local schools, social events and communities. Social media platforms such as Facebook to keep devoted customers up to date. YouTube and its 2.3 billion subscribers to create a blog that viewers everywhere can check us out on and Pinterest for visualizations of the beauty of our business blended with nature.

VISION AND OBJECTIVES

Our founder is pescatarian, so this is a passion that flourished through the cracks of concrete by striving to get the best nutrition while wondering where does the food we are eating come from. The more we researched nutrition, the more we realized that nothing in life was about one person. We believe life is built and can only be maintained by creating healthy and nurturing relationships. Instead of relying on the world to help itself, at RPG, our goal is to take the initiative and be a service to the world by providing nutrition and healthier foods.

First Year:

We plan to have all our land developed with regenerated soil.

Third Year:

We plan to have our first full harvest.

Fifth Year:

We plan to reach our breakeven point.

Tenth Year:

We plan to be fully be independent, profitable enough to begin our second farm.

Philanthropy:

We can form a functional chain of micro ecosystems around our big cities we will create this macrosystem fulfilling our greatest purpose, restoring the climate of the only planet providing us hope.

START-UP COST

Owner's name	
Company name	Regenerating Our Planets Garden
NAICS Business Classification	
Sector (general classification)	11_Agriculture_Forestry_Fishing_and_Hunting
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	1,000
cell phone purchase	1,000
car/truck down payment, if leased	
permits	
supplies, office & misc.	1,000

Cash needed for start-up expenses 3,000

Depreciable Costs

	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	20,000		20,000
company trailer	7,000		
computer, printer, fax			-
Tractor 50hp	25,000		25,000
No Till Drill	15,000		15,000
Irrigation System	15,000		15,000
building/office deposit	300,000	N/A	N/A
beginning cash balance	215,000	N/A	N/A
Cash needed for start-up assets	<u>597,000</u>	<u>-</u>	<u>75,000</u>

60 assumed life (months)
1,250 monthly depreciation

Total start up cost

600,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company		0%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	600,000	100%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	<u>600,000</u>	100%

FINANCIAL STATEMENT (PRO FORMA)

dba Regenerating Our Planets Garden EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Vegetables				Fruits				Organic Compost			
Product description	Mixed Vegetables on 1 Acre				Mixed Fruits on 1 Acre				40lbs organic compost			
Price per unit	800.00 100%				1,700.00 100%				200.00 100%			
Cost of <u>one</u> 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	Seeds	100.00	13%		Seeds	100.00	6%		Bags	2.90	1%	
cost 2 description	Cartons	50.00	6%		Cartons	50.00	3%		Label	0.10	0%	
cost 3 description	Labels	0.10	0%		Labels	0.10	0%				0%	
cost 4 description			0%				0%				0%	
Total variable costs		150.10	19%			150.10	9%			3.00	2%	
Gross profit per unit - what you see on income statement		649.90	81%			1,549.90	91%			197.00	99%	

	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
Vegetables sold		25	25	25	25	25	25	25	25	25	25	25	275
Fruits sold		15	15	15	15	15	15	15	15	15	15	15	165
Organic Compost sold		20	20	20	25	25	25	25	30	30	30	40	290
total revenue		\$ 49,500	\$ 49,500	\$ 49,500	\$ 50,500	\$ 50,500	\$ 50,500	\$ 50,500	\$ 51,500	\$ 51,500	\$ 51,500	\$ 53,500	\$ 558,500
total cost of sales		\$ 6,064	\$ 6,064	\$ 6,064	\$ 6,079	\$ 6,079	\$ 6,079	\$ 6,079	\$ 6,094	\$ 6,094	\$ 6,094	\$ 6,124	\$ 66,914
total income statement gross profit (excludes owner labor)		\$ 43,436	\$ 43,436	\$ 43,436	\$ 44,421	\$ 44,421	\$ 44,421	\$ 44,421	\$ 45,406	\$ 45,406	\$ 45,406	\$ 47,376	\$ 491,586

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	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	\$600,000	principal, beginning	600,000	596,720	593,419	590,095	586,750	583,382	579,991	576,578	573,142	569,684	566,202	
Interest rate (example 8%)	8.0%	interest expense	4,000	3,978	3,956	3,934	3,912	3,889	3,867	3,844	3,821	3,798	3,775	42,773
Payback period (# of months)	120	principal payment	(3,280)	(3,302)	(3,324)	(3,346)	(3,368)	(3,390)	(3,413)	(3,436)	(3,459)	(3,482)	(3,505)	(37,303)
Grace period (months pay delay)		principal, ending	596,720	593,419	590,095	586,750	583,382	579,991	576,578	573,142	569,684	566,202	562,697	
Monthly payment	\$ 7,280													

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	2	3	5	5	5	5	5	5	5	5	5	
avg hours each employee(s) worked per month, not in EOU above	150	150	150	150	150	150	150	150	150	150	150	
average per hour wage	13.00	13.00	13.00	13.00	13.00	13.00	13.00	13.00	13.00	13.00	13.00	
salary expense, excluding payroll taxes	3,900	5,850	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	97,500

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 Regenerating Our Planets Garden
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														
Vegetables	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	39%
Fruits	6	-	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	25,500	280,500	50%
Organic Compost	6	-	4,000	4,000	4,000	5,000	5,000	5,000	5,000	6,000	6,000	6,000	8,000	58,000	10%
Total revenue		-	49,500	49,500	49,500	50,500	50,500	50,500	50,500	51,500	51,500	51,500	53,500	558,500	100%
Cost of Goods Sold	2														
Vegetables	6	-	3,753	3,753	3,753	3,753	3,753	3,753	3,753	3,753	3,753	3,753	3,753	41,278	7%
Fruits	6	-	2,252	2,252	2,252	2,252	2,252	2,252	2,252	2,252	2,252	2,252	2,252	24,767	4%
Organic Compost	6	-	60	60	60	75	75	75	75	90	90	90	120	870	0%
Total COGS		-	6,064	6,064	6,064	6,079	6,079	6,079	6,079	6,094	6,094	6,094	6,124	66,914	12%
Gross profit		-	43,436	43,436	43,436	44,421	44,421	44,421	44,421	45,406	45,406	45,406	47,376	491,586	88%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750	2%
Gasoline & fuels	-	-	1,000											1,000	0%
Insurance - bonding	-	-	500											500	0%
Insurance - vehicle	-	-	300											300	0%
Interest - equip & start up	7	-	4,000	3,978	3,956	3,934	3,912	3,889	3,867	3,844	3,821	3,798	3,775	42,773	8%
Marketing	1,000	-	500											1,500	0%
Office - rent	-	-												-	0%
Office - insurance	-	-	300											300	0%
Office - telephone	-	-	500											500	0%
Office - utilities	-	-	2,500											2,500	0%
Payroll - not owner and not in COGS	8	-	3,900	5,850	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	9,750	97,500	17%
Payroll taxes (9%)	6 & 8	-	351	527	878	878	878	878	878	878	878	878	878	8,775	2%
Permits	-	-												-	0%
Supplies	1,000	-												1,000	0%
Tax service	-	-												-	0%
Telephone - cellular	1,000	-	100											1,100	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		3,000	15,201	11,605	15,834	15,811	15,789	15,767	15,744	15,721	15,698	15,675	15,652	171,498	31%
Taxable profit (loss)	1	(3,000)	28,235	31,831	27,602	28,610	28,632	28,654	28,677	29,685	29,708	29,731	31,724	320,088	57%
Tax (expense) benefit	1			(14,267)			(21,211)			(21,754)			(22,790)	(80,022)	-14%
Owner's withdrawals	1	-	(2,000)	(2,500)	(2,500)	(3,000)	(3,000)	(3,500)	(3,500)	(4,000)	(4,000)	(4,000)	(4,000)	(36,000)	-6%
Net profit (loss)		(3,000)	26,235	15,065	25,102	25,610	4,421	25,154	25,177	3,931	25,708	25,731	4,933	204,066	37%
Depreciation	3	-	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750	
Equipment purchases	3	(382,000)	-	-	-	-	-	-	-	-	-	-	-	(382,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	600,000	(3,280)	(3,302)	(3,324)	(3,346)	(3,368)	(3,390)	(3,413)	(3,436)	(3,459)	(3,482)	(3,505)	562,697	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		215,000	24,205	13,013	23,029	23,514	2,303	23,014	23,014	1,745	23,499	23,499	2,678	398,513	
Cash, period start		-	215,000	239,205	252,219	275,247	298,761	301,064	324,078	347,092	348,837	372,336	395,834	-	
Cash, period end		215,000	239,205	252,219	275,247	298,761	301,064	324,078	347,092	348,837	372,336	395,834	398,513	398,513	