

A. Executive Summary-

This business is a sustainability consultation and renewable energy installation company that provides energy audit services, retrofitting buildings with energy efficient equipment, solar thermal systems installation, solar photovoltaic installation, and mobile photovoltaic generator trailer rental.

1. General Start-up Business Direction

a. Stair-step Market Entry Approach

The initial business plan involves a stair-step market entry process into the green energy and sustainable building industry.

The first step in this entry is the Energy Audit. Energy Audits are projects where building electrical loads are identified, and energy efficient replacement equipment is sourced and installed. Also, strategies for conserving energy are presented to the customer and are implemented into ordinary building operations.

The second step in the entry is the push of Solar Thermal and Solar PV technologies. These technologies can be easily and reliably installed onto a variety of building projects, either pre-construction or post-construction phases.

The third step in market entry involves diversification of services being offered including solar photovoltaic generator trailers that can be available for rental, and that will produce solar energy for SREC production and sale and possible future power sale. Also, as company sophistication grows, this company will incorporate strategies to install new technologies and diversified sustainability tech.

b. Description of Services Offered

First, this company will provide energy audit services for a variety of buildings and projects. Both residential and commercial buildings will be viable markets as there are an abundance of new, more energy efficient appliances, equipment, and technologies, that can be implemented to drastically reduce consumption of electricity. Further strategies can be implemented like insulating building interiors and establishing new energy efficiency conscious habits during regular building operations. Energy audits are typically performed on existing buildings, but the same concepts can be implemented during the design phases of construction projects in order to assure optimal energy efficiency throughout the lifespan of the building.

Second, along with the energy audit, this company will design, size, install, and maintain solar thermal water heating systems. Both the residential and commercial sectors will be target markets where solar thermal systems can be installed to provide water heating for kitchen, restroom, and heat for radiant floor heating systems. These systems can easily be installed on a variety of applications and the systems have long lifespans that require little maintenance. Great attention to detail will be paid to the correct design and installation of these systems to ensure

customer satisfaction and proper system performance.

Third, this company will also provide design, size, install, and maintain solar photovoltaic systems for a variety of applications. In residential applications, this company will first target homeowners who are interested in large back-up generator systems and install grid-intertied battery back-up systems that can handle the electrical loads necessary during grid-supplied power outages, that will also contribute to electrical production during the lengthy lifespan of the PV system.

This company will also install home PV systems to homeowners who are generally interested in having a PV system on their home. This company will offer grid-intertied no battery back-up systems, battery back-up systems, and total off-grid systems.

In commercial applications, this company will initially focus on commercial projects that can easily incorporate PV energy, and that are in locations where current conventionally sourced energy is more expensive. These systems do not involve a substantially higher degree of difficulty than smaller residential systems. This company will offer a variety of sizing options and mounting possibilities to ensure customer satisfaction and optimum system performance. As always, this company will adhere to the highest standards of quality in our product sourcing, system design, and installation.

Fourth, this company will offer solar thermal pool heating services to both residential and commercial pools. These systems provide great financial savings, they are easy to install, highly efficient, and effective. These systems can easily be retrofitted to most existing pool systems.

Fifth, this company will look to diversify the services it provides by constructing mobile solar photovoltaic generator trailers. These trailers will be available for rental in a variety of sizes for various applications. These applications include any event that requires power that will value silent power generation, with no additional fuel costs, exhaust, and hassle. These trailers will also produce energy while stationary that can be used by company locations to reduce draw on grid-supplied energy, while also producing SREC credits available for sale in applicable markets.

Also, this company will focus on sourcing, vetting, introducing, and implementing other building sustainability services. These services may include: installation of energy efficient windows, radiant floor heating, window shading/tinting, etc.

c. Potential Markets

Any building, either existing or in construction phase is a potential market for the variety of services this company will provide.

Energy audits are a fiscally responsible investment for any building application. The greater the energy consumption of a building, the more potential there is for energy

savings.

For solar thermal systems, commercial applications will be the largest market for system installation. Commercial buildings that use lots of hot water will be the initial market, as these applications will see the best return on their investment and should be easy sales. Targeting buildings that are business owned will be optimal. Every commercial application can benefit from these systems, because all buildings have some hot water demand for restroom services. Possible applications include: restaurants, strip malls, churches, schools, manufacturing complexes, etc. In residential applications, this company will initially target high-end residences, both pre-construction and post-construction, and large-scale neighborhood construction contracts.

For solar photovoltaic systems, this company will begin by targeting niche residential markets like homes looking for large emergency generators, and those interested in PV installation, we can generate PV systems sales, demonstrate the reliability of the technology, and increase interest in the overall residential market. Simultaneously, this company will market PV design and installation services to those commercial projects that have large electrical loads, and that will value the opportunity to hedge future energy costs. Preferred locations are buildings with large flat roof spaces, schools, churches, etc.

Solar pool heating systems are ideal for every pool application. This is a huge potential market as these systems are relatively cheap, and very easy to install.

The mobile solar photovoltaic generator trailer market directly coincides with the traditional small-scale fossil fuel generator rental market. The PV trailers are easy and efficient to build, they have a long lifespan, and they can be rented for a price that is at or below conventional generators. In addition, PV trailers offer silent power generation, they require no fuel, produce no exhaust, and are hassle free.

2. Possible Expansion Opportunities-

Expansion opportunities can largely be based on increasing the geographic size of the company service area. Also, as new technologies become more fiscally viable, and the overall status of the renewables markets improve, then these new technologies can be incorporated into the business model. Also, further sustainability increasing services can be incorporated.

Market Analysis

This market is still relatively new. Many large companies are starting to see the benefits of investing in larger scale renewable projects. Berkshire Hathaway has committed \$ 6 billion to wind energy and \$3 billion to solar bring their total commitment to renewables to \$9 billion dollars. In their 2011 financial statement Warren Buffett says the following, " Many more wind and solar projects will almost certainly follow."

Read about the specific industry, market and competitive analysis information you should conduct and include in your plan.

Organization & Management

We are forming a LLC to encompass our initial business of energy audits, portable solar solutions, and solar energy installs.

The business is manager and Owner by its two member. The owner are listed below; John Bishop Flynn II - 50% owner with 50 shares.

Matthew James Dunnington- 50% owner with 50 shares.

Registered agent is John Bishop Flynn II
or principal office address is:
3200 Tabago Ct.
Lexington, KY 40509

Marketing & Sales Management

We will use our mobile trailers to market the mobile solar business. Word of mouth will be our main focus of our energy audit and solar install business. Promoting to at farmers markets, endurance races, and concerts or outdoor event will help us reach our target demographic.

Funding

Funding will mostly be done by the partners with possible funding from outside investors or small business loan applications. Our plan is to keep a tightly controlled private company for as long as possible.

Financial Projections

We plan to have \$100,000 in sale in our first year. This should be about \$25,000 per quarter. Most of our sales will come from energy audits and sales of solar thermal systems our first year.