



align

energy made easy

International Business Plan
Panther Creek High School
6770 McCrimmon Parkway
Cary, NC, 27519
Zuhaa Asrar, Aleena Islam, Sarayu Yenumula
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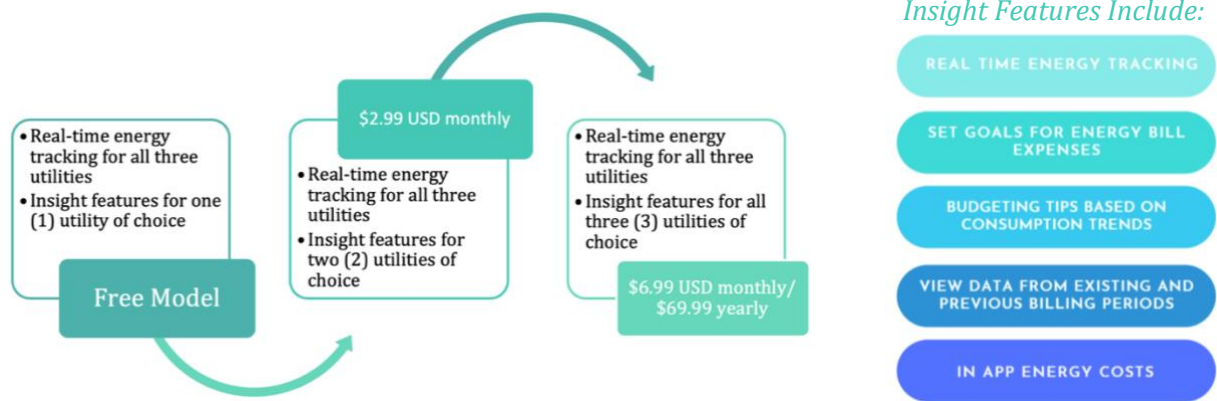
Table of Contents

I. EXECUTIVE SUMMARY	1
II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION	3
A. Economic, governmental and legal analysis of the trading country	3
1. <i>Economic System</i>	3
2. <i>Government Structure and Stability</i>	4
3. <i>Laws and/or Government Agencies</i>	5
B. Trade area and cultural analysis	5
1. <i>Geographic and Demographic Analysis</i>	5
2. <i>Analysis of the Potential Location</i>	6
III. PROBLEM	6
IV. CUSTOMER SEGMENTS	8
V. UNIQUE VALUE PROPOSITION	9
VI. SOLUTION	10
VII. CHANNELS	11
VIII. REVENUE STREAMS	12
IX. COST STRUCTURE	13
X. DETAILED FINANCIALS	14
A. Projected income and expenses	14
1. <i>Projected income statement by month</i>	14
2. <i>Projected cash flow by month for the first year's operation</i>	15
3. <i>Projected balance sheet, end of first year</i>	15
4. <i>Projected three-year plan</i>	16
5. <i>A brief narrative description of the planned growth of the proposed business</i>	16
B. Proposed plan to meet capital needs	17
1. <i>Personal and internal sources</i>	17
2. <i>External sources</i>	17
3. <i>Plan to repay borrowed funds or provide return on investment to equity funds</i>	17
XI. KEY METRICS	18
XII. COMPETITIVE ADVANTAGE	19
XIII. CONCLUSION	19
XIV. BIBLIOGRAPHY	20

I. EXECUTIVE SUMMARY

Our Mission: Align Energy strives to empower the average citizen into taking control of their energy usage and allow them to make smart financial decisions through the use of an innovative new technology that tracks a household's energy consumption in real time.

Who We Are: Align Energy is a revolutionary utility-management service that seeks to provide users with the ability to smartly budget their energy expenses. Through the use of an app and website, Align's interface displays a household's real time energy usage, showing electricity, water, and gas usage in a logical format that clearly states how much they have spent at any time. Along with other features, users are able to successfully manage their energy expenses. Align reaches its users through an app with two models: a free base model or a premium model, shown below.



How We Work: In order to provide energy consumption data to our users, Align works in conjunction with multiple utility suppliers, as well as utilizing smart meters. Smart Meters are an innovative replacement for the manual meters that most homes had to track utility usage. Today, more and more homes are having smart meters installed. Smart meters are necessary to Align's functionality as they seamlessly transfer real-time utility usage data of a household to utility companies, who then transfer that information to Align's services. Align holds a utility patent for its data integration software and a design patent on its app.

Expansion to New Zealand: Established in Charlotte, North Carolina, Align has received huge success in the United States and is seeking to expand worldwide. Although it is the 3rd freest economy in the world, New Zealand is often overlooked when it comes to business expansion and opportunities. New Zealand boasts one of the freest economies in the world with a burgeoning business district in its largest city of Auckland. After much consideration, Align Energy has chosen to expand to New Zealand, launching in Auckland in Year 1, as a limited-liability subsidiary of Align Energy US so as to take advantage of New Zealand's flourishing market and provide solutions to the following problems:

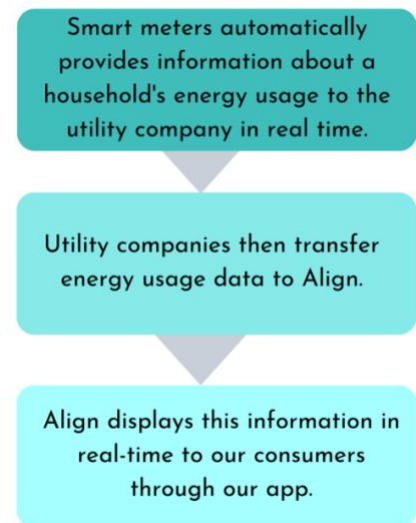


Figure 1- This diagram shows how Align would utilize smart meters.

PROBLEM 1

Individuals are unsure of ways to cut back on expenses regarding energy usage.

SOLUTION

Align uses insight features to provide users with ways to save money. These features include the ability to set goals and personalized recommendations.

PROBLEM 2

New Zealanders are concerned with the efficiency and safety of their smart meters.

SOLUTION

Align's use of smart meters will encourage regulation of smart meter rollout and help users finally reap the benefits of smart meters.

PROBLEM 3

New Zealand has a relatively high gross greenhouse gas emissions per person.

SOLUTION

Align's *MyGreenImpact* page allows users to see how their energy usage translates to carbon dioxide emissions.

Partnerships: Over the course of operation, Align will partner with many different entities to provide the necessary utility usage data to our consumers. In our first year of launch in New Zealand, Align will partner with Contact Energy, the country's second-largest electricity and gas supplier, and Watercare Services Limited.

	<i>Contact Energy</i>	<i>Watercare Services Limited</i>
WHY THIS COMPANY?	Contact has roughly 493,300 customers nationwide, about 150,000 of which reside in Auckland, New Zealand's largest city.	Watercare is the biggest water supplier in the region of Auckland, New Zealand's most urban region. They cover about 1.5 million Aucklanders.
ALIGN'S BENEFIT	Align will partner with Contact in its first year so that we can access user electricity and gas information.	Align will partner with Watercare to receive access to our consumers' water usage data.
COMPANY BENEFIT	Contact Energy is one of the worst-rated energy suppliers in the country. By offering Align to Contact's existing customers, we will build Contact's reputation back up. In addition, Align will offer 1% of all revenue from Contact users in exchange for data.	Watercare would also receive 1% of all revenue from Watercare customers. Align will also help to keep customers satisfied with Watercare, thus making them less likely to switch providers.

Customer Segments: Align will launch in the region of Auckland, New Zealand's largest urban region. Within this region, Align will target two markets.

Primary Market: The city of Auckland, with about 1.58 million residents, will be Align's target market. Auckland is known as New Zealand's economic hub with its thriving business district, the perfect location for Align's headquarters.

Secondary Market: Align's secondary market will focus on the larger region of Auckland, with 1.618 million citizens, just about a third of New Zealand's total population.

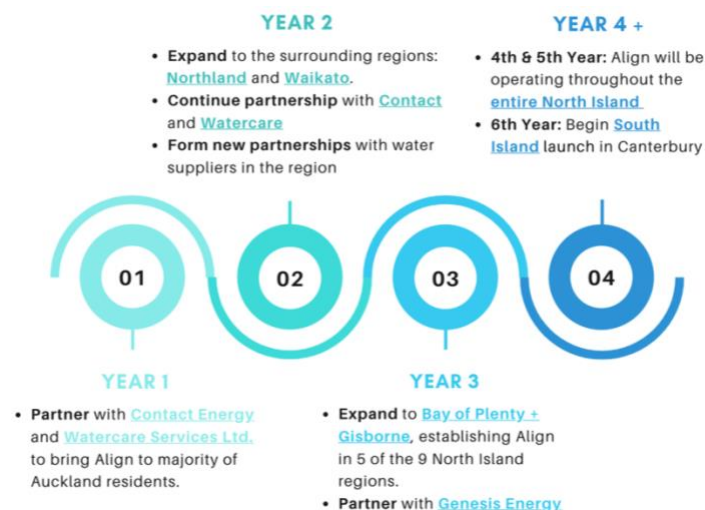
Channels: For the first few years of business, Align’s marketing will occur in a two-phase strategy.

Phase	Phase Details	Channels Used
Phase 1 2022-2023	Phase 1 is characterized by heavy marketing in order to get word about Align to potential customers.	Utility Suppliers Advertisements
Phase 2 2024+	Phase 2 is characterized by a relaxation of marketing as Align will have accumulated a stable customer base.	Social Media Word of Mouth

The most vital channel that Align will use to market will be utility suppliers. With each new partnership Align forms, the company will send brochures, paid for by Align, to all their customers to endorse us as a credible, money-saving service. In our first year, Contact Energy and Watercare Ltd will send brochures to their Auckland customers, from which we expect about 38,181 loyal subscribers and another 5,454 one-time paying customers.

Financial Overview: From our total number of 43,635 customers, Align will earn \$2,557,494.68 USD in net revenue our first year of operation. After expenses and tax, Align will end the first fiscal year with a profit of \$1.196 million USD. Align’s financial success is predicted to increase each year that we are in business.

Long-Term Business Plan:



Request for Financing:

Align is seeking an investment of \$300,000 in exchange for a 10% stake in Align Energy New Zealand. This values Align at \$3 million, a number we believe is reasonable due to our high projected revenues. This investment will be paid back in full within two years of operation. The \$300,000 would be used to cover startup costs such as the development of Align’s innovative software and its launch into the market.

II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

A. Economic, governmental and legal analysis of the trading country

1. Economic System

Once an isolated island country with little interaction with the world, New Zealand has now transformed into a global leader that boasts a highly industrialized free market economy similar to that of economic powerhouses such as the United States. Characterized by very little government regulation, New Zealand’s economy is ranked the 3rd freest in the world and 53rd for its Gross Domestic Product (GDP) value of \$205.9 billion USD, an impressive feat considering the country’s