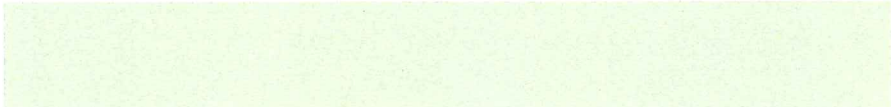


Start-Up Business Plan
Carmel DECA Chapter
Carmel High School, 520 East Main Street
Carmel, IN 46032
Dean Sofianopoulos and Anthony Sorkin
April 20th, 2018



LUX POTENTIA




TABLE OF CONTENTS

I. EXECUTIVE SUMMARY	1
II. PROBLEM	2
III. CUSTOMER SEGMENTS	3
IV. UNIQUE VALUE PROPOSITION	4
V. SOLUTIONS	4
VI. CHANNELS	5
VII. REVENUE STREAMS	6
VIII. COST STRUCTURE	7
IX. KEY METRICS	8
X.COMPETITIVE ADVANTAGE	9
XI. CONCLUSION	9
XII. BIBLIOGRAPHY	10

I. EXECUTIVE SUMMARY

COMPANY BACKGROUND

Lux Potentia is a portable charging unit that will revolutionize the electronic accessory market by offering consumers a more environmentally friendly way of charging their devices wirelessly. Our device utilizes solar power technology and enables our consumers to charge their devices using energy obtained from artificial and natural light sources. In addition to this, our accessory will be able to charge mobile devices through inductive charging, meaning that our charger will be able to charge a cell phone simply by being placed near it, no cables required.

PROBLEMS

- 1 Wastes Money:** Traditional charging methods rack up consumer electricity bills and wear down mobile devices.
- 2 Pollution:** Using electricity to charge a device is ultimately harmful for the environment.
- 3 Poor Travel Companion:** The design of current portable chargers on the market makes transport difficult.

CUSTOMER SEGMENTS

Primary: Tech savvy, socially liberal, environmentally conscience, college aged men and women (18-25), parental incomes of \$70,000 per year cities and urban areas in the United States and Canada

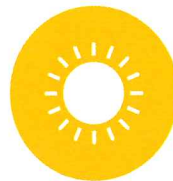
Secondary: Tech savvy, socially liberal, environmentally conscience, 26-40 year old men and women, incomes of \$70,000, cities and urban areas in the United States and Canada

SOLUTIONS

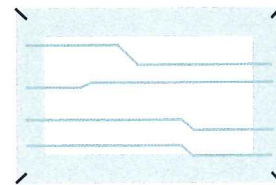
- 1 Cuts Costs:** The Lux Potentia will have a feature that stops charging your phone
- 2 Solar power technology** makes the Lux Potentia **environmentally friendly.**
- 3 Product Design** Makes the Lux Potentia a better fit for travel.

UNIQUE VALUE PROPOSITION

Providing consumers **clean, portable, accessible energy** to power their devices



Solar Powered



Unique Design



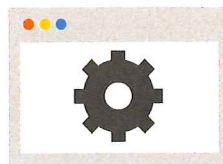
Inductive Charging

CHANNELS

Distribution: Direct Channel



Selling: Online customer Support Team



Advertising: Social Media



PROPOSED METRICS

Lux Potentia will need a \$490,000 investment to pay for the advertising and manufacturing costs of the starting the business. The projected revenue for the first year of operation is \$3,748,500, with an expected gross profit margin of 80%

CONCLUSION AND ROI

The investor will be able to expect a total payment of over \$551,000. Monthly payments on this loan will begin in month 13 of operation and conclude in month 48. The interest rate for this loan will be 6% with monthly payments totaling \$15,323.59. Overall, the bank can expect over a \$61,000 return on their investment.