

# OPTIPOWER AI



**Independent Business  
Plan**

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# I. EXECUTIVE SUMMARY

## Company Service Description

OptiPower AI is an app that can connect to a wide range of devices connected over the internet also known as IoT devices with examples being thermostats, Roombas, Appliances, and much more. By connecting to these devices, our platform recognizes real-time data trends and uses this intuition to present the user with personalized energy-efficient tips. The app also automatically controls these devices to save money by optimizing power intake and this is done through an AI that has been exposed to several situations such as these. OptiPower AI promises a coordinated and intelligent approach to energy resources that will eventually result in significant cost savings and environmental benefits for our users.



Figure 1: Graphic portraying how integration of OptiPower AI in the house would look like



Figure 2: OptiPower AI can connect to several devices at the same time.

### PROBLEMS

Inefficient energy use in homes and businesses leads to higher costs and environmental impact. Users lack tools for analyzing and optimizing energy consumption.

Current energy management systems lack integration with IoT devices, limiting users' control over energy-consuming devices and hindering informed decision-making.

The absence of proactive energy management solutions increases carbon footprints and strains natural resources. Users lack accessible tools to actively reduce environmental impact and promote sustainability.

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### Solutions

Current energy management systems lack integration with IoT devices, limiting users' control over energy-consuming devices and hindering informed decision-making.

## Customer Segments

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**Residential Consumers:** Homeowners seeking to reduce energy bills, adopt sustainable practices, and gain insights into their household energy usage. This segment desires user-friendly tools for optimizing energy consumption without compromising comfort.

**Commercial Establishments:** Businesses and organizations aiming to streamline energy usage across their facilities. This segment seeks scalable solutions to monitor and optimize energy consumption, thereby reducing operational costs and enhancing sustainability efforts.

**Property Management Companies:** Entities managing multiple properties or buildings seeking centralized energy management solutions. This segment desires platforms that allow for remote monitoring, analysis, and optimization of energy usage across diverse locations.

**IoT Device Manufacturers and Integrators:** Companies involved in producing or integrating IoT devices such as smart thermostats, lighting systems, and appliances. This segment benefits from partnerships to offer enhanced energy optimization capabilities to their customers.

## Unique Value Proposition

OptiPower AI delivers unparalleled energy efficiency by seamlessly integrating with IoT devices, offering personalized energy insights and recommendations. With a unified platform for holistic control and empowerment towards sustainable practices, OptiPower AI revolutionizes energy management, ensuring users optimize consumption, reduce costs, and actively contribute to a greener future.

Channels

IoT partnerships

targeted marketing

utilizing app marketplaces

### Financial Overview

OptiPower AI's primary revenue stream is derived from a subscription-based model, where users pay a monthly or annual fee for exclusive access to personalized energy insights, analytics, and sustainability recommendations.

**NOTE:** Adding a little bit of Emphasis on social media, including LinkedIn, Twitter, and Facebook, directs users to the app for energy solutions. Supply acquisition channels involve collaborations with IoT manufacturers and trusted technology suppliers for a reliable chain.

In its inaugural year, OptiPower AI secures \$1,300,000 in initial investment from the founder, loans and investors. The financial outlook for Year 1 anticipates Net Revenue of \$4,524,175, resulting in a positive cash balance of \$6,934,238. The company sets a strategic goal to break even within the first twelve months, demonstrating a commitment to financial sustainability.

At the end of Year 1, OptiPower AI's total assets amounted to \$150,000. Starting from Year 2, the company initiates the accumulation of intellectual properties, focusing on intangible assets to drive innovation and secure a competitive edge in the evolving market landscape. OptiPower AI's financial strategy reflects a balanced approach, emphasizing both short-term viability and long-term value creation.

**OptiPower AI's Primary source of revenue is through subscriptions.** Although Optipower has a free subscription tier, it requires the viewing of ads every time the user wants to check recommendations and they can last from 30-60 seconds each. Therefore, paid subscriptions are preferred and they bring in hundreds of thousands of dollars of revenue. In case someone goes with the free tier, OptiPower Ai still gets a share of the ad revenue from companies for providing ads in our software.

Due to high returns from ad revenue and subscriptions, the company is predicted to be able to break even within 12 months of operations considering that tax codes are still in favor of business by incentivizing businesses to use tax money on business expansion. Figure 3 shows that the company breaks free in 9.5 Months.

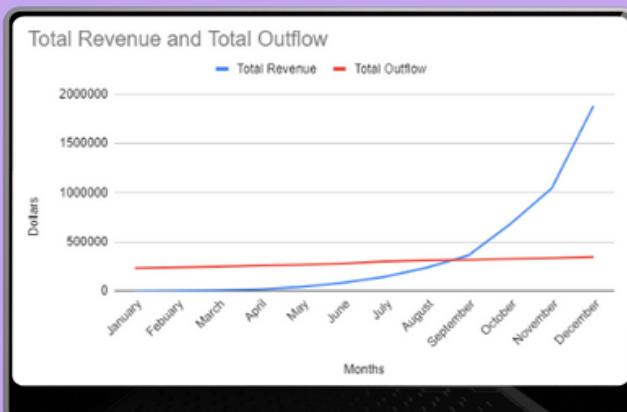


Figure 3: OptiPower AI aims to break even within 12 months



Figure 4: OptiPower AI aims to break even within 12 months

With our asking investment, our analysts are estimating that by the end of the year, total revenue will reach \$4524175. However, through the expansion of our company, we are looking at a projected 30 million revenue within the first five years due to the expansion of app features, hiring of new employees and not to mention, and private and exclusive contraction with prestigious tech and energy companies such as General Electric and Tesla to make their cars and Solar/Energy Systems more efficient and identifying the flaw in the for a future fix.

### Key Metrics

Service Quality Measure

Advertisement Interaction Rate

Expansion Success Metrics

Net Revenue / Advertisement Revenue

Thank you for showing interest in our company and our innovative start-up venture. We look forward to explaining who we are and why you should invest with us and be part of the OptiPower family. Currently, we are seeking 600,000 dollars for a 15% share in our company setting the overall evaluation at 4 million dollars.

## II. Problem

Optipower is a software start up that thrives to solve the following three problems:

### 1. Inefficient Energy Use

Inefficient energy use in homes and businesses leads to higher costs and environmental impact. Users lack tools for analyzing and optimizing energy consumption.

It leads to higher costs and increased pollution due to inefficient energy use at home businesses. Current energy consumption analysis and optimization tools are insufficient, so users lack holistic utilities. Real-time insights and tailored recommendations are required to address the range of energy usage scenarios, but traditional methods fail to provide them. This inefficiency limits users' ability to make the right decision, hence a higher cost and an increased ecological footprint. Figure 5 shows that between the energy-efficient and non-energy-consuming uses, there is a significant amount of waste with almost 68.7% (weforum.org).

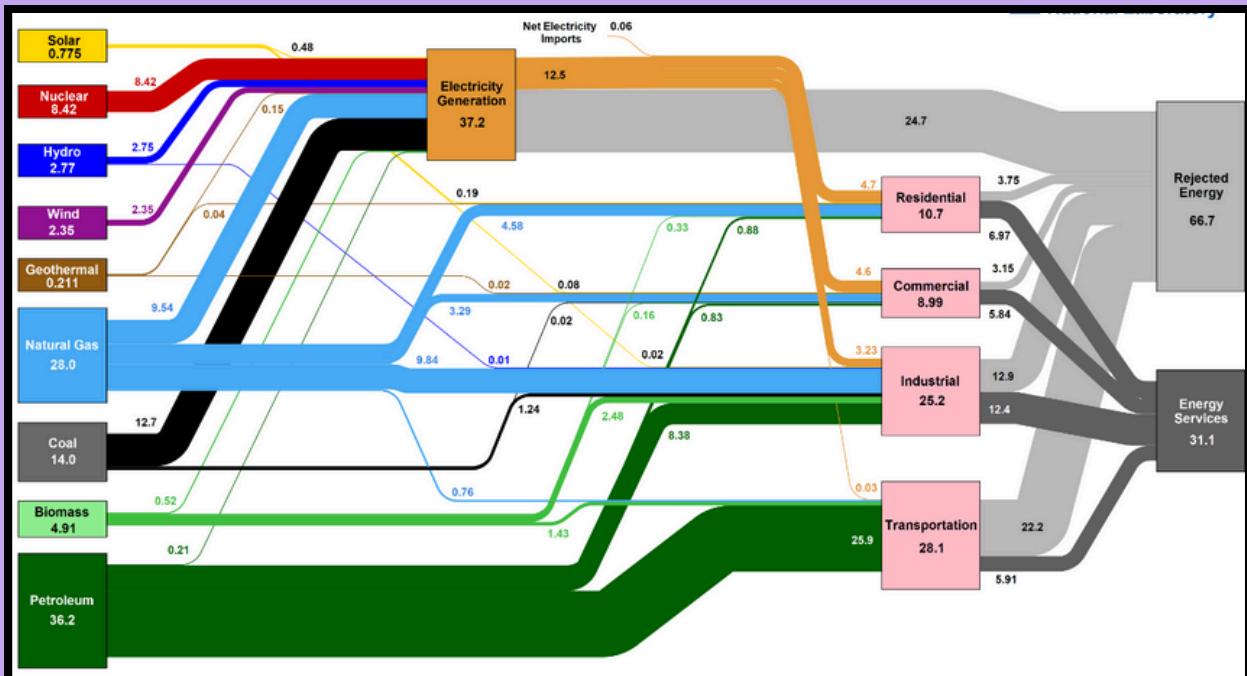


Figure 5: Demonstrates the amount of energy wasted in the united states from World Economic Forum

"The US alone wastes about 68 quads of energy every year which is enough to power Vegas for 355,872 years!"

### 2. Limited Integration with IoT Devices:

Current energy management systems lack integration with IoT devices, limiting users' control over energy-consuming devices and hindering informed decision-making.

One of the most challenging aspects that existing energy management systems have to face is the lack of a smooth connection with IoT devices. This limitation diminishes the ability to control energy-consuming devices and limits users' decision making. It is impossible to capitalize on the full potential of IoT technologies within traditional systems, thereby preventing users from using real-time energy efficiency and adopting dynamic consumption patterns. OptiPower AI identifies this hurdle and aims to herald a revolution in energy management through the provision of an integrated platform that connects smoothly with IoT devices, granting users ultimate command and knowledge for informed decisions leading to more efficient usage.

### 3. Lack of Proactive Energy Management

The absence of proactive energy management solutions increases carbon footprints and strains natural resources. Users lack accessible tools to actively reduce environmental impact and promote sustainability.

The lack of proactive energy management solutions is one of the major challenges that result in large carbon footprints and natural resource limitations. At present, there are no utilities available for the users to actively pursue ways of minimizing their negative impact on nature and supporting sustainable practices." The traditional methods of energy management are founded on a reactive approach that does not grant the users with actionable information. Perchenergy estimates that the average American generates about 16 tons of carbon footprint per annum. The level of home energy is shown in Figure 6 to have the highest percentage for each activity generating different levels of carbon. This emphasizes the critical need for innovative and proactive energy management solutions to empower users in minimizing their negative impact on the environment and promoting sustainable practices.

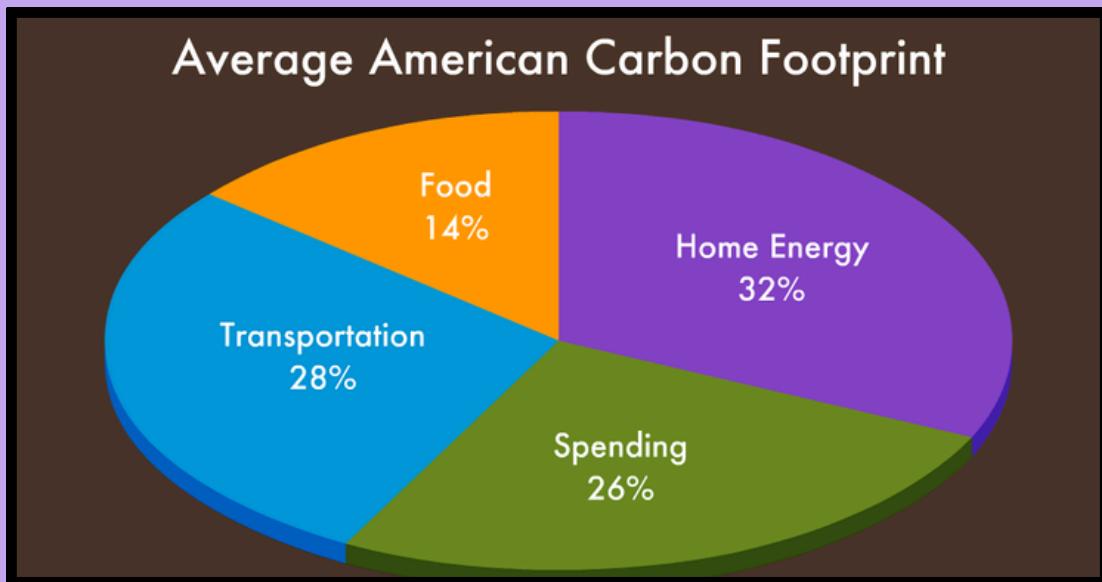


Figure 6: Visually shows the ratio of different activities and their carbon footprint from [8billontrees.com](http://8billontrees.com)

In summary, these mentioned problems not only cause environmental but create excessive financial problems. The empowerment of the users through readily available tools and information is necessary to enable them to make their efforts less harmful to the environment while also reducing from own costs. Through the development of energy management practices, we can all contribute to a brighter and less costly future.

### III. Customer Segment



#### Residential Consumers (target users):

OptiPower AI aims to serve homeowners who are seeking to enhance energy efficiency and sustainability within their households. The primary target demographic includes individuals spanning various age groups. These homeowners prioritize user-friendly solutions that seamlessly integrate into their daily routines without compromising comfort. OptiPower AI offers a platform that provides personalized recommendations, empowering users to actively contribute to sustainability efforts and reduce their environmental impact. The focus is on conscious homeowners who are looking for a robust toolset for efficient energy analysis and control.

#### Commercial Establishments (target users)

The commercial establishment's segment for OptiPower AI is geared toward businesses and organizations aiming to streamline energy usage across their facilities. This includes entities such as office spaces, manufacturing units, and retail establishments. According to our analysts, some of the businesses that would be interested are Tesla, Walmart, Ring, Google, and General Electric (GE). OptiPower AI targets businesses that seek scalable solutions for monitoring and optimizing energy consumption, thereby reducing operational costs and enhancing sustainability efforts. This segment is characterized by businesses looking for comprehensive energy management platforms that offer centralized control and insights. OptiPower AI's platform serves as a valuable tool for commercial establishments, allowing them to actively manage and optimize energy-consuming devices, contributing to both cost savings and environmental sustainability.



Figure 7: Biggest Commercial User



Figure 8: Most likely to be mutual Partners in Property Management Companies



Figure 9: Uses OptiPower AI to lower refrigeration and electricity costs



Figure 10: Testing Partner for software and schematics

#### Property Management Companies (target users)

Property Management Companies managing multiple properties or buildings are another key customer segment for OptiPower AI. These entities seek centralized energy management solutions that enable remote monitoring, analysis, and optimization of energy usage across diverse locations. OptiPower AI aims to provide platforms that cater to the specific needs of property management companies, facilitating efficient energy management and contributing to overall sustainability goals. The platform offers features that align with the requirements of managing energy consumption in multiple properties efficiently.

## IoT Device Manufacturers and Integrators (target partners)

OptiPower AI targets companies involved in producing or integrating IoT devices, such as smart thermostats, lighting systems, and appliances. This segment represents potential partners for OptiPower AI to enhance its capabilities and offer advanced energy optimization features to customers. The collaboration with IoT device manufacturers and integrators is crucial for expanding the reach and functionality of OptiPower AI's platform. This partnership aims to leverage the integration of OptiPower AI with a wide range of IoT devices, providing users with unprecedented control and insights for efficient energy management.

The partnership model with Target IoT Device Manufacturers and Integrators involves a collaborative integration approach, where OptiPower AI works closely with these partners to seamlessly incorporate its AI-driven energy management platform with a diverse range of IoT devices. The collaboration aims to enhance energy optimization capabilities, ensure compatibility with various devices, engage in joint marketing efforts, explore licensing and revenue-sharing opportunities, prioritize continuous innovation, and provide mutual technical support. This model is designed to foster growth for both OptiPower AI and its IoT partners by offering users a comprehensive and sophisticated solution for managing and optimizing energy-consuming devices.

## IV. Unique Value Proposition

For users, OptiPower AI delivers unmatched energy efficiency through seamless integration with IoT devices, offering personalized insights and recommendations for optimized consumption. The unified platform empowers users with holistic control, revolutionizing energy management for reduced costs and active contribution to a greener future.

For residential consumers, OptiPower AI ensures a user-friendly toolset that seamlessly integrates into daily routines, providing personalized recommendations to enhance energy efficiency without compromising comfort.

For commercial establishments, OptiPower AI offers scalable solutions for monitoring and optimizing energy consumption, contributing to operational cost reduction and sustainability efforts.

For property management companies, the platform provides centralized energy management solutions, enabling remote monitoring and optimization across multiple locations.

For IoT Device Manufacturers and Integrators, OptiPower AI offers a collaborative partnership to enhance the capabilities of their devices, providing users with unprecedented control and insights for efficient energy management. This partnership fosters innovation and aligns with the evolving market landscape.

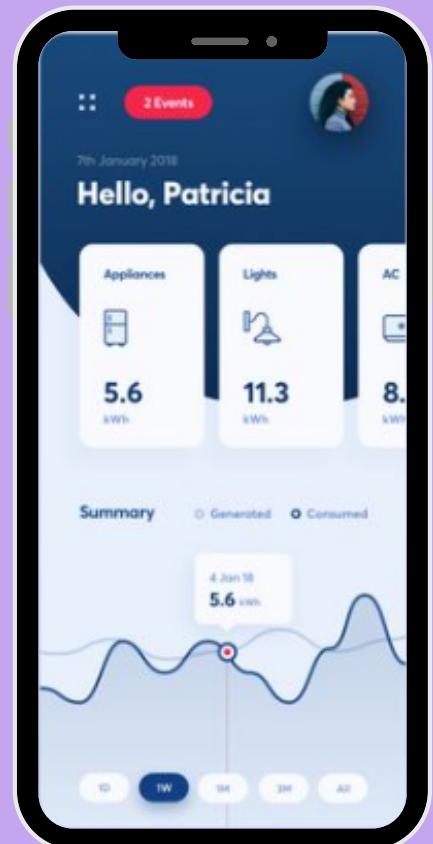


Figure 11: Shows a simulation of the app at the home page.

## V. Solution

As mentioned in the problems section, there are several problems currently regarding energy efficiency, reliability, and management. Fortunately, OptiPower Ai offers cutting-edge solutions to all these problems. Our Ai uses real-time analytics and ML recommendations to optimize energy consumption in homes. With a state-of-the-art integration with home devices connected to the internet, users gain control over all energy-consuming systems. This not only reduces costs but also increases efficiency.



Figure 12: Shows how analytics are demonstrated with graphs and visuals on phone. It is also available in dark mode.

### I. Comprehensive Energy Analysis

OptiPower AI's top features for comprehensive energy analysis include seamless integration with IoT devices, real-time data gathering, and AI-driven recommendations. As demonstrated in figure 12 and figure 13, analysis and recommendations are given in the form of graphs and charts with color-coordinated visuals to make it simpler and easier. The platform ensures users receive personalized insights into their energy consumption patterns, empowering them to make informed decisions. This feature-rich solution enables users to identify areas of waste, cut unnecessary costs, and optimize energy usage for enhanced efficiency.

### II. Unified Platform for Control:

OptiPower AI's top features for unified control encompass data aggregation from diverse IoT devices and a centralized interface. Users benefit from unprecedented visibility, enabling them to manage all energy-consuming devices seamlessly. The single interface simplifies the complexities of energy management, allowing users to optimize devices effortlessly. On top of that, OptiPower Ai, not only works over the web and phone but also through watches and other smart devices so that no matter where you are, you will always get tips and recommendations. This top-tier feature ensures a user-friendly experience while fostering effective energy control and decision-making.

### III. Empowering Sustainability:

OptiPower AI's features for empowering sustainability include actionable insights that guide users in minimizing their environmental impact. By optimizing energy usage, users actively contribute to sustainability efforts. This top-notch feature encourages eco-friendly practices effortlessly. OptiPower AI's commitment to sustainability is manifested through personalized recommendations, ensuring users play a vital role in creating a greener and more sustainable future.

OptiPower AI's holistic, AI-driven approach transforms energy management, providing users with a robust toolset for efficient analysis, control, and optimization, mitigating inefficiencies, and fostering sustainable practices.

Reason for Dark Mode

"We added dark mode because who likes to use light mode!" -- Kaushik Vukanti, CEO and Founder



Figure 13: Shows how analytics are demonstrated with graphs and visuals on watch.

## VI. Channels

### I. App Marketplaces:

Utilizing well-known app stores like the Google Play Store and Apple App Store, OptiPower AI makes its platform easily available to a large user base. These markets act as one-stop shops where customers can find, download, and set up the OptiPower AI app on their smartphones. By guaranteeing awareness among users of smartphones and tablets, this channel offers a practical way for people and companies to use the energy management platform. Also by using a very slick and practical design as demonstrated in figure 14, users are more tempted to download the app as it sparks curiosity in them to discover this app.



Figure 14: Icon of the app on the app and playstore.

### II. IoT Partnerships

One of the key components of OptiPower AI's approach is the integration of its technology with numerous IoT devices. OptiPower AI increases its capabilities and reach by partnering with IoT device makers and integrators. To ensure compatibility and improved capabilities, these partnerships require tight coordination to smoothly integrate the AI-driven energy management platform into a variety of IoT devices. Through this route, OptiPower AI's user base grows and the platform is positioned as a vital addition to the IoT ecosystem.

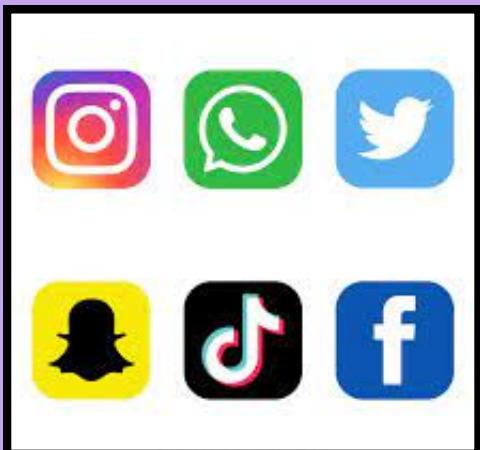


Figure 15: A through all these social media platforms are beneficial in promoting business, Instargram and Facebook owned by the meta corporation are most likely to grab internet traffic.

### III. Targeted Marketing on Social Media:

As part of its focused marketing approach, OptiPower AI gives social networking sites like Facebook, LinkedIn, and Twitter a lot of attention. These platforms provide an engaging environment for interacting with a wide range of people who are looking for energy management solutions. Because these social media forms are so huge, running ads through these platforms will most definitely grab internet traffic. According to uffer.com, Facebook has 3 billion people using it monthly and more than 200 businesses use Facebook. Instagram has about 2.04 MAU putting it in 4th place. OptiPower AI wants to draw in new users and raise awareness of the advantages of its platform by disseminating pertinent material, updates, and success stories. Social media platforms are useful for creating communities, encouraging dialogue, and encouraging people to check out the OptiPower AI software for their energy requirements.

## VII. Revenue Streams

Optipower Ai's Main sources of income are depended on a subscription-based model, partnerships, and advertisements.

### I. Subscription Based Model

The first and primary revenue stream for Optipower AI relies on a subscription-based model and this model offers much higher-end features based on the tier of the subscription. The tiers of the apps are dependent on the needs of different customers such as residential customers, commercial establishments and property management companies. This subscription model provides a steady and predictable income stream for Optipower AI as features will be revoked when subscriptions are not paid for and these subscriptions come in both monthly and annual plans.

### II. Partnerships

To generate extra revenue, OptiPower AI strategically makes use of partnerships with IoT producers and device integrators. By connecting with a broad range of IoT devices, OptiPower AI expands its reach and capabilities through license agreements and revenue-sharing arrangements. This partnership builds mutually beneficial partnerships and improves the value offered for users, which helps OptiPower AI remain financially sustainable. The company's income strategy heavily relies on the money derived from these strategic relationships which according to Relayfi, is typically 20-23% of overall net profits.

### III. Ad Revenue

Instead, as OptiPower AI grows its user base, it turns to diversification of revenue streams via advertising partnerships and sponsored content within the app. The platform opens avenues for all forms of targeted advertisements including games to foods via this new, simple, and increasingly popular form of advertising. This would open doors for advertisers to get access to a very excited audience with an engaging new experience. In addition, it taps into multi-billion dollar advertisement markets and is a buffer for risks that an AI-driven business can withstand. Sponsored content also opens doors to alternate revenue stream sources by creating a dynamic monetization strategy that evolves with the increasing reach and engagement of the platform. It offers value to users and advertisers alike, creating a dynamic, sustainable, and adaptable business model. According to appinventiv, "The average revenue per ad impression can be as low as \$0.10 and as high as \$10, depending on the type of ad." The typical ad would look like that of Figure 18.

Tiers	Description	Cost
Free Tier	Affordable subscription, Real-time energy usage data, Personalized insights, User-friendly recommendations, Optimization of energy consumption, Ad-supported model, Requires watching ads for at least 1 minute to unlock features	0.00/month
Basic Energy Insights Plan	Affordable subscription, Real-time energy usage data, Personalized insights, User-friendly recommendations, Optimization of energy consumption, and Ad-free experience	8.99/month
Advance Analytics Plan	Higher-tier subscription, In-depth analytics, Trend analysis, Historical data tracking, Comprehensive understanding of energy patterns, and Includes all Basic plan features	25/month

Figure 16: List of all tiers

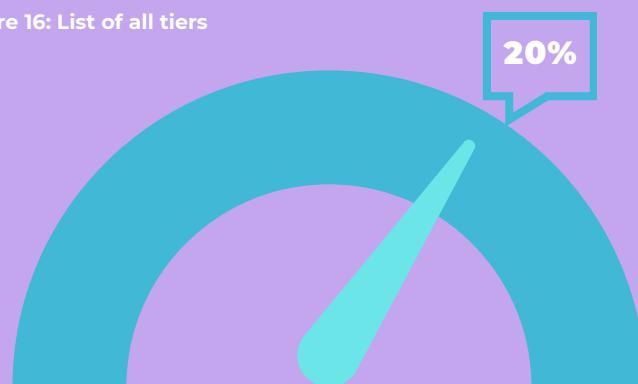


Figure 17: According to our analysts, the fair share of profits from partners is typically around 20%.

The Lifetime Customer Value (LCV) for OptiPower AI is dynamic and dependent on various factors such as user engagement, subscription plans, and the success of additional revenue streams. While it's challenging to provide an exact figure, a preliminary estimate suggests the LCV per user could range between \$500 to \$1,000. This estimate takes into account potential revenue from subscriptions, partnerships, and advertising over the user's lifetime engagement with the platform. The actual LCV may vary based on the effectiveness of monetization strategies and user retention.

Figure 18: A typical ad will take up the full length and width so that the user can't do anything without waiting for the ad to finish.



**“These ads also play a big role in determining the effectiveness of our key metrics” -- Kaushik Vukanti CEO and Founder**

## VII. Cost Structure

As a tech Company, the cost structure is very complicated. But the costs for the business are:

### Customer Acquisition Costs

OptiPower AI acquisition of different user segments, as described earlier, requires different strategies and costs. Acquiring residential consumers requires digital campaigns, articles, targeted marketing, and personalized marketing with costs tied to conversion rates efforts that can result in a dollar cost of 5 to 10 dollars per user (on a per-customer acquisition basis) over the first two to three years, and then a lower ladder to a little over 3 dollars. Engaging commercial businesses needs to be focused on demographic and area marketing and presentations, while property management companies with whom we have partnerships also incur negotiation and solution customization costs. We can spend up to \$500 and \$1,000 per property management company in these types of partnerships. IoT partners require collaboration, marketing, and technical support, raising the costs to over \$1,000 to \$5,000 per partner. These acquisition costs dependent on which segment they fall under, are intricate and demand different outreach and engagement strategies that tie directly to both continued growth and cost. It is through this effective management of each part of our business that we're able to grow, keep scaling, and stay competitive.

### Operation Costs

OptiPower's operation costs have been determined every month based on the expenses for employees, supplies, software and tech support, etc, and are referred to by several sources.

The major / most significant operation costs are wages, Office costs, insurance, professional charges and services, server and hosting, advertising, and other legal fees.

Asset	Term	Avg Cost	Source
Wages	Monthly	97000	Human Resource Cost
Office Utilities, Rent, supplies, and etc.	Monthly	44,742.50	smallbusiness.chron.com
Insurances	Monthly	800	kinsta.com
Professional Charges	Monthly	13050	upflip.com
Advertising	Monthly	76667	transcenddigital.com
Personal services	Monthly	23002	lawinsider.com
Server and hosting	Monthly	37500	statista
Legal Fees	Monthly	2000	linkedin
Monthly Cost		294,761.50	
Annual Cost		3,537,138	

Figure 19: Operation costs

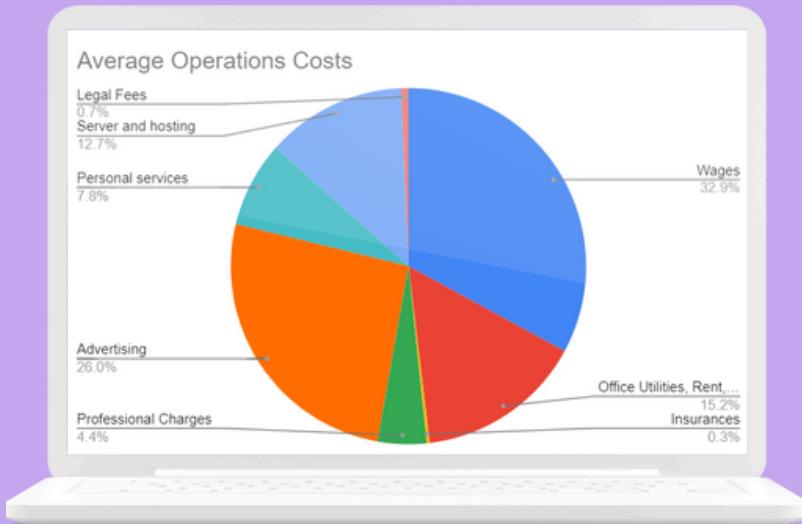


Figure 20: Shows the percent composition of all costs. Wages is by far the more expensive because it is not outsourced and is provided internally and thus is expensive.

## Human Resources Costs

**Human resource costs cover expenditures related to managing and supporting the workforce, including salaries, benefits, training, and recruitment expenses. It reflects the investment in personnel crucial for the company's operations and growth. Efficient management in this area involves strategic planning and talent development. Within OptiPower, there are 12 employees with 8 in Technology, 2 in Finance and Administration, and 2 in Marketing. Figure 21 shows more financial wages for each employee.**

Figure 21: wages increase based on 5-7% raise annually

## Other Costs

**The costs are usually relatively low for software companies as everything can be done online. However, some fees that are required for the start-up of an organization such as this include business registration, liability, insurance, and LLC.**

**To summarize, the cost model of OptiPower AI has differentiated pricing for different segments of users. That is, acquisition costs are linked to the diversity of discovered leads, and the money spent on operational, human resource, and startup costs constitute the core of the financial model.**

Role	First Year Pay	2nd Year Pay	3rd Year Pay	Number of Employees
Backend + Database developer	100,500	105,525	110,801.25	2
Full Stack developer	100,500	105,525	110,801.25	2
Software Engineer	100,500	105,525	110,801.25	3
Marketing Specialist	96000	100,320	104,834.40	1
Marketing Assistant	72000	74160	76,384.80	1
Financial Analyst	96000	101,760	108,883.20	1
Administrative Assistant	96000	101,760	108,883.20	1
Average Cost / Month	97,000	101,850	107,116.30	
Average Cost / Year	1,164,000	1,222,200	1,285,395.60	

Asset	Cost	Source
LLC	50	llcuniversity.com
Office space	30000	voitco.com
Miscellaneous expenses	2000	businessexpenses.ocm
Insurance	800	kinsta.com
Total	32850	

Figure 22: Although there are dozens of smaller cost, these are the majority of larger miscellaneous costs.

# IX. Detailed Financials

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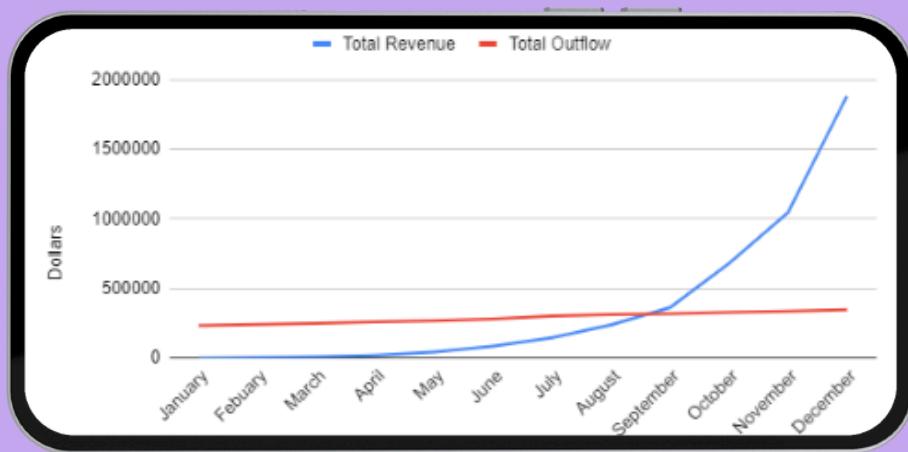
## Cash Flow Statement

The cash flow statement for OptiPower Ai shows that when the company begins operation on \$1,600,000, it is likely to generate a gross income of 4524175 in the first year from partnerships, ad revenue, and subscriptions. This would likely result in a cash balance at the end of the year of \$1,034,702. The company aims to maintain at least 1,558,475 as a reserve as it is enough for the company to run for at least 3-4 months of conserved budget. Due to high returns from ad revenue and subscriptions, the company is predicted to be able to break even within 12 months of operations considering that tax codes are still in favor of business by incentivizing businesses to use tax money on business expansion. The graph shows that the company breaks free in 9.5 Months.

Figure 23: very basic year end report for the purpose of simplicity

Cash Flow Statement – Year Ending Report (December 31,2024)	
Financing Activities	
Personal Investment	1,000,000
Loans	600,000
Total	1,600,000
Operating Activities	
Revenue	4,524,175
Total Cost	3,512,473
Net Operating Cash Flow	1012702
Cash Flow Beginning of Year vs End of Year	1,300,000 & 6,982874

Figure 24: Shows a graph for the total revenue vs total outflow of company cash



	January	February	March	April	May	June	July	August	September	October	November	December	Total
Beginning Cash Balance	0	1,365,700	1,129,482	888,117	648,798	423,821	228,529	73,652	384	44,434	395,648	1,103,420	
Income from:													
Subscriptions	0	2,000	3,400	5,800	13,000	34,000	69,698	137,578	235,575	509,574	858,475	1,558,475	3427575
Shared-Revenue Arrangements	0	2,500	5,000	14,000	29000	45000	67000	84000	96000	112000	100000	172000	726500
Ad Revenue	0	300	800	1500	2500	7000	11000	19000	32,000	59,000	87,000	150,000	370100
Investment	1,000,000	-	-	-	-	-	-	-	-	-	-	-	
Loans and Other Funding	600000	-	-	-	-	-	-	-	-	-	-	-	
Total Revenue	0	4,800	9,200	21,300	44,500	86,000	147,698	240,578	363,575	680,574	1,045,475	1,880,475	4,524,175
Available Cash Balance	1,600,000	1,370,500	1,138,682	909,417	693,298	509,821	376,227	437,227	363,959	725,008	1,441,123	2,983,895	
Allocation of Capital													
R&D													
Development Software and Materials	2,000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24000
Developer Wages & Compensations	67,000	67000	67000	67000	67000	67000	67000	67000	67000	67000	67000	67000	804,000
Total R&D Cost	67000	67000	67000	67000	67000	67000	67000	67000	67000	67000	67000	67000	828000
Office													
Office Rent	23,000	23000	23000	23000	23000	23000	23000	23000	23000	23000	23000	23000	276,000
Utilities	7,000	7,274	7,564	7945	8278	8601	8992	9308	9506	10,020	10,245	10,746	105,479
Supplies	3,000	3,200	2,800	3,500	3,000	3,800	3,200	4,000	3,500	4,200	3,800	4,500	42,500
Equipment	8,000	8675	9203	9678	10,692	10,213	10,476	11,109	11,121	11,482	11,784	11,969	124,402
Data Hosting and Servers	30,000	30000	30000	30000	30000	45000	45000	45000	45000	45000	45000	45000	450,000
Total Office Costs	71,000	72149	72567	74123	74970	75614	90668	92417	92127	93702	93829	95215	998,381
Administration & Finance													
Salaries and Wages	16,000	16000	16000	16000	16000	16000	16000	16000	16000	16000	16000	16000	192,000
Professional Fees	4,000	4569	4698	5196	5207	5378	5607	6129	6098	6358	6574	6678	66,492
Bank charges	2,500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	30,000
Legal Fees	2,000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24,000
Insurance	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Total Finance and Administration Costs	25,300	25869	25998	26496	26507	26678	26907	27429	27398	27658	27874	27978	322,092
Sales and Marketing													
Salaries and Wages	14,000	14000	14000	14000	14000	14000	14000	14000	14000	14000	14000	14000	168,000
Advertising	34,000	39000	48000	56000	64000	75000	81000	90000	96000	104000	112000	121000	920,000
Professional Services	23,000	23000	23000	23000	23000	23000	23000	23000	23000	23000	23000	23000	276,000
Total Sales and Marketing Costs	71,000	76000	85000	93000	101000	112000	118000	127000	133000	141000	149000	158000	1,364,000
Total Cash Outflows	234,300	241018	250565	260619	269477	281292	302575	313846	319525	329360	337703	348193	3512473
Net Increase/Decrease in Cash	-234,300	-236,218	-241,365	-239,319	-224,977	-195,292	-154,877	-73,268	44,050	351,214	707,772	1,532,282	1,035,702
Ending Cash Balance	1,365,700	1,129,482	888,117	648,798	423,821	228,529	73,652	384	44,434	395,648	1,103,420		

Figure 25: Within our cash flow statements, we realized that wages were the majority of the cost with advertisement coming in at 2nd. Due to the heavy technicality of launching an app like this, skills are required heavily so experienced worked are necessary.

## Income Statement

The income statements demonstrate a substantial increase in profits and end-of-year cash balance and this is due to increased efficiency and features of the app through the hiring process of new employees and the funding to expand R&D to improve ML implementation. Through intensive testing implementation of the algorithm, by year 5, Optipower Ai will become a leading ML/AI and Energy Company. Through this expansion, optipower AI is also now able to do personal projects for private companies like Tesla and General Electric.

At the end of year, 1, the company has generated about 4,534,175 with operating costs of only 3,512,473, resulting in a profit of about 1 million dollars which is a huge profit margin for any tech company within the first year. But as time goes by the gross revenue reaches almost 23,000,000.

Figure 26: Profit Margin are projected to be higher than almost 80 percent of all businesses with in their first 5 years. Note that the left vertical axis is in terms of 1 million dollars and right vertical axis in in percent

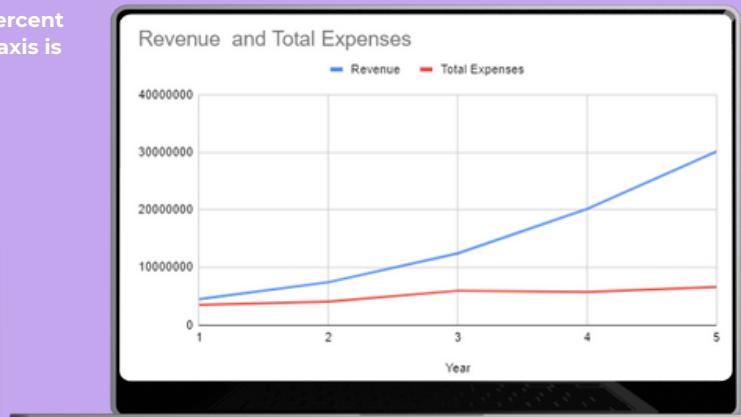


Figure 27. This shows that although expenses grow a linear rate, revenue grows at an exponential rate meaning that potential for earning in during later years of the company.

	5 year Plan (2024-2028)				
	Year 1	Year 2	Year 3	Year 4	Year 5
Overall Revenue	4,524,175	7457458	12458634	20156839	30125875
Expenses					
Research and Development					
Development Software and Materials	24,000	30000	36000	43000	52000
R&D Salaries	804,000	1200000	1700000	2500000	3200000
Office					
Office Rent	276,000	295320	315992	338111	361780
Utilities	105,479	126000	145000	168000	186457
Supplies	42,500	50365	54045	59064	65485
Equipment	124,402	126000	1332000	142000	149000
Data Hosting and Servers	450,000	500000	550000	600000	650000
Administration and Finance					
Admin and Finance Wages	192,000	224856	245368	278648	302125
Professional Fees	66,492	70534	72001	70175	73012
Bank charges	30,000	34568	40256	43015	48695
Legal Fees	24,000	32000	38561	45321	45125
Insurance	9600	13000	17000	23000	31000
Sales and Marketing					
Sales and Marketing Wages	168,000	201015	231045	256435	273564
Advertising	920,000	920000	920000	920000	920000
Professional Services	276,000	276000	276000	276000	276000
Total Expenses	3,512,473	4099658	5973268	5762769	6634243
Gross Income	4,524,175	7457458	12458634	20156839	30125875
Net Income	1,011,702	3357800	6485366	14394070	23491632
Profit Margin	22.36213232	45.02606652	52.05519321	71.41035358	77.97825623

Figure 28: Shows the major expenses disregarding smaller miscellaneous charges.

## Balence Sheet

The balance sheet for Optipower AI shows that at the end of the first fiscal year, Optipower AI will have generated 1,035,702 dollars in total assets. These assets consist of the remaining cash balance at the end of Year 1. At the beginning of Year 2, OptiPower Ai will begin filing for patents and intellectual properties, resulting in intangible assets. Analysts predict that the end-of-year net worth for the company is well around the ballpark of \$500,000 - \$550,000. This is barely even the start because Optipower AI is projected to grow in net worth at an exponential value as the return on investment through revenue is extremely high considering the overall inflation and the increase in expenses about the revenue.

OptiPower AI Balance Sheet	
Year Ending: December 31, 2024	
Assets	Value
Cash	600,000
Liquid Investments	106746
Account Receivable	100,000
Capital Assets	50,000
Intangible Assets	78956
short term investment	50,000
Tangible Assets:	30,000
Other Assets	20,000
Total	1,035,702
Liabilities	
Accounts payable	6893
Income tax payable	3,463
Accrued Liabilities	7,674
Bonds Payable	8,472
Total	26502
Owner Equity	
Owner Contributions	1,000,000
Net Revenue	1,011,702
Retained Earnings	1985200
Total Liabilities and Stockholder Equity	1035702

Figure 29: Cash in the bank is the majority because of our vulnerable financial state and uncertainty when we need money. Thus having quick access is very helpful.

## Proposed Plan to Meet Capital Needs

To meet its capital needs, OptiPower AI plans to secure an initial investment of 1,600,000. To provide this funding, we request 600,000 dollars for 15% percent of the company and the remaining will be funded through the owner, Kaushik Vukanti, and his assets. This sets our evaluation at approximately 4,000,000 for 100% of the company and company assets. Due to OptiPower's Unique solution to the most trouble some problem related to energy, high returns are almost guaranteed due to the high efficiency of the business model. Due to its projected consist profits and revenue, investors are likely to get their investment back through stock price during bull markets and also due to dividend funds from the company.

## X. Key Metrics

The key metrics of a company are how it evaluates its success. At Optipower AI, 4 key metrics are evaluated and they are Service Quality Metrics, Advertisement Interaction Rate, Expansion Success Metrics, and Net Revenue/Advertisement Revenue.

### Service Quality Measure

OptiPower AI attaches a great deal of importance to service quality since it is an important factor in the company's success. OptiPower AI's performance is based on an ongoing evaluation, in which the accuracy and timeliness of energy insights delivered through its platform are assessed. Consistent user feedback and satisfaction measurements help to understand the level of trust as well as loyalty that will be earned by this platform. Key performance indicators, including satisfaction rates among users, feedback scores, and response time are closely monitored to ensure a level of excellent service. These measures altogether make a significant contribution to the total success of OptiPower AI, impacting brand image and customer loyalty.

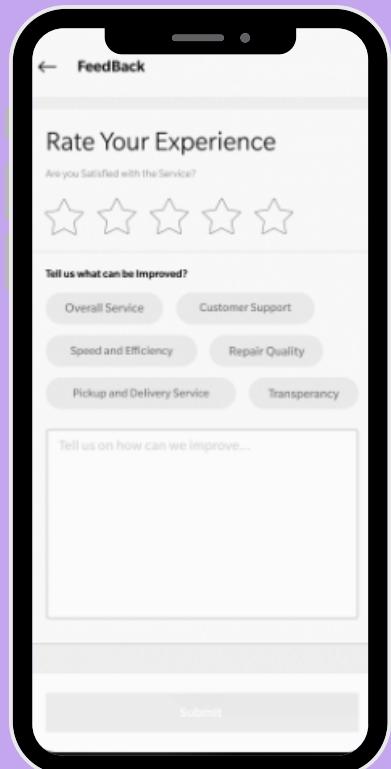


figure 30: Simulation of how OptiPower AI asks for service rating from user

### Advertisement Interaction Rate

Pursuing financial prosperity, OptiPower AI constantly monitors the Advertisement Interaction Rate—a key metric critical to its sources of revenue. Through evaluating user engagement with in-app advertisements, this company identifies how effective its advertising approaches are and whether or not content is appropriate for the users. Monitoring click-through rates helps in determining the effectiveness of ad placements and directs optimization actions. Monitoring click-through rates helps in determining the effectiveness of ad placements and directs optimization actions. By tracking CTR, one can understand the performance of ad placement and how to optimize it. Since CTR monitoring helps to determine the effectiveness of an ad's placement and direct optimization efforts, companies must have regular opportunities for such a check. The Advertisement Interaction Rate is vital for financial performance because the advertising revenues contribute greatly to the company's income model. OptiPower AI strives to keep a high rate of interaction and realize the set objectives for CTR as well as conversion rates.

### Expansion Success Metrics

It is essential to measure Expansion Success Metrics, as strategic partnerships with IoT manufacturers and technology suppliers have been pinpointed as crucial for the growth of OptiPower AI. Management of the platform constantly aligns partnership performance with business goals, which contributes to improving its capabilities and market penetration. Particular metrics like the partnership's impact score, market reach improvement, and opportunity conversion rate are checked directly for OptiPower AI not to miss out on opportunities yet stay competitive within a fast-paced environment energy management technology industry.

Monitoring the ratio of net revenue to advertisement revenues is necessary for financial sustainability. This metric allows for assessing the overall financial performance, demonstrating revenue generation efficiency and a balance of income between subscription-based content and advertising. Periodic analysis helps in alignment with growth projections which helps in taking strategic actions for long-term sustenance and success over the competitive market.

By integrating these critical metrics, OptiPower AI is poised to maneuver the energy management tech environment with flexibility and profitability while also delivering excellence in return on investment.

## XI. Competitive Advantage

OptiPower AI employs a comprehensive differentiation competitive strategy, leveraging unique features and strategic initiatives to establish non-replicable advantages in the energy management technology landscape in order to compete with competitors such as Schneider Electric.

### Proprietary Algorithms and IoT Collaborations

Schneider Electric, a prominent competitor in the energy management software sector, provides comprehensive solutions that incorporate advanced analytics and IoT integration. However, OptiPower AI's primary competitive advantage lies in its cutting-edge software and algorithms, which outmatch Schneider Electric's offerings in several critical aspects. OptiPower AI's algorithms are intricately designed for energy management, requiring extensive training with hundreds of terabytes of data, thus making replication challenging for competitors like Schneider Electric. Moreover, OptiPower AI utilizes state-of-the-art machine learning algorithms, such as reinforcement learning models and deep neural networks, enabling it to predict energy usage patterns with an impressive 95% accuracy rate. Additionally, OptiPower AI's scalability, efficiency, and responsiveness, bolstered by adaptive learning with a feedback loop and real-time data processing capabilities, set it apart from Schneider Electric's solutions. While Schneider Electric may offer similar features, OptiPower AI's dedication to expanding the capabilities of machine learning and predictive analytics makes it a pioneer in the market, providing customers with a more flexible and personalized approach to energy optimization.

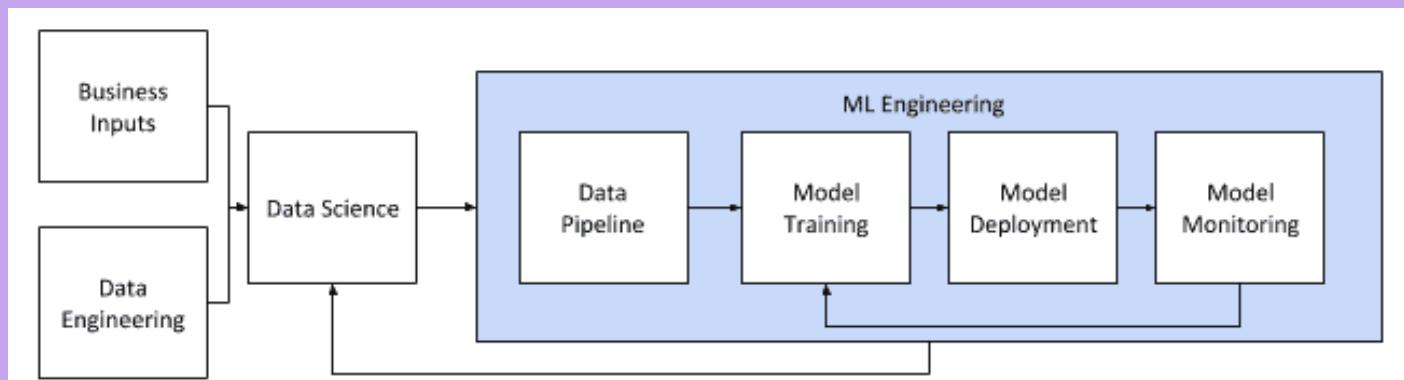


Figure 31: Shows a simple block model of how the ML testing and training process work from futureprocessing.com. However, it is way more complicated.

## Strategic Collaborations and Adaptability

In contrast, while competitors like Schneider Electric may also engage in strategic collaborations and exhibit adaptability, OptiPower AI stands out for its depth and versatility. Through strategic partnerships with IoT manufacturers and technology suppliers, OptiPower AI expands its network and enhances its capacity to anticipate and capitalize on emerging trends. This integration with diverse IoT devices yields a comprehensive and adaptable energy management solution, giving OptiPower AI a significant advantage in meeting evolving customer needs. Additionally, OptiPower AI's unwavering adaptability proves crucial in navigating the dynamic energy management sector, ensuring the company's continuous leadership in innovation and effectiveness.

## User Friendly Design

In contrast, while Schneider Electric may also prioritize user-friendly design, OptiPower AI distinguishes itself with an unwavering dedication to transparency and user-centered design principles. OptiPower AI's platform provides clear and comprehensible analyses of energy usage patterns, fostering trust and active user involvement. The interface prioritizes ease of use and candidly explains algorithmic processes, enhancing the overall user experience. This focus on user confidence proves challenging for competitors, like Schneider Electric, particularly those favoring cryptic algorithms over user comprehension. Figures 32 and 33 exemplify OptiPower AI's easy-to-follow instructions, reinforcing its leadership in user-friendly energy management solutions.

## Safety and Security

In OptiPower AI's unwavering commitment to safeguarding user data, robust security measures and strict adherence to data protection regulations are paramount. This dedication erects a formidable barrier against potential competitors, setting a high standard that others must strive to match. In contrast, while competitors like Schneider Electric may offer safety features, OptiPower AI's comprehensive approach renders them relatively insignificant. OptiPower AI's emphasis not only ensures ethical conduct but also fosters trust among users, crucial in an age marred by data breaches and privacy concerns. By upholding stringent standards, OptiPower AI maintains a distinct advantage in preserving the confidentiality and integrity of user information. This dedication not only aligns with ethical considerations but also serves as a strategic deterrent against companies willing to compromise on data security, exemplified by Schneider Electric's example of security being overshadowed by OptiPower AI's comprehensive measures.

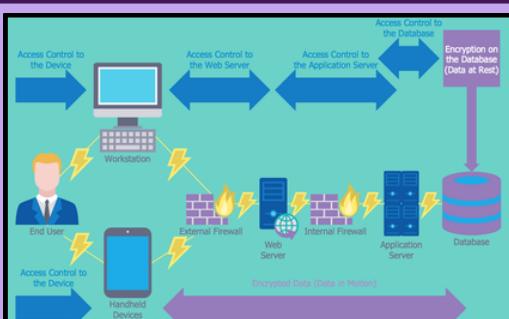


Figure 34: image from semanticscholar how OptiPower AI intends to use several lines of defenses including internal and external firewalls and other encryption and decryption method to conceal private data.

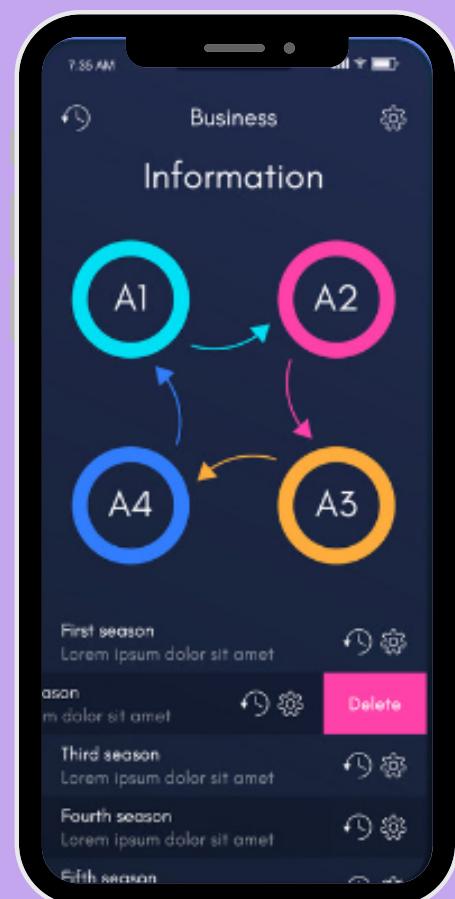


Figure 32. Shows the Smooth Fluidity of the app with no learning curve for understanding the interface as everything is very easy to understand.



Figure 33: The interface is just equally user friendly on watches as well.

# XI. Conclusion

## Request For Financing

OptiPower AI is seeking \$600,000 for 15 percent of the company placing the evaluation of OptiPower AI at the current state at around \$3,000,000. Because this is a very expensive evaluation for a company projected to make only 1 million this year, it also projects to make about a net profit of \$23,000,000 in 5 years. Not only that, but the found of OptiPower AI, Kaushik Vukanti, is willing to contribute another \$1,000,000 of his money to contribute to the funding of the company along with the \$600,000 of investment and retaining 85% of the company. OptiPower AI's Initial 1,600,000 dollar investment will be used to cover several costs for the business such as -- rent, utilities, software, hardware, salaries, supplies & services, legal fees & insurance, etc.

## Financial Situation

In the case of the 600,000 investment for 15% of the OptiPower AI, the company is likely to break even at around, 9.5 months. According to projections, OptiPower AI investors will recuperate his/her investment in two years because of the profitable business model and expansion plan.

## Return On Investment

If OptiPower AI is to grow financially at the same rate, then investors can look to make a profit very soon. This is because only within the 2nd year, profit margins are projected to be 22% which is practically unheard of for any major AI or Tech company. If we follow this growth into the same vector then within 10 years, the company is projected to hit at least 100,000,000 overall revenue which is almost 10000% of what the company owner Kaushik Vukanti has spent on investments.

Total Expenses	3,512,473	4099658	5973268	5762769	6634243
Gross Income	4,524,175	7457458	12458634	20156839	30125875
Net Income	1,011,702	3357800	6485366	14394070	23491632
Profit Margin	22.36213232	45.02606652	52.05519321	71.41035358	77.97825623

Figure 35: NOTE: Considering that these are all projection, these is a slight possibility that predictions are off.

## Conclusion

OptiPower AI is an enthralling opportunity in the ever-evolving field of energy management technology. Through its integration of advanced AI algorithms, diverse target audiences, and a multi-faceted approach, the company is primed for significant expansion and market domination. The carefully crafted cost structure, robust performance measures, and inventive revenue streams all contribute to the financial fortitude of OptiPower AI and its potential for long-term triumph. By investing in OptiPower AI, you will not only contribute to its ambitious vision of providing unrivaled energy intelligence and optimizing consumption but also drive towards a more sustainable future.

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