Business Plan

(External Copy)

The Hive Power Station

HIVE

NATURE POWERS US

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Hive Power Station – External Business Plan

1. Executive Summary

Hive Power Station – Internal Business Plan

Company Name: Hive Technologies LLC
Division: Hive Power Station
Founder: Kashawn Coleman
Headquarters: Orlando, Florida (parent); target pilot site in Round Rock, Texas (Travis County)
Legal Structure: Limited Liability Company (LLC) with future transition to C-Corp for investor equity compatibility.

Business Overview

Hive Power Station is an off-grid, modular EV refueling and retail platform developed under Hive Technologies LLC. The station integrates advanced battery-based EV charging, solar generation, and independent water access into a cohesive service center. Each Hive Power Station includes proprietary HivePods (energy storage and delivery systems), on-site wells, and member-based retail services such as cafe seating, charging perks, and ice/water access – all without relying on external utilities.

This concept provides not only EV charging, but a comfortable, clean-energy-powered rest stop that merges technology, convenience, and sustainability. Designed for modular replication, Hive Power Station is optimized for national scalability, including rural, highway, and underserved areas.

2. Company Overview

2.1 Company Structure

Hive Technologies LLC is the parent company and operational base for all Hive-related innovations. The Hive Power Station operates as a core division within Hive Technologies, focused exclusively on the development and deployment of off-grid electric vehicle (EV) refueling stations that integrate sustainable retail and energy storage.

Hive Technologies is currently organized as a Limited Liability Company (LLC), providing flexibility in management and taxation during the development and pilot phases. The company plans to transition into a C-Corporation structure upon securing institutional investment, enabling more favorable equity structures for outside investors.

2.2 Founder Background

Hive Technologies was founded by Kashawn Coleman, a U.S. Army veteran and former 94F (Computer Detection Systems Repairer). After completing Basic Training at Fort Benning and serving nine months in Iraq, Kashawn transitioned into civilian life with a deep interest in sustainable energy, modular design, and systems thinking.

He has combined his technical background, firsthand experience with energy logistics in the military, and entrepreneurial drive to create a resilient, modular solution to EV infrastructure gaps. Raised in a

large family, Kashawn values adaptability, teamwork, and real-world problem-solving. His mission-driven approach is centered on clean energy access, community resilience, and global scalability.

2.3 Legal Entity & Location

Hive Technologies LLC is legally registered in Florida, with its initial headquarters in Orlando. The company's first operational pilot for Hive Power Station is planned for Round Rock, Texas (Travis County), a fast-growing area near Austin with favorable renewable energy policies, EV adoption trends, and economic development programs.

Future site selection will prioritize:

- High EV traffic zones with limited fast charging infrastructure
- Municipal support for clean energy initiatives
- Areas prone to grid unreliability or climate risks
- Locations suitable for demonstrating disaster-resilient infrastructure

This dual-state presence (Florida HQ, Texas deployment) positions Hive for multi-state support opportunities while building operational credibility in energy-centric markets.

3. Mission Statement

To create the world's first fully self-sustaining, off-grid EV refueling station that integrates clean energy storage, convenience retail, and self-sustaining water access – designed to scale globally while leaving no environmental trace.

4. Vision Statement

Hive Power Station envisions a future where vehicle refueling is no longer tethered to centralized power grids or municipal utilities. Our infrastructure combines renewable energy, modular battery systems, and sustainable service centers to form a replicable blueprint – suitable for highways, rural America, and infrastructure-deficient regions across Africa.

5. Core Value Proposition

Unlike traditional gas stations or EV chargers, Hive Power Station is:

- Fully off-grid: No dependency on utility power or city water lines.
- Modular and scalable: Energy storage units are modular, allowing for hot-swapping, scalable expansion, and easy relocation to meet demand.
- Commercially integrated: Provides high margin convenience

6. Product & Technology Overview

6.1 Energy Infrastructure

Each Hive Power Station includes:

- **Solar Canopy** with 40+ monocrystalline panels per station
- **Battery Storage via HivePods** (up to 750 kWh per pod)
- **Pod-to-Pump Power Lines** (underground)
- **Smart BMS Communication System** to regulate charge/discharge and thermal balance

Power output scales through the addition of modular storage units. Stations function fully off-grid using a hybrid configuration of renewable generation and on-site energy reserves, maximizing resilience and sustainability.

6.2 Charging Units & Compatibility

Hive Power Station supports multi-standard charging units with the ability to provide:

- CCS (Combined Charging System)
- CHAdeMO
- NACS (Tesla) connectors

6.3 Modular Deployment Design

Hive Power Stations are designed for rapid deployment and relocation. The pod-based architecture allows for preassembly and transport of energy units, which are then dropped into position at the deployment site. The station includes:

- A concrete slab or minimal foundation
- Removable HivePods
- Lightweight retail/convenience building
- Water and ice systems powered by the pod

This structure reduces on-site construction time and enables deployment even in areas without access to power grids or public utilities.

6.4 Supplemental Systems & On-Site Tech

In addition to charging and energy storage, Hive Power Stations are equipped with:

- **Ice and Water Dispensers:** Commercial-grade, low-power-draw ice and water machines for retail sales and member refill access.
- **Tire Inflation Station:** A simple digital tire pump powered by HivePod energy. Offered free to members and available to non-members at a small fee.
- **Optional Kinetic Energy Tiles:** For future deployment, energy-harvesting floor tiles may be added at high-traffic locations (e.g., store entrances) to supplement ambient energy generation.

These systems support Hive's core vision of decentralized infrastructure with customer-first convenience

7. Market Opportunity

7.1 EV Charging Gaps in the U.S.

As of 2025, over 40% of U.S. counties have no public Level 3 fast charging infrastructure. Even in urbanized states, large areas remain underserved due to power grid limitations, permitting delays, or low perceived ROI by traditional EV charging networks. Hive Power Station directly addresses this gap by offering a fully off-grid, deploy-anywhere solution that bypasses utility connection obstacles.

7.2 Infrastructure Resilience Demand

Increased natural disasters, grid instability, and climate-related shutdowns have created an urgent need for infrastructure that can operate independently of centralized systems. Hive's modular, battery-backed model is ideally suited for disaster response, backup power zones, and EV corridors prone to outages.

7.3 Global Scalability in Underserved Regions

Outside the U.S., much of the Global South—including large parts of sub-Saharan Africa and Southeast Asia—suffers from poor infrastructure coverage. Hive's modular system can leapfrog centralized grid requirements and introduce clean transport access in areas with limited energy generation, especially where fuel delivery is costly or unreliable. The water, ice, and off-grid service integration makes Hive particularly attractive for regions that lack both energy and basic infrastructure support.

Together, these factors position Hive to not only fill a critical infrastructure gap but also define a new category of scalable, self-sustaining energy and retail ecosystems.

8. Target Customer Segments

8.1 International Governments and NGOs

For use in low-infrastructure nations, Hive can partner with international development groups, ministries of energy, and rural electrification programs to bring energy + water access in one deployable format.

8.2 State and Local Governments

Government agencies aiming to increase EV adoption, improve infrastructure resilience, or deliver equitable clean energy access are ideal partners. Hive's zero-grid model removes utility delays and aligns with grant programs for:

- Disaster resilience
- Environmental justice
- Transportation electrification

8.3 EV Drivers

Hive primarily serves electric vehicle owners in areas underserved by current fast charging networks. These include:

- Long-distance travelers seeking reliable off-grid charging
- Commuters in rural or suburban regions
- EV owners in disaster-prone or blackout-prone zones

Delivery drivers and fleet users who value speed, independence, and added amenities (air pump, water)

8.4 Retail and Brand Collaborators

Hive can offer branded convenience options inside its retail building and cross-promote with:

- Beverage companies
- Health/wellness brands
- Local delivery lockers
- ATM, vending, and ice partners

8.5 Clean Energy and Infrastructure Investors

Venture funds, angel investors, and climate-focused capital firms that support energy transition solutions will find Hive's self-sustaining model attractive for its replicability, ROI potential, and global applicability.

9. Business Model

9.1 Charging Revenue

Hive Power Station will monetize EV charging based on speed (kWh rate) and customer status:

- **Standard public charging** for all EV drivers
- **Membership benefits** offering free charging and loyalty incentives
- Tiered pricing based on time of day, demand, or energy availability (always beating competition)

9.2 Retail Revenue

- **Water & Ice Sales:** Reliable, essential resources sold on-site via dispensers
- **Prepackaged snacks/drinks:** Margin-rich convenience items
- **Handmade food/drinks:** Fresh drinks and food with friendly customer interactions
- **Member perks:** Free or discounted water refills and tire pump usage

9.3 Advertising and Sponsorship

- **Digital Signage:** Sell ad slots on screens or touch kiosks
- **Brand Placement:** Co-branding partnerships with beverage or wellness brands
- **Sponsored Amenities:** Tire pump or shade canopy sponsorship opportunities

9.4 Membership & Loyalty Programs

Hive will offer a tiered membership model:

- Basic: Access to free charging and store incentives
- Premium: Includes refills, perks, free charging, and discounts on future Hive sites
- Referral-based credits or free charging miles

9.5 Future Expansion Revenue

- **Station Franchising:** Licensing the Hive model to new operators
- **International Site Deployment:** Partner-led installations in off-grid regions
- **Grid-Resilience Add-ons:** Backup power services for municipalities or businesses

Hive's business model is intentionally modular and designed for local profitability while supporting regional and international scalability.

10. Go-To-Market Strategy

10.1 Pilot Launch

The initial Hive Power Station will launch in Round Rock, Texas, serving as a proof of concept for investors, municipal partners, and early adopters. The site will test:

- Pod reliability and charging capacity
- Retail sales potential
- Membership engagement and software integration
- Deployment logistics and time-to-install

10.2 Marketing Channels

- **Local Outreach:** Community meetings, media coverage, and partnership with EV clubs
- **Digital Campaigns:** Targeted social ads, EV enthusiast forums, and YouTube exposure
- **Press & Influencers:** Partnerships with sustainable tech influencers and news outlets
- **In-person Demonstrations:** Showcasing a mobile version of the HivePod to universities, trade expos, and government agencies

10.3 Strategic Partnerships

- **EV Hardware Suppliers:** Collaborations with charger manufacturers
- **Retail Vending Partners:** Ice/water providers and snack distribution brands
- **Logistics & Fabrication:** Texas-based metalworks and fabrication companies for pod production
- **Government Support:** Engagement with state-level EV grant and resilience programs

10.4 Expansion Plan

Following the successful pilot:

- Launch 3–5 additional sites in Texas and Florida to refine operations and collect performance data
- Begin franchise or partnership conversations for regional deployments
- Translate findings into a repeatable, scalable deployment playbook for national rollout

This go-to-market strategy is designed to generate attention, validate product-market fit, and prove out operations at a low initial cost while building long-term investor confidence.

11. Operations Plan

11.1 Site Preparation

• Sites are selected based on EV corridor access, zoning, and traffic flow
• Installation requires minimal groundwork (flat slab, trenching for internal lines)
• No need for gas or public utility hookups; station operates independently

11.2 Manufacturing & Supply Chain

• Modular energy units and retail components are pre-fabricated off-site
• Assembled through vetted fabrication partners in key U.S. states
• Just-in-time logistics used to streamline delivery and reduce storage costs

11.3 On-Site Assembly

• Energy modules placed with light industrial equipment
• Components such as dispensers and retail systems installed via sealed conduits
• Overhead structures (e.g., solar canopy) mounted with lighting and branding pre-integrated

11.4 Staffing & Operations

A hybrid workforce model uses one full-time Station Manager and an adaptive team of trained gig workers. Staffing is guided by demand forecasts and app-based scheduling.

Key roles:
• **Station Manager** – Oversees operations and performance, salaried with bonus incentives
• **Food/Drink Staff** – Handles food prep and customer service (hourly)
• **Facilities Crew** – Inventory, cleaning, and stock maintenance (hourly)

To optimize training and performance:
• Digital screens guide task execution
• Role-based instructions and schedules delivered via internal mobile interface
• In-app task tracking, performance bonuses, and worker incentives improve consistency

11.5 Security & Customer Service

• Remote monitoring of digital kiosks and retail zones
• Integrated app support and customer response features
• Emergency systems located at charging stations

11.6 App Development Framework

The Hive Power Station App is a central operational tool for customer engagement and workforce coordination. A modular, milestone-based development model ensures rapid, cost-efficient deployment.

11.7 App Development Timeline

Quarter 1 (Planning):
• Define feature scope (orders, scheduling, payments)
• Finalize interface and data compliance plan

Quarter 2 (Core Build):
• Begin coding shift and order modules
• Develop backend systems and login/payment integration

Quarter 3 (Testing):
• Internal testing and feedback with pilot users
• Refine dashboard, loyalty features, and payment flows

Quarter 4 (Launch):
• Full integration and platform release
• Ongoing updates, scoring systems, and calendar visibility

12. Financial Overview

Hive Power Station projects strong financial performance driven by diverse, high-margin revenue streams and low operational overhead due to its utility-independent model.

Key Financials (Pilot Site Projection):

- **Estimated Capital Expenditure (Pilot Build):** $1.5M
- **Year 1 Revenue Range:** $1.0M (conservative) – $1.7M (target)
- **Net Margin Estimate:** ~30% (after tax and operational costs)
- **Projected ROI:** 2.5–3 years (single-site deployment)

Revenue Stream Breakdown:

- **45–50%** – EV Charging + Memberships
- **25–30%** – Retail Sales (Water, Ice, Snacks)
- **10–15%** – Digital Advertising + Smart Vending
- **5–10%** – Brand Partnerships & Affiliate Programs

Growth Potential (Year 2+):

- Membership expansion via loyalty programs
- Rollout of dynamic pricing algorithms
- Network effect from multi-site station expansion

A detailed monthly profit & loss statement and cash flow projection will be finalized following confirmation of site location and labor agreements.

13. Risk Factors

We recognize several categories of risk associated with infrastructure deployment, supply chain dynamics, and new market adoption. Mitigation plans are embedded in the pilot and scaling strategy.

13.1 Regulatory & Permitting

- Local zoning and permitting may vary and could delay site approval.
- Some jurisdictions may require partial utility integration, despite our self-sustaining model.

13.2 Global Supply Chain Volatility

- Market pressure on battery cells, solar systems, or microelectronics may cause procurement delays or cost fluctuations.

13.3 Technological Risk

- Failure in control systems (BMS or operations software) could impact uptime.
- Redundancy and offline fallback capabilities are built into the system design.

13.4 Labor Availability & Quality

- Dependence on hybrid workforce (including gig labor) requires consistent quality and training.
- Staffing shortages during peak hours could harm brand perception.

13.5 Market Adoption Uncertainty

- Regional EV adoption will impact first-year station utilization.
- Early adoption and member retention are key to break-even timeline.

13.6 Environmental Exposure

- Although designed for durability, major climate events may affect physical access or disrupt supply deliveries.
- Thermal performance must be validated for high-heat zones.

Mitigation Strategy Highlights:

- Multi-supplier redundancy for critical components
- Pre-deployment firmware and system testing
- City-level stakeholder outreach in advance of site prep
- Robust app and workforce tools for dynamic coverage

14. Funding Strategy

14.1 Capital Raise Plan

Hive seeks to raise $750,000 as the first tranche of a $1.5M seed round. This will fund:

- Completion of system integration and firmware development
- Finalization and fabrication of pod, retail, and solar hardware
- Full site deployment of pilot station in Round Rock, Texas

14.2 Use of Funds

- 35% – Manufacturing & Pod Deployment
- 25% – Software & BMS Engineering
- 20% – Staffing, Training & Hiring Platform
- 10% – Retail Buildout and Equipment
- 10% – Marketing, Demonstrations & Investor Relations

14.3 Return Options for Investors

Investors will be offered flexible return options based on preference:

- **Equity:** 15.8% for $750K (or 7.9% for $375K minimum)
- **Royalty Model:** 2–3% of gross revenue until 2.5x return
- **Buyback Option:** Guaranteed equity repurchase within 36 months at 2x return
- **Profit Share:** Ongoing quarterly share of net profits up to 2.5x total return

14.4 Exit Strategy

Upon validation of the pilot station and operating model, Hive aims to:

- Scale via franchising or regional licensing
- Secure follow-on investment for national rollout
- Explore acquisition by energy, EV, or infrastructure players

Hive's model is designed to be exit-agnostic and revenue-generating from year one, reducing investor risk.

15. Intellectual Property Strategy

Hive Power Station maintains a layered and proactive IP strategy designed to secure both branding and technological advantages while minimizing exposure of sensitive components. Our

approach combines legal protections (trademarks, copyrights, patents) with strategic trade secret management and controlled disclosures via NDAs.

15.1 Brand & Trademark Protections

We have filed or are preparing applications for the following brand assets:

- **Company and Product Names**: Trademark protection for parent and sub-brands
- **Slogans and Mascots**: Protection of brand slogans and character-based marketing
- **Visual Identity**: Registered marks for logos, app icons, and retail-facing branding

15.2 Content & Software Protections

Our original content and software are covered by copyright, including:

- Business documentation (pitch decks, operational playbooks)
- User interface mockups and kiosk flows
- Firmware and app logic written for system control and staffing tools
- Marketing and educational media (renders, animations)

15.3 Technical Patents (Filed or In Progress)

We are pursuing a series of **utility and design patents** covering:

- Modular system architecture for energy storage
- Scalable energy routing and safety control logic
- Integrated environmental and structural design
- Passive cooling and maintenance-friendly configurations

Patent applications are staged across provisional and utility timelines to align with prototype and CAD milestones.

15.4 Trade Secrets

The company maintains critical trade secrets around:

- Unit pricing strategy and component bundling
- Cell swap and scheduling logic
- Vendor terms and operational cost structures
- App-driven predictive staffing and workflow tools

These are protected under signed NDAs and internal access controls.

15.5 IP Safeguards & Disclosure Policy

All sensitive technical materials—including system schematics, energy routing logic, and proprietary software—are classified as confidential intellectual property. These assets are only accessible under a binding Mutual Non-Disclosure Agreement (NDA). Public materials present high-level overviews only, ensuring no operational or competitive advantage is compromised. .

Appendix Layout (Revised for External Use)

Appendix Ref.	Section Title	Access Level
A	Executive Summary	Public
B	Market Research & Opportunity	Public
C	Financial Overview & Revenue Models	Public
D	Site Layout and Deployment Concepts (Non-IP)	Public – General View
E	IP Strategy Summary (This Section)	Public – Redacted
F	Schematics & System Designs	*Confidential (NDA)*
G	Staffing & Operations Framework	Public
H	Letters of Intent / Partner Commitments	*Confidential (NDA)*

16. Appendices

Appendix A – Technical Diagrams & System Layouts

Detailed schematics of HivePod architecture, site layouts, and thermal routing systems.

Appendix B – Deployment Plan

Step-by-step path from component manufacturing through public station activation.

Appendix C – IP Protection Summary

Breakdown of trademarks, copyrights, patents, trade secrets, and estimated protection costs.

Appendix D – App Design System & Timeline

Visual/UX design specs and a 6-month development roadmap for the Hive App.

Appendix E – Bulk Supplier & Strategic Partner Directory

Vetted sources for components and services across 9 major categories.

Appendix F – Market Analysis & Sizing

Data on EV adoption, rural EV needs, and Hive's scalable global opportunity.

Appendix G – Valuation Rationale

Justification for $4M pre-money valuation, including revenue model and founder strength.