



Business Plan

Contact Name

Phone

Email

Mission Statement:

A New Day Solar envisions a New Orleans that is completely self-sufficient in its energy needs. As such, its mission is to place solar photovoltaic arrays on businesses, government buildings, and residences throughout the greater metro area. This will accomplish two goals: creating viable paths for energy independence and creating a profitable enterprise that rewards its owners, shareholders, and employees.

Vision Statement:

We help our customers see the benefits of solar energy, such as financial gains and a positive impact on the environment. Together, we can choose a more responsible way to power our lives.

Table of Contents

<u>1.0 Executive Summary</u>	4
<u>1.1 Objectives</u>	4
<u>1.2 Keys to Success</u>	4
<u>1.3 Investor Return & Financial Overview</u>	5
<u>2.0 Company Summary</u>	6
<u>2.1 Company Ownership</u>	6
<u>2.2 Pre-Operating Source and Use of Funds</u>	7
<u>3.0 Market Needs</u>	8
<u>3.1 Products and Services</u>	8
<u>4.0 Market Analysis</u>	9
<u>4.1 Market Segmentation</u>	9
<u>4.2 Competitive Landscape</u>	9
<u>4.3 Demographics Summary</u>	9
<u>4.4 Industry Summary</u>	10
<u>4.4 Industry Summary</u>	11
<u>5.0 Marketing Strategy/Implementation</u>	13
<u>5.1 Web Summary</u>	13
<u>5.2 SWOT Analysis</u>	13
<u>5.3 Company Milestones</u>	13
<u>6.0 Management Summary</u>	14
<u>6.1 Management Gaps</u>	14
<u>7.0 Financial Summary</u>	15
<u>7.1 Revenue Forecast</u>	15
<u>7.2 Personnel Forecast</u>	17
<u>7.3 Income Statement</u>	18
<u>7.4 Statement of Cash Flow</u>	20
<u>7.5 Balance Sheet</u>	22
<u>7.6 Break-Even Analysis</u>	23
<u>7.7 Best & Worst Case</u>	24
<u>Appendix A – Year 1 Financials</u>	25