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# Executive Summary

## Opportunity

### Problem

Building owners and managers need cost justified control opportunities to monitor, improve comfort and turn off nonessential energy wasteful HVAC, Lighting and plug loads.

1. There are 40 million pneumatic thermostats in large commercial facilities. These thermostats cannot be shut off and it cost an average of \$2000 per zone to accomplish the simple task of shutting off your thermostat.
2. Light commercial and residential consumers require a less expensive wireless thermostat and the ability to receive diagnostic evaluations of the efficiency of their HVAC unit. They want the actual cost of operation and to be able to react when the cost of the HVAC unit goes up to save money and protect their valuable equipment.
3. Every year, the nation spends approximately \$200 billion in energy for commercial buildings. Yet, during the workday desks are unoccupied on an average of 50% wasting \$100-\$60 billion dollars a year.

### Solution

We provide a unique line of wireless, battery-operated, and low-voltage powered devices that turn off, monitor and improve comfort for the occupants. Our devices provide monitoring of actual dollars that are used in occupied and unoccupied periods of time. Accountability and factual analytical software.

We have one patent, two patent pending's.

**Must solve a problem. Unique to the industry. Cost justified to the consumer.**

The following wireless sensors and controls have these three basic requirements for success.

**ecWizard P100-** First investors Solidyne and Tridium major players in the controls industry. (See history of the ecWizard.) 40 million pneumatic thermostats applications in the nation. 1/4 of the cost with 100% of of the energy savings. <https://www.tridium.com/> <https://www.solidyne.com/>

**ecWizard-E100-** Light commercial and residential market. Advantage is 1/2 the cost of existing wireless thermostats, in this very cost sensitive market. 10 times smarter. Has the ability to identify problems with the existing HVAC unit.

Utilizes amperage to obtain valuable diagnostics and actual operating cost of the HVAC unit. The patent pending was almost a copy and paste of the ecWizard P100 patent. Applications worldwide in the billions. Will generate millions of jobs improving the efficiency of existing HVAC units. New manufacturers will incorporate this into their products to protect warranty. Optional Alexa tabletop temperature sensor. Breakthrough device!

**ecDeskSensorSystem**- Commercial. Office facilities desks are occupied only 50% of the time. This provides a cost justified solution (ROI) to shutting off HVAC, lighting and plug loads when not required or when unoccupied at each desk location. It improves comfort of HVAC and lighting. Provides actual cost of HVAC, lighting and plug loads. Energy accountability at each desk location. Game changer!

Patent pending is not as strong as ecWizard. But does rely on ecWizards for part of system.

### Market

ecWizard-P100 40 million pneumatic thermostats in the nation that cannot be turned off when unoccupied.

The Nest thermostat sales approximately 10,000 units a month and costs approximately \$200 each. The ecWizard-E100 will sell for approximately \$60 and is 10 times smarter.

ecDeskSensorSystem, there are billions of desks in the world. The desk sensor will monitor occupancy and notify the owner if it is cost justified (ROI) to install a damper to shut off and control HVAC. Voice activated Alexa type opportunities will increase market sales.

### Competition

Our competition is the major control manufacturers that use the old wired technology and wireless manufactures that lack the insight about turning off non-essential energy wasting, plug loads, lighting and HVAC. Our devices are unique to the industry, but we will encourage our competition to produce and sell our devices with affordable licensing.

**ecWizard P100** There are no battery operated devices capable of turning off pneumatic thermostats. The (WPT) wireless pneumatic thermostats is capable of turning up and down but cannot shut off completely. It's not compatible with future upgrades and can be an expensive repair problem. Priced approximately the same as the ecWizard-P100. (See article problems with pneumatics for additional information. <https://www.ecwizard.net/products>)

**ecWizard-E100** There are no wireless thermostat modules that use the signal of the existing thermostat to reduce the price and the location in the HVAC unit to obtain valuable data for operational costs, efficiency evaluation and diagnostics.

**ecDeskSensorSystem** There are several manufactures tracking occupants, from seat buttons, cell phones, infrared sensors and ceiling motion detectors. All of these technologies are lacking accurate temperature sensing and low costs. The ecDeskSensor requires no labor and can be configured by the occupant. Labor to install the popular ceiling motion

detector with temperature is \$300 more than the desk sensor labor. Temperatures in the ceiling are quite often inaccurate due to a number of known issues in the industry. Siemens and Distech are considering using a desk sensor and I have informed them about our intellectual property rights.

### Why Us?

*A visionary is someone who sees a target that no one else can see. A visionary genius, hits the target.*

The **ecWizard P100** provides the building owner opportunity to immediately save energy with an approximate 1 to 2 yr ROI and then eventually eliminate the pneumatic controls using the energy savings. The ecWizard stays in the ceiling and transforms to all electric zone control.

The **ecWizard E100** Provides the owner with email and text messages about dirty filters small Freon leaks etc. that can damage their equipment and cost more to operate there HVAC units.

The **ecDeskSensorSystem** saves energy by turning off HVAC, lighting and provides accountability for plug loads.

## Expectations

### Forecast

Our marketing plan is designed to promote high volumes sales and inexpensive licensing fees.

OEM ecAlliance provides free advertising and high sales volumes will reduce manufacturing costs.

The main website will be utilized by the independent sales reps, alliance members and direct sales to the consumers.

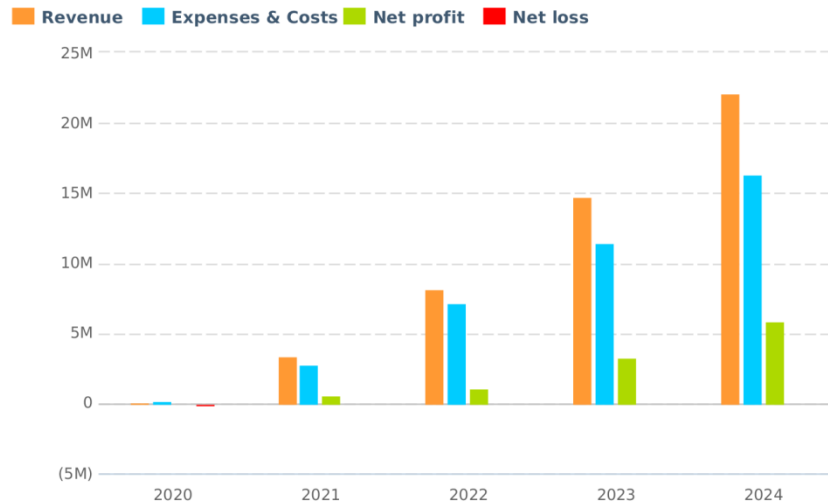
Inexpensive licensing agreements with control manufacturers will help protect intellectual property rights patents.

The first year will have a negative profit, but after that we expect to sell millions of devices. Our product line is designed to verify the dollars savings providing proof for the building owners. This verification will give building Owners the confidence to purchase and install our products.

The commercial and residential industry does not know how much their HVAC systems cost them per hour etc. Utilizing wireless sensors and controls we provide this valuable information providing accountability for HVAC, lighting and plug loads.

Turn it off, maintain efficiency and accountability all simple things that the industry is lacking.

**Financial Highlights by Year**



**Financing Needed**

Our initial investment money is being utilized to develop our patented device called the ecWizard. Investment financing is also required to develop our line of unique wireless devices utilizing cloud-based, simple to use and configurable analytical software, that the building owners are able to understand without training. (ecWizard-P100. Estimated software and hardware prototype \$60,000) (\$40,000 for the ecWizard-E100 and ecDeskSensorSystem.)

There are existing wireless thermostats and similar occupant detection systems. Synergy with existing manufactures will reduce the development costs and not reinvent the wheel.

The hardware will be the least expensive costs. Cloud-based analytical software and wireless communications software will require most of the financing. Once we have established the software then minor changes will be added to the other wireless products.

Exclusive five-year manufacturing agreements for hardware and software could drastically reduce the development and prototype costs. (SaaS)

Marketing and advertising will come from OEM ecAlliance, and eventually from independent marketing reps.

Operating expenses are needed to purchase inventory and quality control.

The main website (back of the house) will distribute licensing fees and direct link to manufacturers that shipped directly to the consumer, factory reps, OEM members, distributors and other licensed control manufactures. Eliminating the need for multiple employees.

\$50,000 will be used for part-time wages to support development and establish OEM ecAlliance members.

Lease or loan will be utilized for beta-test sensors and controls until the customer purchases the devices.

We recently have had development interest from Carnegie Mellon College, Desert Research Institute and Amazon Alexa funding. They require qualified strategic partners that have the capital to support the marketing after development.

# Opportunity

## Problem & Solution

### Problem Worth Solving

Imagine having a thermostat in your home that you cannot turn off. That's exactly what 40 million pneumatic thermostats in commercial buildings have, **thermostats that cannot be turned off.**

There are so many applications where we waste energy by not turning off plugged loads, lights, HVAC and water. Building occupants don't conserve because there is no accountability and old wired technology is not affordable.

**Billions can be saved each year if we could just turn it off.**

Today's office buildings desks are often 50% unoccupied. Look around and you will see that people are not at their desk. There working at home, doctor appointments, training, meetings, sales appointments, vacations, etc. Plus, there's unwanted AC blasting down and lighting that's not required.

What if we could shut off the big three energy usage when **not required** or **unoccupied**. We need an economical opportunity for facilities to shut off the lighting, HVAC and plug load in each vacant office or workstation.

Energy costs for commercial facilities is \$200 billion per year. The saving opportunities are enormous. 100 billion/yr?

**Shutting things off when not required is the cleanest of all energy-saving opportunities.**

Temperature and lighting comfort are the two largest complaints in the commercial office industry. Thermostat fights are often a problem and bright lighting isn't required because were not reading paper documents were looking at a lighted computer monitors. Individual control of each office or workstation would improve morale in the office environment.

Building managers and owners don't know the cost of their building's HVAC equipment or how much the lights and the plug loads costs especially when unoccupied. They would like to know the dollars it costs for their fans, pumps, chillers and boiler's. "You can't manage what you don't measure." (Quote GSA website)

Example: the big chiller costs \$50 an hour per hundred tons of AC. If that cost goes up to \$60 an hour then the manager or building owner knows there's something wrong. Knowing the cost and having state-of-the-art analytical software can predict breakdowns and reduce the cost of the diagnostic evaluation. This creates more jobs to fix energy wasting equipment to proper operation.

Building owners need to know the dollar amount of each piece of equipment along with analytical software in order to make sound business decisions. Building operators can not realize the successful or unsuccessful adjustments unless they know the costs of their individual pieces of equipment.

Turning it off or running it less, saves on high maintenance costs and reduces energy consumption.

Millions of buildings have leaky ductwork that is not detected and is costing millions in wasted energy and overworking mechanical equipment.

Wireless, light commercial, residential thermostats have an average cost of \$200 each we need a wireless solution for over half the cost and is ten times as smart.

Here's a big problem that not too many people realize the scope, but approximately 80% of the facilities with building automation systems are run inefficiently because of operator error, laziness or they're just too busy to schedule HVAC run times. Example: a high-rise with a thousand thermostatic zones. The BAS operator must interview and customize all 1000 thermostats to operate within the occupant's unique schedule. Vacations holidays etc. all require input plus maintaining accurate scheduling. The easy way is to start all the thermostats at 6 AM and off at 6 PM. That is 2 to 4 hours a day of wasted operation.

We need a system that learns the occupants tendencies and automatically adjusts the scheduling as per their occupancy. It would also hold individual occupants accountable for their energy uses at each desk location.

Large mechanical systems are often adjusted to high for heating and way too low for cooling because there's no monitoring of the zone thermostats. There is a need for a cost justified solution for facilities to have monitoring thermostats/sensors that are able to communicate with the large mechanical system and obtain the proper temperatures for comfort and energy savings.

Building pressurization is a major energy waste in 80% to 90% of the facilities. Over or under pressurized buildings is the same as opening doors and windows in your home while trying to condition against the outside air environment. Properly sensing the buildings pressure is often incorrect because of the expense to wire in the old technology.

Please see solutions of the above problems that are cost justified.

### **Our Solution**

#### **ecWizard-P100**

The ecWizard is the most exciting DDC control to be introduced in the last 30 years.

The ecWizard is simply added to the existing pneumatic thermostatic zone control and allows remote monitoring on-off control of the heating and cooling. Wireless and battery operated.



1. Improves comfort and IAQ.

2. Proven and established energy savings from 1984. Same saving as old wire DDC technology for zone retrofits. At ¼ of the cost provides (ROI 1 to 1 ½ yrs)

3. Unique to the industry with the US patent.

See [www.ecWizard.net](http://www.ecWizard.net) for additional information.

#### **ecMech Sensor System**

1. Can predict mechanical problems and breakdowns before it happens.

2. Validates energy savings in dollars, protects equipment and reduces labor costs. Provides the actual energy savings of each ecWizard.

3. Somewhat unique, in that we stress monitoring amperage to obtain the dollar amount of energy costs of the equipment.

<http://www.ecwizard.net/products> for additional information

#### **ecDeskSensorSystem**

ecDesk Sensor orchestrates efficient operation of HVAC, lighting and plug loads of each individual's desk location. (No batteries required)

1. Improves individual temperature and lighting comfort. Two of the biggest complaints for occupants.

2. Motion detection is a proven energy-saving opportunity. . Learns the occupants tendencies and adapts the schedule start and stop times. Each occupant is responsible for scheduling their occupancy for each desk location.

3. Patent Pending.

See **ecDeskSensorSystem** for additional information

#### **ecWizard-E100**

ecWizard-E100 similar to the ecWizard P100. The E100 is for all electric HVAC systems making it ideal for light commercial and residential market.

1. 1/2 of the cost of the average wireless thermostat in the market today. Great for the cost sensitive light commercial, residential market.
2. 10 times smarter than the advertised learning thermostats that are so popular in the wireless thermostat industry.
3. Patent Pending

## Target Market

### ecWizard-P100

Our patented control the ecWizard is a standard zone control, a 24V zone control and a battery operated device that allows existing pneumatic thermostats the ability to turn off the HVAC. 40 million pneumatic thermostats in the nation. Large commercial buildings, airports and hospitals can all benefit. Now the building owners and managers have a cost justified opportunity to monitor and reduce their buildings energy usage.

### ecMech

The ecMech monitoring system was developed because the HVAC mechanical and industrial monitoring systems lack a vital piece of information. Most valuable data is the cost of operating a piece of equipment. Because of the low cost of wireless sensors we can now monitor Amperage! Amperage provides us with wattage and wattage can be converted to dollars. Old wired technology was not cost justified. Amperage can also provide indications of the performance of the monitored equipment. There are millions of existing HVAC and industrials systems in the nation today. We listen to the building owners and they want to know the cost of their equipment. This wireless monitoring system can predict system failures and alarm before actual breakdowns and save considerable amount of money and reduced maintenance labor costs.

### ecWizard-E100

Residential market is very cost sensitive our wireless thermostat does not replace the good old thermostat sitting on the wall. We install it in the HVAC unit and receive the digital inputs from the existing thermostat. Reducing the average cost to 1/2 cost of the existing old wireless thermostat technology. With the ecWizad in the unit it is now in a strategic location for inexpensive sensors making it 10 times smarter than the old wireless thermostat technology. Compatible with tabletop voice activated temperature sensor from the living room, great room or upstairs bedrooms. Why have a thermostat on a wall in a hallway control the overall temperature of the house. Nobody hangs out in the hallway.

## ecDeskSensorSystem

### Office of the Future System

ecDeskSensor, ecLightSwitch, ecAirDamper and ecPlugLoad Sensors

**How many office desks are there in the nation?** This is obviously a huge number. Our desk **ecDeskSensorSystem** works with the ecWizard-P100 & E100. Capable of working with existing control systems (BAS) in large commercial and light commercial applications.

This cost justified opportunity is for any facility that wants to enhance the comfort and reduce the energy it each desk location. Monitor energy consumption while occupied and/or unoccupied. Accountability! It's so simple, just turn it off.

ecWindowSensor, ecIAQSensor and ecBldgPresSensor are one per facility.

## Competition

### Current Alternatives

**ecWizard-P100 Is unique doesn't really have any competition.**

#### 1: Old Wired 24v Technology

**Simple!** Rip out all the working pneumatic controls and install all electric 24V DDC controls. This is no surprise to most building owners, **the cost is outrageous.** A building with 100 pneumatic zones, the average DDC retrofit is approximately. **\$200,000/\$250,000.** Technicians are pulling cables all through your facilities ceilings for 24V power, ripping out valves with garbage cans underneath to catch the dripping water, than installing and commissioning the new electric DDC controls. If you can afford this, it's a no-brainer.

#### 2: Wireless Pneumatic Thermostats

WPT replaces your existing pneumatic thermostat with a new pneumatic thermostat that can be adjusted remotely from a computer. If you're looking forward to ripping out your old pneumatic control system then this may not be a wise investment. Approximately \$500 per zone. This gives you zone temperatures monitoring like in solutions 1 and 2 but does not compare to the energy savings and is not compatible with future all electric DDC retrofits. This Band-Aid is eventually thrown away and quite often is immediately destroyed from pneumatic lines contaminated with moisture and oil, adding to the high cost to maintain the old pneumatic control system. Does not work with VAV reheat systems

because it cannot turn off the air 100%. Owners don't want to invest in an old pneumatic control system. Their goal is to eventually rip out the pneumatics.

<http://www.cypressenvirosystems.com> & <http://www.millennialnet.com/>

#### **ecWizard-E100**

Unique, patent pending.

Competitors: Nest, Honeywell and hundreds of other wall mounted wireless thermostats. Nothing compares in price or HVAC smarts. Uniquely, provides operational savings. We basically have a better mousetrap!

#### **ecDeskSensorSystem**

Unique, patent pending system.

There are hundreds of wireless sensor, control manufacturers. All the wireless components for the ecDeskSensorSystem are currently in use today. But what is unique and exclusive is that I invented a new system consisting of new sensor locations and software solutions for enhanced comfort control with HVAC, lighting and plug loads. Accountability, monitoring and switching that is not currently available in the market today. Only portions of the system are in use today.

#### **ecMech**

This is unique but not patented or patent pending

There is a large number of competitors for sensor systems and wireless datalogger for commercial and especially industrial systems. The ecMechanical system is unique in that it incorporates and relies heavily on amperage sensing which is crazy because the wireless market today makes this an inexpensive opportunity. With amperage we can achieve the actual energy cost in dollars per time of each piece of equipment. And monitors the workload and performance of the equipment.

#### **Our Advantages**

Cost! Cost! Cost! and then there is Cost!

- Unique to the industry
- Simplicity but sophisticated.
- Cloud-based software or high-security in-house software
- Improved temperature and lighting comfort

- Battery, energy harvesting or low voltage power
- Simple turn it off clean technology.
- Equipment protection and predictive equipment failures.
- \$/fan, pump, compressor, boiler, \$/ton etc.
- Valuable data providing factual analytics rather than guesswork.
- Creates millions of jobs improving efficiency of existing HVAC.

# Execution

## Marketing & Sales

### Marketing Plan

**Energy Saving Partners, LLC is no longer an active company but it could be rebooted.**

**ESP Direct sales to end-users** will keep us abreast of what it takes to close the deal. This also provides for the best profit margins.

**Our new website** will support sales and training to the sales reps, contractors, and end-users. The OEM ecAlliance members will provide valuable expertise in development of the website. This unique site will provide the automated proposal generating opportunity for all sales personnel. Eliminating the high cost of HVAC/controls engineers and allowing non-technical personnel to sell and purchase the controls. Simple to buy, install and configure. (ecDeskSensors is installed and configured by the occupant with no labor costs. No batteries. The Consumer could buy three ecDeskSensors for the labor cost to install one motion detector.)

**Independent sales reps** receive a commission from ESP and their selected control/contractors, for setting up appointments. We previously had great interest from engineering firms to individuals without HVAC experience that became sales reps and several others that had a desire to join. (See marketing history [www.ecWizard.net](http://www.ecWizard.net))

50 independent sales reps will be selected in different exclusive area codes these non-technical or technical reps will essentially select and locate facilities that would appreciate opportunities of our product line. They can select to sell directly to the facility if they have building engineers etc. or get the support of a mechanical/control contractors. Part-time or full-time with required minimum quotas. Receiving commissions from ESP and contractors makes them independent.

**The OEM ecAlliance Members (Independent)** consisting of proven control/mechanical contractors located in the in the largest cities of the nation will receive our complete line of controls with a slight royalty to ESP. (Licensing agreement) Their success, advertising and websites, will provide free advertising to the main Corp. **ESP**. Today's news travels fast, providing tremendous advertising for our products. Very little markup will give them incentive to meet their sales quotas and stay on as OEM members. They are basically an inexpensive marketing opportunity for ESP. (They will love the pricing). Hi sales volumes will reduce manufacturing costs.

**Licensing to control manufacturers.** We realize that the existing control manufacturers have a large investment in their old wired technology, but when they realize the volume of sales that we will be producing they are going to jump on the bandwagon. Their average size is \$20-\$50 billion corporations, a patent to them is just a thin piece of paper. We are going to offer our products and manufacturing at a one dollar royalty. This would provide them the best possible pricing

and eliminate the high cost of development. With all of the control manufacturers on board it will be a game changer to the energy savings in the nation and provide us with millions of dollars in gross profit.

### **Sales Plan**

#### **Purchasing Opportunities from (ESP)**

##### **Complete Purchase of the ecWizard system.**

- Facility receives all utility rebates.
- Money back guarantee for any reason after one year.
- Must include ecMech System for energy savings verification.

##### **Leasing Agreement 3 or 5 years**

- Minimum deposit (first and last months lease payment)
- We receive 100% of utility rebates
- Facility becomes owner of the system after 3 or 5 years
- Money back guarantee for any reason after 3 months
- Must include ecMech System for energy savings verification.
- Facility receives 100% of the positive cash flow from the energy savings.

##### **Shared Savings Agreement (ECSO)**

- No upfront cost to the facility. No monthly payments.
- 10 to 15 year agreement.
- We pay your existing utility costs and share the energy savings.
- We receive 100% of utility rebates.
- Must include ecMech System for energy savings verification.

The main website will sell directly to the consumer, contractors, distributors and building owners. With considerably higher profit margins. The main website will establish reasonable pricing for the licensed resellers.

Sales Reps, OEM ecAlliance, and Control Manufacturer licensing will have independent sales, advertising etc.

## Operations

### **Locations & Facilities**

Solidyne Corporation will manufacture in Chicago Illinois. All products will be ordered through our website and shipped from Solidyne in Chicago.

ESP, LLC Corporate headquarters will be located in Pleasanton, California and Reno, Nevada.

### **Technology**

Solidyne Corporation has been producing control products since 1969 they will be in charge of the final hardware and manufacturing of our product line and will utilize an e-commerce engine from our website for sales distribution.

LinkLabs will provide there communication modules, cloud-based Symphony and Conductor software to Solidyne Corporation.

Infinite Automation Software will provide Mango Automation SCADA and HMI software with web access and cross platform integration. Modbus and BACnet communication Solutions with easy customization.

WiSilica Corporation will provide state-of-the-art software solutions and lighting hardware for various devices. There hardware will be manufactured and shipped to the consumer from our website e-commerce engine.

Website will provide e-commerce and back of the house accounting for all commissions royalties etc.

### **Equipment & Tools**

We plan to acquire our Sales Reps via Craigslist which was successful previously and utilizing an employment agency.

No special tools or equipment will be required.



## Milestones & Metrics

### Milestones Table

Milestone	Due Date	Who's Responsible	Details
Recruit Investor CEO	May 01, 2019	ECC	CEO will be required to supervise and operate ESP,LLC. Responsible for coordination of licensing mechanical control contractors and development of new licensing of control manufacturers.
Start development of ecWizard P100	June 03, 2019	George Fincher & Development Team	Work with Solidyne Corp. and software development companies.
Start development of ecWizard E100	July 01, 2019	George Fincher	All electric small commercial and residential product. Look for OEM support from existing wireless thermostat manufacturers. 80% of the software was already completed.
ecWizard-P100 prototype completion	August 01, 2019	G F & Development Team	ecWizard-P100 Prototype Approval
Beta-test ecWizard-P100 in facility	September 02, 2019	George Fincher	Install ecWizard-P100's and ecMech Sensors system for energy-saving verification.
Second beta-test facility	September 02, 2019	George Fincher	ecWizard-P100/ecWizard-E100, ecWorkStation/Office Sensor System

ecWizard E 100 prototype complete	October 01, 2019	George Fincher	Approve prototype
ecDeskSensor, ecPlugLoad, ecMech, ecLightSwitch etc.	November 01, 2019	Development Team	Development, prototype and beta tests
Develop sales and marketing information website.	November 01, 2019	George Fincher & Board Members	OEM Members are required to jointly invest in development of website. Reduces the cost of proposals and increases proposal output
Install beta-test for ecWizard E-100 & ecWorkStation / Office	November 01, 2019	George Fincher	After three months customer has the opportunity to purchase system
Send invoice to second beta-test facility	December 02, 2019	ECC	After three month test of sensor system. The test facility has the option to purchase system at a discount and with free future upgrades.
Send invoice for ecWizard-P100 beta-test facility	December 04, 2019	ECC	After three month trial is successful the facility has the option to purchase the system. With product discounts and future free upgrades.
Advertising	January 01, 2020	ECC & Board Members	Combined effort by licensed mechanical contractors (OEM Members) and Energy Controls Co.

Upgrade website for new potential customers.	January 01, 2020	ECC	This is not the sales automation website. This would be the second phase of the existing website with purchasing options for products. Our products can easily be installed with very little HVAC background.
Booth at annual AC / Heating convention	January 15, 2020	ECC W/ Board Member support	The Board Members will be required to attend the show and work the booth in shifts.
Select OEM Alliance Members	January 31, 2020	George Fincher	Select mechanical contractors to receive licensing agreements. 12 contractors in major US cities.
Select 50 factory reps throughout the nation	May 01, 2020	ECC & Board Members	With the support of the Board Members and recruiting firm we will locate applicants to become (doorknocking) factory reps. Training and supervision from website

### Key Metrics

Our main goal is to sale licensing agreements and collect royalties by producing unique products, easy to install and simple to use software. Analytical software will allow the consumer to identify the actual dollars in energy of each piece of equipment and predict potential failures.

A secondary goal is to sell directly to the consumer because of the lucrative markup opportunities. This is achieved through direct sales and from our website.

The consumer has the opportunity to directly purchase from our website without going through factory rep or licensed contractors and manufacturers.

Very little equipment will be required for stock at our facilities. Low overhead and limited employees if any.

# Company

## Overview

Energy Saving Partners, LLC (ESP) is a startup with having one owner with 55% and others with 45%.

## Team

### Management Team

Our products are currently not being developed by a team of four manufacturers that are experienced in their individual phases of hardware and software.

Our management team is yet to be selected but we will rely upon existing industry expertise. OEM control contractors in the largest cities of the nation will provide valuable marketing and component expertise.

ESP, LLC will concentrate on the sales and our CEO will provide support between the manufacturing and licensed contractors and manufactures.

For information about George Fincher see <http://www.ecwizard.net/about>

### Advisors

Adem Erturk and Baha Erturk of Solidyne Corporation had been manufacturing controls since 1969. They are the lead management team for development and manufacturing.

LinkLabs top engineers are working with Solidyne in providing the state of art wireless modules and cloud-based software.

Infinite Automation a leading HVAC software company is basically integrating their platform to simplify the features and configurations of our product line.

# Financial Plan

## Forecast

### Key Assumptions

We listen to the building owners and managers, there not going to spend money on energy savings and comfort improvements in less it's cost justified. The building owners have purchased control systems that have saved them money and they've also purchased control systems that have failed them completely. All our wireless sensors and controls can be successfully verified.

The building owners and managers need to know the operating cost of their equipment in order to **validate the success** of their investments and make intelligent business decisions.

Thousands of building owners has been swindled by fast talking salesman promising unrealistic return on investments. We will provide the building owners assurance and actual validation on their investment.

Our financial forecasts are based upon the building owners buying history and **were not putting all our eggs in one basket for marketing.**

Simplicity "if it needs a manual it's already broke" Elon Musk. Our analytical software will be basically simple compared to some of the estimated analytics that are trying to do too much with vague data.

Our user interface (UI) will provide easy to use adjustments and configurations that everyone can understand. No complicated control strategies are required. We are basically just turning things off.

### Website

Our website receives all sales orders, plus supports sales and training to the sales reps, contractors, and end-users. The **ecAlliance** will provide valuable expertise in development of the website. This **unique** site will provide automated proposal generating opportunity for all sales personnel. Eliminating the high cost of HVAC/controls engineers and allowing non-technical personnel to sell and purchase the controls. **Simple to buy, install and configure.**

### Revenue Streams

**Note: Direct costs of wireless devices are approximate. And will be reduced as volumes increase.**

**Energy Saving Partners LLC.**

**1- ESP Direct sales to end-users (Building Owners )** will keep us abreast of what it takes to close the deal and help support our OEM members. This also provides for high profit margins.

1-ESP orders through website and manufacture ships to ESP for installation. Labor from third-party. Invoiced directly to the consumer.

**2- Website sales from end users. (Building Owners) ( high profit margins)**

2- Website generates the sales directly to manufacture and they ship to the consumer. We receive a commission from Website.

**3- Website sales from contractors.** They get a discount of approximately 33% below the end users (building owners)

3- Website generates the sales directly to manufacture and they ship to the consumer. We receive a commission from Website.

**4- Independent Factory Sales Reps .** Receive commissions from ESP's website orders and for setting up meetings with contractors and building owners. Appr. 45% below end-user. (Minimum sales quotas required)

4- Website generates the sales directly to manufacture and they ship to the consumer. ESP and Sales Reps receive a commission from Website .

Note: **50** independent sales reps will be selected in exclusive area codes these non-technical or technical reps will essentially select and locate facilities that would appreciate the opportunities of our product line. They can select to sell directly to the facility if they have building engineers etc. or get the support of a mechanical/control contractors . Which will provide them a commission for the sales meeting. We were very successful with getting sales reps. (See marketing history [www.ecWizard.net](http://www.ecWizard.net))

**5- The 12 OEM ecAlliance Members** consisting of proven control/mechanical contractors located in the largest cities of the nation, they will receive our complete line of controls with a slight royalty to ESP. Successful installations in this day of age, the news travels fast providing tremendous advertising for our products. Very little markup will give them incentive to meet their sales quotas and stay on as members. They are basically an inexpensive marketing opportunity for ESP. (Licensing Agreements)

5-Website generate sales directly from the **ecAlliance** to the manufacture. Manufacture ships to location requested by the member. ESP receive a royalty commission from Website. (Minimum sales quotas required)

**6- Licensing to control manufacturers.** We realize that the existing control manufacturers have a large investment in their old wired technology, but when they realize the volume of sales that we will be producing they are going to jump on the bandwagon. Their average size is \$20-\$50 billion corporations, a patent to them is just a thin piece of paper. We are going to offer our products and manufacturing at a small royalty. This would allow them the best possible pricing

and eliminate the high cost of there development. With all of the control manufacturers on board it will be a game changer to the energy savings in the nation and provide us with millions of dollars in gross profit.

Control manufacturers with licensing agreements have the option to order through our manufacturers or through their own manufactures. Branding is also there option. ESP receives a royalty commission from controls manufactures.

#### **Software fees**

Each wireless node will have software fee for maintaining the cloud-based system. The consumer will pay for this through the website and the website will transfer monies to cloud-based operators. ESP,LLC may also receive a small commission tacked onto the fee from the consumer.

#### **Distributors**

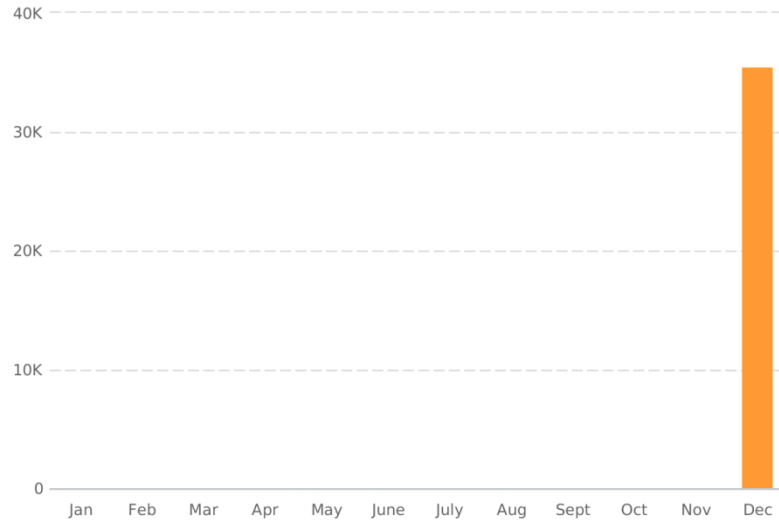
We have purposely left out Distributors (parts houses) because they normally do not provide expertise and have a wide variety of devices that they sell. Our factory reps and OEM members etc. would not appreciate the extra competition.

#### **Summary**

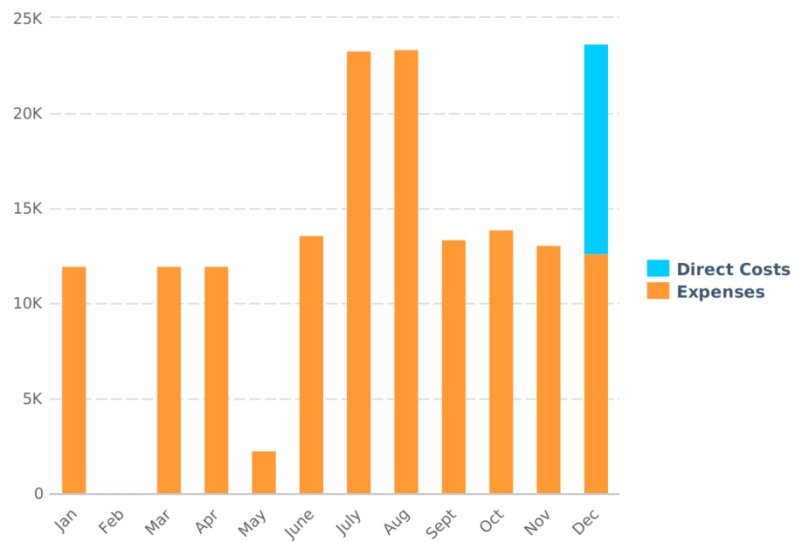
ESP, LLC is basically in the business to receive commissions and royalties from our website and licensed manufacturers. Definite advantages are very few employees, low overhead, extremely low cash flow problems and insignificant amount of inventory.



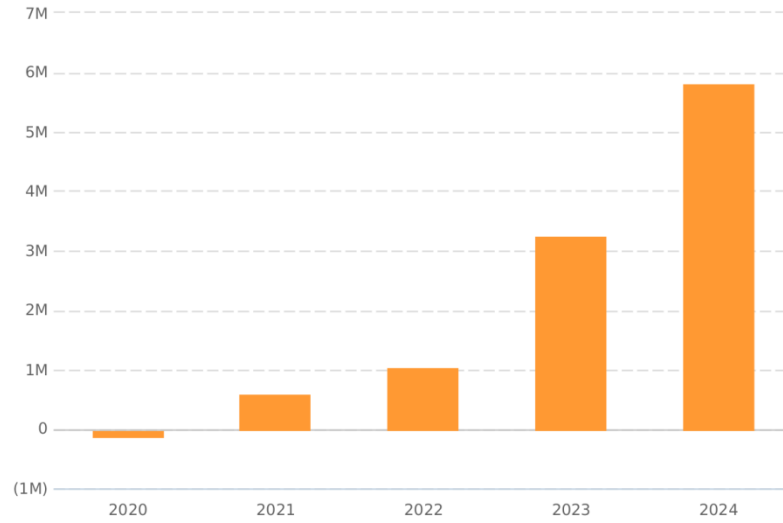
Revenue by Month



Expenses by Month



**Net Profit (or Loss) by Year**



## Financing

**Use of Funds**

At this time we are not funded to achieve our financial and business goals.

We are seeking a investor CEO

**Sources of Funds**

There are numerous investment opportunities for additional funding. Prototypes and beta-tests are the first requirements.

## Statements

### Projected Profit & Loss

	2020	2021	2022	2023	2024
<b>Revenue</b>	<b>\$35,560</b>	<b>\$3,359,600</b>	<b>\$8,166,200</b>	<b>\$14,695,400</b>	<b>\$22,137,500</b>
<b>Direct Costs</b>	<b>\$11,050</b>	<b>\$1,770,000</b>	<b>\$4,715,000</b>	<b>\$8,250,000</b>	<b>\$12,170,000</b>
Gross Margin	\$24,510	\$1,589,600	\$3,451,200	\$6,445,400	\$9,967,500
<b>Gross Margin %</b>	<b>69%</b>	<b>47%</b>	<b>42%</b>	<b>44%</b>	<b>45%</b>
<b>Operating Expenses</b>					
Salaries & Wages	\$39,000	\$589,800	\$1,608,780	\$1,752,858	\$1,910,840
Employee Related Expenses	\$7,800	\$117,960	\$321,756	\$350,572	\$382,168
Rent	\$0	\$25,000	\$48,000	\$52,000	\$65,000
Development	\$77,500	\$5,000	\$5,000	\$10,000	\$10,000
Car leasing	\$6,200	\$16,000	\$24,000	\$32,000	\$60,000
Marketing	\$6,000	\$20,000	\$30,000	\$30,000	\$30,000
Travel	\$6,000	\$12,000	\$24,000	\$35,000	\$50,000
Legal, accounting and taxes	\$1,500	\$1,000	\$15,000	\$20,000	\$45,000
Website	\$1,000	\$10,000	\$2,000	\$2,000	\$4,000
Sales rep recruitment	\$400	\$5,000	\$2,000	\$2,000	\$2,000
Miscellaneous	\$3,750	\$40,000	\$60,000	\$80,000	\$100,000
Patented & Patent pending support		\$25,000	\$1,000	\$1,000	\$1,000
<b>Total Operating Expenses</b>	<b>\$149,150</b>	<b>\$866,760</b>	<b>\$2,141,536</b>	<b>\$2,367,430</b>	<b>\$2,660,008</b>

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<b>Operating Income</b>	<b>(\$124,640)</b>	<b>\$722,840</b>	<b>\$1,309,664</b>	<b>\$4,077,970</b>	<b>\$7,307,492</b>
Interest Incurred	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$2,500	\$10,417	\$15,000	\$15,000	\$15,000
Income Taxes	\$0	\$117,057	\$258,932	\$812,595	\$1,458,498
<b>Total Expenses</b>	<b>\$162,700</b>	<b>\$2,764,234</b>	<b>\$7,130,468</b>	<b>\$11,445,024</b>	<b>\$16,303,506</b>
<b>Net Profit</b>	<b>(\$127,140)</b>	<b>\$595,366</b>	<b>\$1,035,732</b>	<b>\$3,250,376</b>	<b>\$5,833,994</b>
<b>Net Profit / Sales</b>	<b>(358%)</b>	<b>18%</b>	<b>13%</b>	<b>22%</b>	<b>26%</b>

## Projected Balance Sheet

	Starting Balances	2020	2021	2022	2023	2024
Cash		(\$47,528)	\$754,557	\$2,174,918	\$6,005,169	\$12,487,743
Accounts Receivable		\$0	\$0	\$0	\$0	\$0
Inventory						
Other Current Assets						
<b>Total Current Assets</b>		<b>(\$47,528)</b>	<b>\$754,557</b>	<b>\$2,174,918</b>	<b>\$6,005,169</b>	<b>\$12,487,743</b>
Long-Term Assets		\$50,000	\$150,000	\$150,000	\$150,000	\$150,000
Accumulated Depreciation		(\$2,500)	(\$12,917)	(\$27,917)	(\$42,917)	(\$57,917)
<b>Total Long-Term Assets</b>		<b>\$47,500</b>	<b>\$137,083</b>	<b>\$122,083</b>	<b>\$107,083</b>	<b>\$92,083</b>
<b>Total Assets</b>		<b>(\$28)</b>	<b>\$891,640</b>	<b>\$2,297,001</b>	<b>\$6,112,253</b>	<b>\$12,579,827</b>
Accounts Payable		\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$0	\$35,434	\$64,733	\$203,149	\$364,624
Sales Taxes Payable		\$7,112	\$167,980	\$408,310	\$734,770	\$1,106,875
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0
Prepaid Revenue						
<b>Total Current Liabilities</b>	<b>\$0</b>	<b>\$7,112</b>	<b>\$203,414</b>	<b>\$473,043</b>	<b>\$937,919</b>	<b>\$1,471,499</b>
Long-Term Debt						

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<b>Total Liabilities</b>	<b>\$0</b>	<b>\$7,112</b>	<b>\$203,414</b>	<b>\$473,043</b>	<b>\$937,919</b>	<b>\$1,471,499</b>
Paid-In Capital		\$120,000	\$220,000	\$320,000	\$420,000	\$520,000
Retained Earnings	\$0	\$0	(\$127,140)	\$468,226	\$1,503,958	\$4,754,334
Earnings		(\$127,140)	\$595,366	\$1,035,732	\$3,250,375	\$5,833,994
<b>Total Owner's Equity</b>	<b>\$0</b>	<b>(\$7,140)</b>	<b>\$688,226</b>	<b>\$1,823,958</b>	<b>\$5,174,334</b>	<b>\$11,108,328</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$0</b>	<b>(\$28)</b>	<b>\$891,640</b>	<b>\$2,297,001</b>	<b>\$6,112,253</b>	<b>\$12,579,827</b>

## Projected Cash Flow Statement

	2020	2021	2022	2023	2024
<b>Net Cash Flow from Operations</b>					
Net Profit	(\$127,140)	\$595,366	\$1,035,732	\$3,250,376	\$5,833,994
Depreciation & Amortization	\$2,500	\$10,417	\$15,000	\$15,000	\$15,000
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$35,434	\$29,299	\$138,416	\$161,475
Change in Sales Tax Payable	\$7,112	\$160,868	\$240,330	\$326,460	\$372,105
Change in Prepaid Revenue					
<b>Net Cash Flow from Operations</b>	<b>(\$117,528)</b>	<b>\$802,085</b>	<b>\$1,320,361</b>	<b>\$3,730,251</b>	<b>\$6,382,574</b>
<b>Investing &amp; Financing</b>					
Assets Purchased or Sold	(\$50,000)	(\$100,000)			
Investments Received	\$120,000	\$100,000	\$100,000	\$100,000	\$100,000

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Change in Long-Term Debt					
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions					
<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$70,000</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>
Cash at Beginning of Period	\$0	(\$47,528)	\$754,557	\$2,174,918	\$6,005,169
Net Change in Cash	(\$47,528)	\$802,085	\$1,420,361	\$3,830,251	\$6,482,574
<b>Cash at End of Period</b>	<b>(\$47,528)</b>	<b>\$754,557</b>	<b>\$2,174,918</b>	<b>\$6,005,169</b>	<b>\$12,487,743</b>



# Appendix

## Profit and Loss Statement (With monthly detail)

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
<b>Revenue</b>												
1-ESP: Direct end-users ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	50
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
2-Website: to contractors ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	10
Unit Prices	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
3-OEM sales ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110
4-Website: to end users ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
5-Sales rep sales ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,500

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Unit Sales	0	0	0	0	0	0	0	0	0	0	0	50
Unit Prices	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Mo. software fee all wireless devices	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
6-Control manuf licensing ecWizard-P100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$103	\$103	\$103	\$103	\$103	\$103	\$103	\$103	\$103	\$103	\$103	\$103
1-2 Direct to end-users ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80
2-2 Website: to contractors ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60
3-2Website: end users ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80
4-2 OEM ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0

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Unit Prices	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
5-2 Sales rep sales ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
6-2 Control manuf licensing ecDeskSensor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21
1-3 Direct end-users ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
2-3 Website: contractors ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30
3-3 Sales rep sales ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
4-3 Website: to end users ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0

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Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
5-3 OEM ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22
6-3 Control manuf licensing ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21
1-4 Direct end-users ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80
2-4 Web to contractors ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60
3-4 Web: end users ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80
4-4 OEM ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22	\$22

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5-4 Sales rep ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
6-4 Manuf licensing ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21
1-5 Direct end-users ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
2-5 Web: contractors ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$220	\$220	\$220	\$220	\$220	\$220	\$220	\$220	\$220	\$220	\$220	\$220
3-5 Web: end users ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
4-5 OEM ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95
5-5 Sale Rep ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0

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Unit Prices	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180
6-5 Licensing ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91
1-6 ESP:Direct to end-users ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60
2-6 OEM ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18	\$18
3-6 Website: to contractors ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45
4-6 Website: to end users ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60
5-6 Sales rep sales ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30

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6-6 Control manuf licensing ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21
Misc. Sensors	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$60
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0	10
Unit Prices	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$35,560</b>
<b>Direct Costs</b>													
1-ESP: Direct end-users ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000
2-Website contractor sales ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
3-ecAlliance sales ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4- Website: to end users ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5- Sales rep sales ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000

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6- Control manuf licensing ecWizard-P100 DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Mo. software fee all wireless devices DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1-2 Direct to end-users ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2-2 Website: to contractors ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
3-2 Website: to end users ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4-2 ecAlliance ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5-2 Sales rep sales ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
6-2 Control manuf licensing ecDeskSensor DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1-3 Direct end- users ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2-3 Website: contractors ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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3-3 Sales rep sales ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4-3 Website: to end users ecPlugLoad	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5-3 ecAlliance sales ecPlugLoad DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
6-3 Control manuf licensing ecPlugLoad DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1-4 Direct end-users ecLightSwitch DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2-4 Web to contractors ecLightSwitch DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
3-4 Web: end users ecLightSwitch DC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4-4 ecAlliance ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5-4 Sales rep ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
6-4 Manuf licensing ecLightSwitch	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1-5 Direct end-users ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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2-5 Web: contractors ecDamper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
3-5 Web: end users ecDamper dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4-5 ecAlliance ecDamper dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5-5 Sale Rep ecDamper dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
6-5 Licensing ecDamper dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1-6 ESP:Direct to end-users ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2-6 OEM Member sales ecWizard-E100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
3-6 Website: to contractors ecWizard-E100 dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4-6 Website: to end users ecWizard-E100 dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
5-6 Sales rep sales ecWizard-E100 dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
6-6 Control manuf licensing ecWizard-E100 dc	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Misc. Sensors	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$50

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<b>Total Direct Costs</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$11,050</b>
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$24,510
<b>Gross Margin %</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>69%</b>
<b>Operating Expenses</b>												
Salaries and Wages						\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500
Employee Related Expenses						\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
Rent	\$0											
Development	\$12,000	\$12,000	\$12,000			\$12,000	\$12,000	\$12,000	\$2,000	\$2,000	\$1,000	\$500
Car leasing	\$0			\$2,000		\$600	\$600	\$600	\$600	\$600	\$600	\$600
Marketing	\$0			\$0		\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Travel	\$0					\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Legal, accounting and taxes	\$0									\$500	\$500	\$500
Website	\$0					\$500	\$100	\$100	\$100	\$100	\$100	\$100
Sales rep recruitment	\$0										\$200	\$200
Miscellaneous	\$0			\$250		\$500	\$500	\$500	\$500	\$500	\$500	\$500
Patented & Patent pending support												
<b>Total Operating Expenses</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$2,250</b>	<b>\$13,600</b>	<b>\$22,900</b>	<b>\$23,000</b>	<b>\$13,000</b>	<b>\$13,500</b>	<b>\$12,700</b>	<b>\$12,200</b>	

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<b>Operating Income</b>	<b>(\$12,000)</b>	<b>\$0</b>	<b>(\$12,000)</b>	<b>(\$12,000)</b>	<b>(\$2,250)</b>	<b>(\$13,600)</b>	<b>(\$22,900)</b>	<b>(\$23,000)</b>	<b>(\$13,000)</b>	<b>(\$13,500)</b>	<b>(\$12,700)</b>	<b>\$12,310</b>
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$417	\$416	\$417	\$417	\$416	\$417
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$2,250</b>	<b>\$13,600</b>	<b>\$23,317</b>	<b>\$23,416</b>	<b>\$13,417</b>	<b>\$13,917</b>	<b>\$13,116</b>	<b>\$23,667</b>
<b>Net Profit</b>	<b>(\$12,000)</b>	<b>\$0</b>	<b>(\$12,000)</b>	<b>(\$12,000)</b>	<b>(\$2,250)</b>	<b>(\$13,600)</b>	<b>(\$23,317)</b>	<b>(\$23,416)</b>	<b>(\$13,417)</b>	<b>(\$13,917)</b>	<b>(\$13,116)</b>	<b>\$11,893</b>
<b>Net Profit / Sales</b>		<b>0%</b>										<b>33%</b>

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	2020	2021	2022	2023	2024
<b>Revenue</b>					
1-ESP: Direct end-users ecWizard-P100	\$20,000	\$400,000	\$800,000	\$1,200,000	\$2,000,000
Unit Sales	50	1,000	2,000	3,000	5,000
Unit Prices	\$400	\$400	\$400	\$400	\$400
2-Website: to contractors ecWizard-P100	\$3,000	\$300,000	\$600,000	\$900,000	\$1,500,000
Unit Sales	10	1,000	2,000	3,000	5,000
Unit Prices	\$300	\$300	\$300	\$300	\$300
3-OEM sales ecWizard-P100	\$0	\$1,100,000	\$1,650,000	\$2,200,000	\$3,300,000
Unit Sales	0	10,000	15,000	20,000	30,000
Unit Prices	\$0	\$110	\$110	\$110	\$110
4-Website: to end users ecWizard-P100	\$0	\$200,000	\$400,000	\$800,000	\$1,200,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$400	\$400	\$400	\$400
5-Sales rep sales ecWizard-P100	\$12,500	\$125,000	\$250,000	\$750,000	\$1,000,000
Unit Sales	50	500	1,000	3,000	4,000
Unit Prices	\$250	\$250	\$250	\$250	\$250
Mo. software fee all wireless devices	\$0	\$100	\$200	\$400	\$500
Unit Sales	0	1,000	2,000	4,000	5,000
Unit Prices	\$0	\$0.10	\$0.10	\$0.10	\$0.10
6-Control manuf licensing ecWizard-P100	\$0	\$0	\$515,000	\$618,000	\$824,000
Unit Sales	0	0	5,000	6,000	8,000
Unit Prices	\$0	\$0	\$103	\$103	\$103

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1-2 Direct to end-users ecDeskSensor	\$0	\$80,000	\$400,000	\$480,000	\$640,000
Unit Sales	0	1,000	5,000	6,000	8,000
Unit Prices	\$0	\$80	\$80	\$80	\$80
2-2 Website: to contractors ecDeskSensor	\$0	\$60,000	\$120,000	\$240,000	\$300,000
Unit Sales	0	1,000	2,000	4,000	5,000
Unit Prices	\$0	\$60	\$60	\$60	\$60
3-2Website: end users ecDeskSensor	\$0	\$40,000	\$80,000	\$160,000	\$400,000
Unit Sales	0	500	1,000	2,000	5,000
Unit Prices	\$0	\$80	\$80	\$80	\$80
4-2 OEM ecDeskSensor	\$0	\$25,000	\$125,000	\$250,000	\$375,000
Unit Sales	0	1,000	5,000	10,000	15,000
Unit Prices	\$0	\$25	\$25	\$25	\$25
5-2 Sales rep sales ecDeskSensor	\$0	\$20,000	\$40,000	\$200,000	\$400,000
Unit Sales	0	500	1,000	5,000	10,000
Unit Prices	\$0	\$40	\$40	\$40	\$40
6-2 Control manuf licensing ecDeskSensor	\$0	\$0	\$105,000	\$168,000	\$210,000
Unit Sales	0	0	5,000	8,000	10,000
Unit Prices	\$0	\$0	\$21	\$21	\$21
1-3 Direct end-users ecPlugLoad	\$0	\$20,000	\$40,000	\$80,000	\$120,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$40	\$40	\$40	\$40
2-3 Website: contractors ecPlugLoad	\$0	\$15,000	\$30,000	\$60,000	\$90,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$30	\$30	\$30	\$30

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3-3 Sales rep sales ecPlugLoad	\$0	\$12,500	\$25,000	\$50,000	\$125,000
Unit Sales	0	500	1,000	2,000	5,000
Unit Prices	\$0	\$25	\$25	\$25	\$25
4-3 Website: to end users ecPlugLoad	\$0	\$20,000	\$40,000	\$80,000	\$120,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$40	\$40	\$40	\$40
5-3 OEM ecPlugLoad	\$0	\$22,000	\$44,000	\$110,000	\$220,000
Unit Sales	0	1,000	2,000	5,000	10,000
Unit Prices	\$0	\$22	\$22	\$22	\$22
6-3 Control manuf licensing ecPlugLoad	\$0	\$0	\$105,000	\$168,000	\$210,000
Unit Sales	0	0	5,000	8,000	10,000
Unit Prices	\$0	\$0	\$21	\$21	\$21
1-4 Direct end-users ecLightSwitch	\$0	\$40,000	\$80,000	\$160,000	\$240,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$80	\$80	\$80	\$80
2-4 Web to contractors ecLightSwitch	\$0	\$30,000	\$60,000	\$120,000	\$180,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$60	\$60	\$60	\$60
3-4 Web: end users ecLightSwitch	\$0	\$40,000	\$80,000	\$160,000	\$240,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$80	\$80	\$80	\$80
4-4 OEM ecLightSwitch	\$0	\$11,000	\$22,000	\$44,000	\$110,000
Unit Sales	0	500	1,000	2,000	5,000
Unit Prices	\$0	\$22	\$22	\$22	\$22

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5-4 Sales rep ecLightSwitch	\$0	\$25,000	\$50,000	\$100,000	\$250,000
Unit Sales	0	500	1,000	2,000	5,000
Unit Prices	\$0	\$50	\$50	\$50	\$50
6-4 Manuf licensing ecLightSwitch	\$0	\$0	\$210,000	\$420,000	\$630,000
Unit Sales	0	0	10,000	20,000	30,000
Unit Prices	\$0	\$0	\$21	\$21	\$21
1-5 Direct end-users ecDamper	\$0	\$150,000	\$300,000	\$600,000	\$900,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$300	\$300	\$300	\$300
2-5 Web: contractors ecDamper	\$0	\$110,000	\$220,000	\$440,000	\$660,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$220	\$220	\$220	\$220
3-5 Web: end users ecDamper	\$0	\$150,000	\$300,000	\$600,000	\$900,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$300	\$300	\$300	\$300
4-5 OEM ecDamper	\$0	\$47,500	\$285,000	\$380,000	\$475,000
Unit Sales	0	500	3,000	4,000	5,000
Unit Prices	\$0	\$95	\$95	\$95	\$95
5-5 Sale Rep ecDamper	\$0	\$90,000	\$180,000	\$360,000	\$540,000
Unit Sales	0	500	1,000	2,000	3,000
Unit Prices	\$0	\$180	\$180	\$180	\$180
6-5 Licensing ecDamper	\$0	\$0	\$455,000	\$910,000	\$1,365,000
Unit Sales	0	0	5,000	10,000	15,000
Unit Prices	\$0	\$0	\$91	\$91	\$91
1-6 ESP:Direct to end-users ecWizard-E100	\$0	\$60,000	\$120,000	\$300,000	\$480,000

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Unit Sales	0	1,000	2,000	5,000	8,000
Unit Prices	\$0	\$60	\$60	\$60	\$60
2-6 OEM ecWizard-E100	\$0	\$18,000	\$54,000	\$90,000	\$180,000
Unit Sales	0	1,000	3,000	5,000	10,000
Unit Prices	\$0	\$18	\$18	\$18	\$18
3-6 Website: to contractors ecWizard-E100	\$0	\$45,000	\$90,000	\$135,000	\$225,000
Unit Sales	0	1,000	2,000	3,000	5,000
Unit Prices	\$0	\$45	\$45	\$45	\$45
4-6 Website: to end users ecWizard-E100	\$0	\$60,000	\$120,000	\$180,000	\$300,000
Unit Sales	0	1,000	2,000	3,000	5,000
Unit Prices	\$0	\$60	\$60	\$60	\$60
5-6 Sales rep sales ecWizard-E100	\$0	\$30,000	\$60,000	\$120,000	\$150,000
Unit Sales	0	1,000	2,000	4,000	5,000
Unit Prices	\$0	\$30	\$30	\$30	\$30
6-6 Control manuf licensing ecWizard-E100	\$0	\$10,500	\$105,000	\$1,050,000	\$1,260,000
Unit Sales	0	500	5,000	50,000	60,000
Unit Prices	\$0	\$21	\$21	\$21	\$21
Misc. Sensors	\$60	\$3,000	\$6,000	\$12,000	\$18,000
Unit Sales	10	500	1,000	2,000	3,000
Unit Prices	\$6	\$6	\$6	\$6	\$6
<b>Total Revenue</b>	<b>\$35,560</b>	<b>\$3,359,600</b>	<b>\$8,166,200</b>	<b>\$14,695,400</b>	<b>\$22,137,500</b>
<b>Direct Costs</b>					
1-ESP: Direct end-users ecWizard-P100 DC	\$5,000	\$100,000	\$200,000	\$300,000	\$500,000

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2-Website contractor sales ecWizard-P100 DC	\$1,000	\$100,000	\$200,000	\$300,000	\$500,000
3-ecAlliance sales ecWizard-P100 DC	\$0	\$1,000,000	\$1,500,000	\$2,000,000	\$3,000,000
4- Website: to end users ecWizard-P100 DC	\$0	\$50,000	\$100,000	\$200,000	\$300,000
5- Sales rep sales ecWizard-P100 DC	\$5,000	\$50,000	\$100,000	\$300,000	\$400,000
6- Control manuf licensing ecWizard-P100 DC	\$0	\$0	\$500,000	\$600,000	\$800,000
Mo. software fee all wireless devices DC	\$0	\$0	\$0	\$0	\$0
1-2 Direct to end-users ecDeskSensor DC	\$0	\$20,000	\$100,000	\$120,000	\$160,000
2-2 Website: to contractors ecDeskSensor DC	\$0	\$20,000	\$40,000	\$80,000	\$100,000
3-2 Website: to end users ecDeskSensor DC	\$0	\$10,000	\$20,000	\$40,000	\$100,000
4-2 ecAlliance ecDeskSensor DC	\$0	\$20,000	\$100,000	\$200,000	\$300,000
5-2 Sales rep sales ecDeskSensor DC	\$0	\$10,000	\$20,000	\$100,000	\$200,000
6-2 Control manuf licensing ecDeskSensor DC	\$0	\$0	\$100,000	\$160,000	\$200,000
1-3 Direct end-users ecPlugLoad	\$0	\$5,000	\$10,000	\$20,000	\$30,000
2-3 Website: contractors ecPlugLoad	\$0	\$5,000	\$10,000	\$20,000	\$30,000
3-3 Sales rep sales ecPlugLoad	\$0	\$5,000	\$10,000	\$20,000	\$50,000
4-3 Website: to end users ecPlugLoad	\$0	\$5,000	\$10,000	\$20,000	\$30,000
5-3 ecAlliance sales ecPlugLoad DC	\$0	\$10,000	\$20,000	\$50,000	\$100,000
6-3 Control manuf licensing ecPlugLoad DC	\$0	\$0	\$50,000	\$80,000	\$100,000
1-4 Direct end-users ecLightSwitch DC	\$0	\$10,000	\$20,000	\$40,000	\$60,000

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2-4 Web to contractors ecLightSwitch DC	\$0	\$10,000	\$20,000	\$40,000	\$60,000
3-4 Web: end users ecLightSwitch DC	\$0	\$10,000	\$20,000	\$40,000	\$60,000
4-4 ecAlliance ecLightSwitch	\$0	\$10,000	\$20,000	\$40,000	\$100,000
5-4 Sales rep ecLightSwitch	\$0	\$10,000	\$20,000	\$40,000	\$100,000
6-4 Manuf licensing ecLightSwitch	\$0	\$0	\$200,000	\$400,000	\$600,000
1-5 Direct end-users ecDamper	\$0	\$45,000	\$90,000	\$180,000	\$270,000
2-5 Web: contractors ecDamper	\$0	\$45,000	\$90,000	\$180,000	\$270,000
3-5 Web: end users ecDamper dc	\$0	\$45,000	\$90,000	\$180,000	\$270,000
4-5 ecAlliance ecDamper dc	\$0	\$45,000	\$270,000	\$360,000	\$450,000
5-5 Sale Rep ecDamper dc	\$0	\$45,000	\$90,000	\$180,000	\$270,000
6-5 Licensing ecDamper dc	\$0	\$0	\$450,000	\$900,000	\$1,350,000
1-6 ESP:Direct to end-users ecWizard-E100	\$0	\$15,000	\$30,000	\$75,000	\$120,000
2-6 OEM Member sales ecWizard- E100	\$0	\$15,000	\$45,000	\$75,000	\$150,000
3-6 Website: to contractors ecWizard-E100 dc	\$0	\$15,000	\$30,000	\$45,000	\$75,000
4-6 Website: to end users ecWizard- E100 dc	\$0	\$15,000	\$30,000	\$45,000	\$75,000
5-6 Sales rep sales ecWizard-E100 dc	\$0	\$15,000	\$30,000	\$60,000	\$75,000
6-6 Control manuf licensing ecWizard-E100 dc	\$0	\$7,500	\$75,000	\$750,000	\$900,000
Misc. Sensors	\$50	\$2,500	\$5,000	\$10,000	\$15,000
<b>Total Direct Costs</b>	<b>\$11,050</b>	<b>\$1,770,000</b>	<b>\$4,715,000</b>	<b>\$8,250,000</b>	<b>\$12,170,000</b>
Gross Margin	\$24,510	\$1,589,600	\$3,451,200	\$6,445,400	\$9,967,500
<b>Gross Margin %</b>	<b>69%</b>	<b>47%</b>	<b>42%</b>	<b>44%</b>	<b>45%</b>

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**Operating Expenses**

Salaries and Wages	\$39,000	\$589,800	\$1,608,780	\$1,752,858	\$1,910,840
Employee Related Expenses	\$7,800	\$117,960	\$321,756	\$350,572	\$382,168
Rent	\$0	\$25,000	\$48,000	\$52,000	\$65,000
Development	\$77,500	\$5,000	\$5,000	\$10,000	\$10,000
Car leasing	\$6,200	\$16,000	\$24,000	\$32,000	\$60,000
Marketing	\$6,000	\$20,000	\$30,000	\$30,000	\$30,000
Travel	\$6,000	\$12,000	\$24,000	\$35,000	\$50,000
Legal, accounting and taxes	\$1,500	\$1,000	\$15,000	\$20,000	\$45,000
Website	\$1,000	\$10,000	\$2,000	\$2,000	\$4,000
Sales rep recruitment	\$400	\$5,000	\$2,000	\$2,000	\$2,000
Miscellaneous	\$3,750	\$40,000	\$60,000	\$80,000	\$100,000
Patented & Patent pending support		\$25,000	\$1,000	\$1,000	\$1,000
<b>Total Operating Expenses</b>	<b>\$149,150</b>	<b>\$866,760</b>	<b>\$2,141,536</b>	<b>\$2,367,430</b>	<b>\$2,660,008</b>
<b>Operating Income</b>	<b>(\$124,640)</b>	<b>\$722,840</b>	<b>\$1,309,664</b>	<b>\$4,077,970</b>	<b>\$7,307,492</b>
Interest Incurred	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$2,500	\$10,417	\$15,000	\$15,000	\$15,000
Income Taxes	\$0	\$117,057	\$258,932	\$812,595	\$1,458,498
<b>Total Expenses</b>	<b>\$162,700</b>	<b>\$2,764,234</b>	<b>\$7,130,468</b>	<b>\$11,445,024</b>	<b>\$16,303,506</b>
<b>Net Profit</b>	<b>(\$127,140)</b>	<b>\$595,366</b>	<b>\$1,035,732</b>	<b>\$3,250,376</b>	<b>\$5,833,994</b>
<b>Net Profit / Sales</b>	<b>(358%)</b>	<b>18%</b>	<b>13%</b>	<b>22%</b>	<b>26%</b>

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**Balance Sheet (With Monthly Detail)**

Starting Balances	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
Cash	\$0	\$12,000	\$0	\$0	\$11,750	\$12,150	(\$58,750)	(\$67,750)	(\$70,750)	(\$74,250)	(\$76,950)	(\$47,528)
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
<b>Total Current Assets</b>	<b>\$0</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$11,750</b>	<b>\$12,150</b>	<b>(\$58,750)</b>	<b>(\$67,750)</b>	<b>(\$70,750)</b>	<b>(\$74,250)</b>	<b>(\$76,950)</b>	<b>(\$47,528)</b>
Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	(\$417)	(\$833)	(\$1,250)	(\$1,667)	(\$2,083)	(\$2,500)
<b>Total Long-Term Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$49,583</b>	<b>\$49,167</b>	<b>\$48,750</b>	<b>\$48,333</b>	<b>\$47,917</b>	<b>\$47,500</b>
<b>Total Assets</b>	<b>\$0</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$11,750</b>	<b>\$12,150</b>	<b>(\$9,167)</b>	<b>(\$18,583)</b>	<b>(\$22,000)</b>	<b>(\$25,917)</b>	<b>(\$29,033)</b>	<b>(\$28)</b>
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,112
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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Prepaid  
Revenue

**Total  
Current  
Liabilities**            \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$7,112

Long-Term  
Debt

**Total  
Liabilities**            \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$7,112

Paid-In Capital                    \$12,000    \$24,000    \$24,000    \$36,000    \$50,000    \$64,000    \$66,000    \$80,000    \$90,000    \$100,000    \$110,000    \$120,000

Retained Earnings            \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0        \$0

Earnings                    (\$12,000)    (\$12,000)    (\$24,000)    (\$36,000)    (\$38,250)    (\$51,850)    (\$75,167)    (\$98,583)    (\$112,000)    (\$125,917)    (\$139,033)    (\$127,140)

**Total  
Owner's  
Equity**            \$0        \$0        \$12,000    \$0        \$0        \$11,750    \$12,150    (\$9,167)    (\$18,583)    (\$22,000)    (\$25,917)    (\$29,033)    (\$7,140)

**Total  
Liabilities  
& Equity**            \$0        \$0        \$12,000    \$0        \$0        \$11,750    \$12,150    (\$9,167)    (\$18,583)    (\$22,000)    (\$25,917)    (\$29,033)    (\$28)

	Starting Balances	2020	2021	2022	2023	2024
Cash		(\$47,528)	\$754,557	\$2,174,918	\$6,005,169	\$12,487,743
Accounts Receivable		\$0	\$0	\$0	\$0	\$0
Inventory						
Other Current Assets						
<b>Total Current Assets</b>		<b>(\$47,528)</b>	<b>\$754,557</b>	<b>\$2,174,918</b>	<b>\$6,005,169</b>	<b>\$12,487,743</b>
Long-Term Assets		\$50,000	\$150,000	\$150,000	\$150,000	\$150,000
Accumulated Depreciation		(\$2,500)	(\$12,917)	(\$27,917)	(\$42,917)	(\$57,917)
<b>Total Long-Term Assets</b>		<b>\$47,500</b>	<b>\$137,083</b>	<b>\$122,083</b>	<b>\$107,083</b>	<b>\$92,083</b>
<b>Total Assets</b>		<b>(\$28)</b>	<b>\$891,640</b>	<b>\$2,297,001</b>	<b>\$6,112,253</b>	<b>\$12,579,827</b>
Accounts Payable		\$0	\$0	\$0	\$0	\$0
Income Taxes Payable		\$0	\$35,434	\$64,733	\$203,149	\$364,624
Sales Taxes Payable		\$7,112	\$167,980	\$408,310	\$734,770	\$1,106,875
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0
Prepaid Revenue						
<b>Total Current Liabilities</b>	<b>\$0</b>	<b>\$7,112</b>	<b>\$203,414</b>	<b>\$473,043</b>	<b>\$937,919</b>	<b>\$1,471,499</b>
Long-Term Debt						
<b>Total Liabilities</b>	<b>\$0</b>	<b>\$7,112</b>	<b>\$203,414</b>	<b>\$473,043</b>	<b>\$937,919</b>	<b>\$1,471,499</b>
Paid-In Capital		\$120,000	\$220,000	\$320,000	\$420,000	\$520,000
Retained Earnings	\$0	\$0	(\$127,140)	\$468,226	\$1,503,958	\$4,754,334
Earnings		(\$127,140)	\$595,366	\$1,035,732	\$3,250,375	\$5,833,994
<b>Total Owner's Equity</b>	<b>\$0</b>	<b>(\$7,140)</b>	<b>\$688,226</b>	<b>\$1,823,958</b>	<b>\$5,174,334</b>	<b>\$11,108,328</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$0</b>	<b>(\$28)</b>	<b>\$891,640</b>	<b>\$2,297,001</b>	<b>\$6,112,253</b>	<b>\$12,579,827</b>

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## Cash Flow Statement (With Monthly Detail)

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
<b>Net Cash Flow from Operations</b>												
Net Profit	(\$12,000)	\$0	(\$12,000)	(\$12,000)	(\$2,250)	(\$13,600)	(\$23,317)	(\$23,416)	(\$13,417)	(\$13,917)	(\$13,116)	\$11,893
Depreciation & Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$417	\$417	\$417	\$417	\$417	\$417
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,112
Change in Prepaid Revenue												
<b>Net Cash Flow from Operations</b>	<b>(\$12,000)</b>	<b>\$0</b>	<b>(\$12,000)</b>	<b>(\$12,000)</b>	<b>(\$2,250)</b>	<b>(\$13,600)</b>	<b>(\$22,900)</b>	<b>(\$23,000)</b>	<b>(\$13,000)</b>	<b>(\$13,500)</b>	<b>(\$12,700)</b>	<b>\$19,422</b>
<b>Investing &amp; Financing</b>												

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Assets Purchased or Sold	\$0						(\$50,000)					
Investments Received	\$12,000	\$12,000		\$12,000	\$14,000	\$14,000	\$2,000	\$14,000	\$10,000	\$10,000	\$10,000	\$10,000
Change in Long-Term Debt												
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions												
<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$12,000</b>	<b>\$14,000</b>	<b>\$14,000</b>	<b>(\$48,000)</b>	<b>\$14,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>
Cash at Beginning of Period	\$0	\$0	\$12,000	\$0	\$0	\$11,750	\$12,150	(\$58,750)	(\$67,750)	(\$70,750)	(\$74,250)	(\$76,950)
Net Change in Cash	\$0	\$12,000	(\$12,000)	\$0	\$11,750	\$400	(\$70,900)	(\$9,000)	(\$3,000)	(\$3,500)	(\$2,700)	\$29,422
<b>Cash at End of Period</b>	<b>\$0</b>	<b>\$12,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$11,750</b>	<b>\$12,150</b>	<b>(\$58,750)</b>	<b>(\$67,750)</b>	<b>(\$70,750)</b>	<b>(\$74,250)</b>	<b>(\$76,950)</b>	<b>(\$47,528)</b>

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	2020	2021	2022	2023	2024
<b>Net Cash Flow from Operations</b>					
Net Profit	(\$127,140)	\$595,366	\$1,035,732	\$3,250,376	\$5,833,994
Depreciation & Amortization	\$2,500	\$10,417	\$15,000	\$15,000	\$15,000
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$35,434	\$29,299	\$138,416	\$161,475
Change in Sales Tax Payable	\$7,112	\$160,868	\$240,330	\$326,460	\$372,105
Change in Prepaid Revenue					
<b>Net Cash Flow from Operations</b>	<b>(\$117,528)</b>	<b>\$802,085</b>	<b>\$1,320,361</b>	<b>\$3,730,251</b>	<b>\$6,382,574</b>
<b>Investing &amp; Financing</b>					
Assets Purchased or Sold	(\$50,000)	(\$100,000)			
Investments Received	\$120,000	\$100,000	\$100,000	\$100,000	\$100,000
Change in Long-Term Debt					
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions					
<b>Net Cash Flow from Investing &amp; Financing</b>	<b>\$70,000</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>
Cash at Beginning of Period	\$0	(\$47,528)	\$754,557	\$2,174,918	\$6,005,169
Net Change in Cash	(\$47,528)	\$802,085	\$1,420,361	\$3,830,251	\$6,482,574
<b>Cash at End of Period</b>	<b>(\$47,528)</b>	<b>\$754,557</b>	<b>\$2,174,918</b>	<b>\$6,005,169</b>	<b>\$12,487,743</b>

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