Forty-two percent of people get sunburned at least once a year. Of people who go to beaches each year 58% say they are concerned about skin cancer. Within the last year more than 2 million new cases of skin cancer have been diagnosed in the U.S. These findings show astronomical figures that there is a breakdown in how sunscreen is getting to the public as well as the lack of public knowledge to the severity of this issue. Solar Screen helps to eliminate the feeling of fear and lack of enjoyment by outdoor enthusiast, caused by the harmful effects of the sun’s UV rays; we look to prevents sunburn! Solar Screen is a brand that is dedicated to spreading awareness and fighting against skin cancer.

The previously listed findings above clearly show the lack of understanding that everyday incidental sun exposure for extended times (beach vacationers), will seriously damage the skin ([www.skincancer.com](http://www.skincancer.com)). Our mission is to conveniently provide natural sun protection to outdoors enthusiast. Doing so in an environmentally friendly, convenient, and affordable way so beach goers & outdoor enthusiast can always protect themselves from the sun’s harmful UV rays. We plan to do this by offering our distribution services from our patented solar powered portable dispensers that sprays natural sunscreen in a mist form, increasing the convenience and accessibility of sun protection.

Solar Screen is a sunscreen distribution company that provides the service of spraying sunscreen to customers on beaches, amusement parks, cruise ships, resorts, etc… How we operate? A Solar Screen team will be present at outdoor events. Team members wearing our sprayers will approach a customer and offer a full body spray of sun protection. The customer never has to leave their event or activity they are doing! Through our innovative solar powered backpack sprayers we not only created a cool new product, but a completely new distribution channel that is going to be revolutionary to the sunscreen industry!

**Immediate Needs and Long Term Needs**: The immediate need for our product is protection from the sun's harmful UV rays. The long term needs are that our product provides protection from skin cancer due to too much over exposure from the sun and educate on why you should apply sunscreen on a daily basis. People will purchase from our dispensers rather than going to the store to by a full bottle because we offer quality product for less. Our business offers a convenience factor for people who forget to apply their sun protection before leaving home or if they simply didn’t expect to be exposed that much. Instead of purchasing a whole new bottle ($9-$20 depending on location) they will use our services provided by a Solar Screen employee for a fraction of the cost.  
  
Perceived Needs:  Customers will see our product as a way to combat sunburn and receive a new exciting experience.  Tourist & vacationers will love our service.   
  
Unrecognized Needs:  Any vacation can be ruined by bad sunburn.  Our product helps you have fun in the sun all vacation long as well as combating future heath problems that could occur from not wearing sun block.

Solar Screen is better than our competitors because we provide the luxury and convenience to consumers of us approaching the consumer and offering the sun protection they need on the spot, they never leave the activity they are doing. Imagine long lines waiting for your roller coaster at Disney World, you're frying, wouldn't it be great for a park member to walk up to you and offer sunscreen?

Our Competitors:

SUN PRO TECH

Strengths: First to do the concept already in market and have a website. Weakness only offer 1 type of Sunscreen, can't use product away from machine, not portable.

SUNSCREEN MIST

Strength: Have a website with 4 different types of stations for rent

Weaknesses:  height could be a problem in booth, not suppose to spay in face.

Both of these competitors are stationary machines "vending machines". They need to be plugged into an energy source, are only located at certain places, and are easily walked pasted.

Solar Screen is better than our competitors because we provide the luxury and convenience to consumers by us approaching them and offering the sun protection they need on the spot, they never leave the activity they are doing. The intimacy, accessibility, and uniquely fun experience are somethings our competitors cannot offer their consumers. As a potential customer, imagine you’re waiting in lines for your roller coaster at Disney World, you're frying, wouldn't it be great for a park member to walk up to you relief with a refreshing spray of sunscreen?

**Revenue:** Solar Screen will produce revenue in two ways B2C as well as B2B. Through becoming a vendor at large events where a Solar Screen team will be able to go around wearing our backpack spraying sunscreen to the attendees in need. Through the B2B aspect Solar Screen will gain sponsorships from larger corporations. We will be used as an extension of their marketing and PR campaigns. Using Solar Screen for advertising & PR, companies will benefit from using our gorilla marketing tactics, creating direct interactions with their target audiences. We are creating a cool NEW application method that will cause the sponsoring company to intimately connect with their consumers as well as shed a positive image on their behalf. Our marketing tactics will give company’s the face- to-face interactions that a billboard or commercial cannot do. Licensing our patented sprayers to resorts will allow them to save on shelf & storage space if they previously sold sunscreen, also will be looked at as a luxury gesture for the hotel quests. “*On behalf of the Hilton here is a complimentary spray of sunscreen to help you enjoy your day”*. By implementing these revenue strategies it is imminent we will have success!

Spray length: 10 seconds

**Goals:**  To be a globally recognized company and the leading sunscreen dispensary. We want to lower the percentage of sun burned victims and bring awareness of how helpful and useful application on sun screen is. We want to begin in San Diego then expand to other geographic areas L.A., Las Vegas, and International Markets (Cancun, Australia)

Our marketing goals are to increase brand awareness. Example: for our locations in San Diego and L.A. we plan to use social media ads & gorilla marketing tactics and for Las Vegas radio station, Hot 97.5 FM will run daytime ads, reaching over a diverse demographic region.

Primary means of promotions include personal selling, publicity, tradeshows & job fairs, advertising, and Internet promotions.

We want to promote our company’s efforts to be socially responsible through making our packaging from recycled materials, solar powered kiosks, and using natural sun protection.

FIRST YEAR SECOND YEAR

Attend 3-5 popular events Attend 8+ events

Raise $30K in funding Advertise in National Travel Magazine

Drive traffic to our website (create Buzz) Create additional sprayer/ expand

Build Brand Awareness Gain revenue of $85K

**Target Market:** Health and environment conscious vacationers, amusement park attendants, surfers, boaters, golfers, anyone over exposed to the sun. An average 129 million visitors come to southern California beaches each year, there is a pattern of 5% growth each year. (Coastal Water Research Group)

San Diego is home to 90 public and private golf courses, several of which rank in various “top 100” lists, in 2008 golf-related activities in San Diego County generated more than $2.6 billion in revenues. (http://sandiegometro.com/2010/05/san-diego%E2%80%99s-golf-economy/)

Since we know that our target market is health conscious and aware of their environment we will place emphasis on having an organic certified product dispensed from our eco- friendly machine.  We also know that our customers will like the handiness of not having to find a convenience store making them leave their activity to go purchase a full bottle of sunscreen. Typically vacationers will have internet access via smart phones so we will need to start a website as soon as possible that will represent our green initiative.

**Costs:**

Six additional prototype machines manufactured- $2,000

Sunscreen- $5,000 (estimated cost supplier website)

Business services- $4,000 (phone & internet, fees, licenses)

Travel cost- $4,000

Website- $1,000

Insurance- $2,000

The most significant operating expense along with manufacturing of the machines and inventory in the next few years of operations will be the research and development, equaling approximately 30% of the total net income. This will be followed by employee compensation costs (25%), and marketing (15%). All other operating expenses combined equal 30%.

The future of Solar Screen LLC seems very Bright, we look to partner and merge with a well-known sunscreen manufacturer and become an essential part of their Marketing & PR strategies globally