



We Are Columbia

Office of Business Opportunities, 1225 Lady Street, Columbia, SC 29201 • Phone: 803-545-3950 • Fax: 803-255-8912

Please find enclosed the City of Columbia's nomination for the SBA InnovateHER Business Competition:

Competition winner:

Individual: Anthony Nedd
Company Name: Rooster Booster, LLC (Incorporated in SC)
Product: The Rooster Booster
Company Address: 421 Northwood Street
Columbia, SC 29201
Web address: www.theroosterbooster.com (place holder)
Phone: 803-476-5151
Email: Anthony@theroosterbooster.com

Host:

Organization: City of Columbia, Office of Business Opportunities
Point of Contact: Tina Herbert, Director
Address: 1225 Lady Street, Suite 102
Columbia, SC 29201
Phone: 803-545-3326
Email: tnherbert@columbiasc.net

Product Description: The Rooster Booster is a lightweight, portable device designed to jump start a vehicle without using traditional jumper cables, offering a safer alternative that eliminates the risk of battery explosion. Additionally, it only takes two (2) minutes to charge and can hold a charge for thirty (30) days.



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Executive Summary

PRODUCT

The Rooster Booster is a lightweight and portable device designed to jump start vehicles without using traditional jumper cables. This revolutionary product is unique in that it uses energy created in an electrostatic field instead of traditional battery technology. The result is a portable jump starter that is significantly longer lasting, faster, safer, and lighter than jump starters currently on the market. A working prototype has already been developed and a patent on the technology is pending.

The unique product features and functionality of the Rooster Booster are designed to be particularly appealing to female drivers. With the Rooster Booster, drivers can quickly and independently jump start a dead auto battery. Market research reveals that with traditional cables, a majority of drivers improperly jump start batteries, which is a leading cause of car battery explosions. The Rooster Booster reduces the risk of battery explosions.

COMPANY

Rooster Booster, L.L.C. is headquartered in Columbia, South Carolina. The company will manage the development, production and marketing of automotive jump starters and accessories from this location. Contracted vendors will execute manufacturing and distribution services on behalf of the company. The anticipated vendors are located in New York and South Carolina.

PROJECTIONS

With significant investment into product research and development, a net loss is expected at the end of the first year operations. However, a profit is projected after year two with significant growth thereafter.

Company Description

Rooster Booster, L.L.C.

COMPANY PRODUCT OFFERING

The Rooster Booster is a lightweight and portable device designed to jump start vehicles without using traditional jumper cables. What separates the Rooster Booster from other jump boxes currently on the market is that it will hold a charge up to 30 days. In addition, the Rooster Booster is unique as a safe alternative that significantly reduces the risk of battery explosion. The technology used in the Rooster Booster is patent pending.

COMPANY FORMATION & OWNERSHIP

Rooster Booster is a single member LLC wholly owned by Anthony Nedd. Mr. Nedd has 30 years of electronics experience that includes active duty and reserve service in the United States Navy as an Electronics Technician.

COMPANY LOCATION & OPERATIONS

Rooster Booster, L.L.C., is headquartered in Columbia, South Carolina. The company will manage the development, production, and marketing of Rooster Booster and accessories from this location. Contracted vendors will execute manufacturing and distribution services on behalf of the company. The anticipated vendors are located in New York and South Carolina.

Within one year from full commercialization and product launch of the Rooster Booster, the company intends to distribute via mass retailers nationwide. However, initial efforts will be limited to direct consumer sales through the company website and multiple trade show events. After establishing a record of consumer demand from our business-to-consumer marketing efforts, sales representatives will be contracted to help secure corporate and wholesale accounts.

Product Description

A lightweight and portable device, the Rooster Booster is designed to jump start vehicles without using traditional jumper cables. A working prototype has been developed. The technology used in the Rooster Booster utilizes electrostatic fields, hard plastics, and interior components. A utility patent is pending.

Rooster Booster Product Features		Related Consumer Benefits
No bigger than a small tool box	→	Product is compact and easily stored
Weighs approximately 5 pounds	→	Rooster Booster is light weight and user friendly for women
Charges in only 2 minutes	→	Rooster Booster is more convenient than typical chargers that typically requiring 1 hour recharging time
Can be used up to 100,000 times	→	The durability makes the product reliable, which is especially important during emergencies
Does not need to be hook up to another vehicle in order to charge a dead battery, unlike traditional jumper cables	→	Drivers gain independence and can charge their vehicles without waiting for assistance if they have a charged Rooster Booster
Stores energy in an electrostatic field instead of using a battery	→	It will hold a charge for up to 30 days
Releases energy created in an electrostatic field instead traditional battery technology	→	Risk of battery explosion associated with improper battery charging with traditional cables is eliminated
Can be recharged with an electric outlet accessory	→	Consumers have option recharging the charger from the comfort of home, office or public space
Indicates if proper connection was made with user friendly indicator lights	→	Likelihood of connection errors is significantly reduced

An editorial feature of the Rooster Booster in the Columbia Regional Business Report highlights how the Rooster Booster can "charge a dead car battery in less than two minutes, providing frustrated motorists an opportunity to be on their way in about the time it takes to wait for a green light at a major downtown intersection".



- The Rooster Booster prototype in use -

Photo Credit: Chuck Crumbo

PRODUCT DEVELOPMENT

A prototype of the Rooster Booster for light passenger vehicles has been developed. The demonstration of the prototype confirms the viability of the technology used as well as consumer interest in the product concept. Additional development of the prototype is needed in order to prepare for full commercialization and mass production.

Three different prototypes of the device will be produced with assistance from Intelligent Product Solutions (IPS) of Hauppauge New York. The prototypes will be developed for three different configurations: V8 and below, V10-12, and for Industrial grade. A quote from Intelligent Product Solutions for producing the prototypes has been obtained.

PRODUCT LINE EXPANSION

Rooster Booster recognizes the opportunity to expand our offering of chargers for passenger car with charger accessories that offer more convenience for our customers. The company is currently developing both electrical and solar powered recharging devices for the Rooster Booster.

PRODUCT PRICING

Manufacturer's Suggested Retail Price for light passenger (V8) Rooster Booster is \$125.

Market Analysis

The analysis of the passenger car market reveals not only a sizable and growing market, but also a consistent and growing need for addressing battery failure.

Market research indicates that common improper jump starting methods create the risk of battery explosions. The safety features of the Rooster Booster reduce that risk.

The Rooster Booster is uniquely equipped to address the needs of this market as a SAFE ALTERNATIVE for jumpstarting dead or dying batteries

SIGNIFICANT MARKET SIZE

The primary market for Rooster Booster will be the owners of over 232 million passenger cars and light trucks registered in the United States.

EXPECTED MARKET GROWTH

Long-term growth in vehicle sales is heavily reliant on growth in the adult population. In 2009, the number of operating light vehicles was equal to, if not larger than, the number of U.S. adults. The U.S. driving age population reached 240 million in 2009. During the same period, U.S. motor vehicle registrations also grew at an average rate of 1.8 percent per year.

According to the Census Bureau, growth in the U.S. population will be slightly more than 1 percent per year for the next 15 years. Based on trends in household formation, and assuming 2.07 vehicles per household, it is estimated that by 2025 there will be 284 million operating light vehicles in the United States (Source: Center for Automotive Research).

Analysis of the passenger automotive market reveals a number of factors indicating a growing need for the Rooster Booster's product benefits. These factors are detailed below and include:

- *Battery failure is expected*
 - *Improper jump starting is common*
 - *Improper battery charging is dangerous with the risk of causing extreme personal injury and car damage*
-

BATTERY FAILURE

- After the need for a tow, the second largest roadside service AAA performs is replacing or jump starting dead batteries. More than 194,000 requests for help with a dead battery were performed in 2011.
- No other part in a vehicle is as failure-prone as the battery, as reported by Cadez Electronics.
- According to Allgemeiner Deutscher Automobil-Club, battery problems have risen four times between 1996 and 2010.
- On average, a battery will last only 3 to 5 years, but driving habits and exposure to extreme elements can shorten the life of your battery.
- Temperature extremes, vibration, short trips down the street, and an ever-increasing array of electronic devices can negatively impact battery life.
- In addition to limited product life, batteries can fail from driver related actions like leaving the car lights on when the engine is not running.
- AAA reports that dead or dying batteries are always the biggest reasons for the tremendous surge in roadside assistance calls when temperatures plummet.

JUMP STARTING RELATED INJURIES

- A study by the National Highway Traffic Safety Administration found that battery explosions, in 1993 alone, injured 2,280 people severely enough to have required hospital treatment.
- **31%** of those injuries occurred during the use of battery chargers.
- **26%** of injuries were from handling battery cables with **19%** from jump-starting dead batteries.
- In all, the study found 7,051 injuries were related to automotive batteries.

IMPROPER JUMPSTARTING

- Improper jumpstarting, as reported by the LA Times, is a leading cause of car battery explosions.
- A mistake many motorists make is to connect the jumper cables to another car's good battery and then to the dead battery, a practice that causes sparking.
- A common scenario leading to injury occurs when people incorrectly attach jumper cables to the dead battery terminals. Grounding the negative lead of the 'dead' battery is necessary to prevent explosion of the dead battery.

IMPROPER JUMPSTARTING LIKELY TO CONTINUE

- When participants in a research study conducted at North Carolina State University were asked to connect cables to two cars, 0% of research participants connected the batteries the correct way.
- Most of the time, connecting batteries in an unsafe method does not lead to explosion injuries, but rather to successful jump start of the automobile. Thus, this potentially dangerous pattern of behavior is reinforced, promoted and continued.

Competitive Analysis

The Rooster Booster has a number of competitive advantages compared to its product and brand competitors.

PRODUCT COMPETITORS

One option for charging a dead auto battery is to use traditional booster or jumper cables. Jumper cables are a different product category than the Rooster Booster's portable charger category. This low cost option typically costs around \$20. However, the disadvantage of cables includes:

- 1) Cables must connect the dead battery to another automobile, which can lead to accessibility problems. The Rooster Booster does not.
- 2) Cables are prone to be used improperly. Improper charging is a leading cause of battery explosions. The Rooster Booster's unique technology reduces this risk.

BRAND COMPETITORS

There are a number of options available in the portable charger category. Amazon's top selling brands have list prices that range from \$175 to \$320. The Rooster Booster is less expensive.

The unique technology of the Rooster Booster also gives it a superior position in comparison to the charge time, charge duration, and weight of other brands. The distinct product features and performance distinctions of the Rooster Booster are expected to make it stand out, particularly for female drivers.

Traditional jumper cables as well as portable jump starters are safety hazards because they use battery power and are prone to improper use, which is the leading cause of battery explosions. Because the Rooster Booster releases energy created in an electrostatic field, the risk caused by improper charging procedures is reduced.

The chart below compares the product features of the Rooster Booster with current leading brands in the portable charger category.

Portable Jump Starter Comparison Chart

Product Name	List Price	Amazon Discount Price	Recharging Time	Charge Duration	Warranty	Weight
ROOSTER BOOSTER	\$125.00	N/A	2 MINUTES	30 DAYS	3 YEAR	5 LBS
JUMP & CARRY JNC 6600	\$318.00	\$129.00	24 HOURS	3 MONTHS	1 YEAR	8 LBS
BOOST PACK ES5000	\$320.00	\$132.00	MINIMUM 30 HOURS	SINGLE USE	1 YEAR	18 LBS
SCHUMACHER PSJ-2212	\$202.00	\$132.00	48 HOURS	SINGLE USE	1 YEAR	22.3 LBS
SCHUMACHER XP-2260	\$175.00	\$125.00	72 HOURS	SINGLE USE	1 YEAR	24 LBS

Consumer Analysis

The primary market for the Rooster Booster will be the owners of over 232 million passenger cars and light trucks registered in the United States. Within this consumer market the company will focus on specific market segment described below.

Target Market Segments

Women: Seeking independence and safety

Parents: Seeking to protect driving-age children

Travelers/Vacationers: Seeking to avoid trip delays and being stranded

Traveling Salespersons: Seeking to reduce their higher risk of being stranded

As previously mentioned, the unique product features and performance distinctions of the Rooster Booster are expected to make it particularly appealing to its target market segments. With its unique technology, the Rooster Booster is user friendly, safe, reliable and has an extremely fast recharging time.

Analysis of the customer reviews of portable jump starters currently on the market reveals that 1) initial charge, 2) charge after use and 3) the manufacturer's warranty are key factors when selecting or evaluating a portable jump start device. In these areas the Rooster Booster has a clear advantage

Marketing & Sales

Rooster Booster L.L.C. will initially seek to market and sell the company's portable jump starters directly to consumers. This initial strategy includes generating consumer demand and facilitating online sales.

After establishing a sales history that validates significant consumer interest and satisfaction with Rooster Booster, the company will then pursue corporate and wholesale customers. Some of the tactics that will be implemented during these different phases are included below.

PHASE ONE – Online Consumer Sales

Marketing Objectives:

- Build Consumer Awareness
- Encourage Trial
- Encourage Referrals

Marketing Tactics:

Online Videos: Rooster Booster will produce educational videos on the risk of improper battery charging. Videos will also promote Rooster Booster as a faster & safer alternative. Videos will be optimized so they are more likely included in search results for devices to jumpstart a battery.

Facebook Ads: Rooster Booster will advertise on Facebook with ads targeted towards specific groups such as new car buyers, families with teenagers, women, and traveling sales persons.

Testimonies: New customers will receive incentives that encourage testimonies and social proof.

Publicity: Rooster Booster will seek to get earned media mentions of our product and technology by pitching stories to local and national broadcast media.

Live Events: Rooster Booster will seek opportunities to demonstrate and sell jump starters at live events frequented by our target market. Such events include regional Home & Garden Shows and Women Expos.

Sales Promotions: Periodically, Rooster Booster will offer customers a percentage off the listed price to encourage immediate sales.

PHASE TWO – Retail Wholesale Sales

Marketing Objectives:

- Build Consumer Demand
- Build Awareness Amongst Retailers
- Gain Retail Shelf Space

Marketing Tactics:

During this phase Rooster Booster will continue efforts to build consumer demand while at the same time gain shelf space for the Rooster Booster with national retailers. Potential retailers include auto supply stores, general merchandisers, and gas stations.

It is the intention of Rooster Booster to begin this phase within 6 months after full commercialization of the product. Tactics during this phase will include:

- Utilizing contracted sales representatives
- Exhibiting at trade shows for the auto aftermarket products industry.
 - SEMA (Specialty Equipment Market Association): Las Vegas - November
 - The Battery Show: Novi, Michigan – September
 - Automotive Testing Expo: Novi, Michigan - October
- Advertising in trade publications

PHASE THREE - Corporate Bulk Sales

Rooster Booster recognizes yet another opportunity for business development that involves corporate or organizational end-users. Instead of reselling the jump starters, these entities would use them within their organizations. This is not an immediate focus for Rooster Booster, however it is recognized as a potential strategy for the company to explore.

If pursuing such a strategy, Rooster Booster would use tactics similar to those implemented during Phase Two to encourage bulk product sales to:

- Corporate sales teams
- Taxi service providers
- Car manufacturers

Operations & Management

OPERATIONS

Rooster Booster plans to utilize at least one employee to help with administrative and sales related duties. Contracted vendors will be utilized to provide services that relate to website development, website maintenance, marketing, accounting, and sales.

Production and distribution of the product will also be done with contracted vendors. TVS Manufacturing of Lexington, SC has been identified as a preferred vendor for mass production and supply chain management that will include warehousing and shipping.

MANAGEMENT

Rooster Booster L.L.C. will be managed by Anthony Nedd, the owner and founder of the company.

Business assistance will be provided by:

- John Jackson, Service Corps of Retired Executives (SCORE)
- Invent Help
- South Carolina Small Business Development Center (SCSBDC)
- City of Columbia Office of Business Opportunities (OBO)
- Sadler and Company Insurance
- Kyle Alexander Fletcher, Patent Attorney

FINANCIALS

The Rooster Booster 3-Year Projections

<u>Revenue</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Units Sold	600	1800	2200
Total Sales (@\$125)	\$75,000.00	\$225,000.00	\$275,000.00
Total COGS (@\$30)	\$18,000.00	\$54,000.00	\$66,000.00
Total Margin	\$57,000.00	\$171,000.00	\$209,000.00
<u>Expenses</u>			
Salaries	\$12,000.00	\$30,000.00	\$42,000.00
Taxes	\$2,400.00	\$6,000.00	\$8,400.00
Product Development	\$30,000.00	\$0	\$0
Trademark Logo	\$1,400.00	\$0	\$0
Marketing	\$10,000.00	\$10,000.00	\$20,000.00
Advertising	\$20,000.00	\$30,000.00	\$30,000.00
Contract Labor (Not in salaries)			
Web Developer	\$15,000.00	\$10,000.00	\$10,000.00
CAD Designer	\$5,000.00	\$5,000.00	\$0
Insurance (other than health)	\$10,000.00	\$20,000.00	\$25,000.00
Legal and Professional Services			
Accounting	\$4,320.00	\$4,320.00	\$4,320.00
Legal	\$5,000.00	\$15,000.00	\$15,000.00
Licenses	\$100.00	\$500.00	\$1,000.00
Office Expense (lease)	\$4,000.00	\$4,000.00	\$4,000.00
Supplies	\$4,000.00	\$2,000.00	\$2,000.00
Travel	\$15,000.00	\$15,000.00	\$15,000.00
Utilities	\$2,000.00	\$2,000.00	\$2,000.00
Miscellaneous	\$5,000.00	\$7,500.00	\$7,500.00
Total Expenses	\$145,220.00	\$161,320.00	\$186,220.00
Earnings Before Taxes	\$(88,220.00)	\$9,680.00	\$22,780.00

- Salaries: Year 1 only for sales person/assistant; Year two/three also include owner salary
- Marketing/Advertising/Travel: includes trade show appearances and fee
- Product research and development costs expected to be reduced after year two



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December 2, 2015

Office of Women's Business Ownership
InnovateHER Competition
409 3rd Street, S.W. Suite 6600
Washington, DC 20416

RE: City of Columbia, SC InnovateHER Nomination: The Rooster Booster

Dear Sir/Madam:

As the Director of the Office of Business Opportunities (OBO) for the City of Columbia (City), I am extremely excited to submit The Rooster Booster as our nomination to the SBA National InnovateHER competition.

Our Selection Process: Locally, the City partnered with the SC Women's Business Center, the USC/Columbia Technology Incubator and Columbia College to have our competition. We received 14 business plan submissions and narrowed down those submissions to eight businesses that were allowed to participate in our pitch competition held on November 12, 2015 at the USC Darla Moore School of Business. Our panel of judges represented the SC Women's Business Center, USC/Columbia Technology Incubator, Columbia College, and our winner from last round (Gabby Bows). The judges chose The Rooster Booster (invented by Anthony Nedd) as the winner of the competition. The Rooster Booster is a lightweight, portable device designed to jump start vehicles without using traditional jumper cables or booster packs charged by batteries. Mr. Nedd was our only male applicant.

Competition Criteria

Measureable Impact on the Lives of Women and Families:

Just about every car owner, no matter what type of car or how much it costs, has had car problems. Needing a jump start when a battery is dying is very common. What is also just as common is the fear of doing it wrong, which can result to damaging the vehicle, or more importantly, injuring individuals using such a device. The Rooster Booster significantly reduces many safety concerns associated with traditional jumper cables or other battery operated jump packs. It has a mechanism to let the user know if they have properly connected the device or not, therefore significantly reducing the likelihood of damage or injury. Additionally, with The Rooster Booster the user will not have to line up two cars to use the battery of one to jump the other.



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When Mr. Nedd presented The Rooster Booster during the pitch competition, there was great feedback from the mostly female audience. Comments included the following sentiments: (1) many females had negative experiences with jumper cables and welcomed a safer alternative and (2) one mother expressed that her daughter had to drive a lot at night in an older model vehicle and this device would help her worry less about her daughter's safety.

Potential for Commercialization:

Mr. Nedd has done extensive research on developing a prototype. Intelligent Product Solutions (IPS) of Hauppauge, New York has provided an estimate of \$30,000 to develop three prototypes. He has also identified a local manufacturer, TVS Manufacturing located in Lexington, SC. He has been given an estimate of \$30 per unit to produce.

Fill a Need in the Marketplace:

The Rooster Booster will initially be marketed in the passenger car/light truck primary market which consists of over 200 million car owners. In 2011, AAA reported that it answered 194,000 calls for dead batteries. AAA has also moved from using traditional jumper cables to jump packs similar to The Rooster Booster because of the added convenience (eliminating the need to simultaneously line up two vehicles properly so the cables reach both batteries).

Greatest Potential for Success

I believe that The Rooster Booster has the greatest potential for success because, while women and parents will likely appreciate its safety features the most, this product can be purchased by ANY car owner – male or female, teenager or grandparent, low end or high end car owners, 1999 models or 2015 models owners. Additionally, it can also be purchased by car manufacturers as an accessory.

Thank you in advance for considering our submission – The Rooster Booster – to the InnovateHER Business Competition. Once you review the company's business plan and product, the City feels comfortable that the SBA will see the great potential that they possess. Please contact me if you have any questions or concerns at 803-545-3326 or tnherbert@columbiasc.net.

Sincerely,

Tina Herbert, Executive Director
Office of Business Opportunities