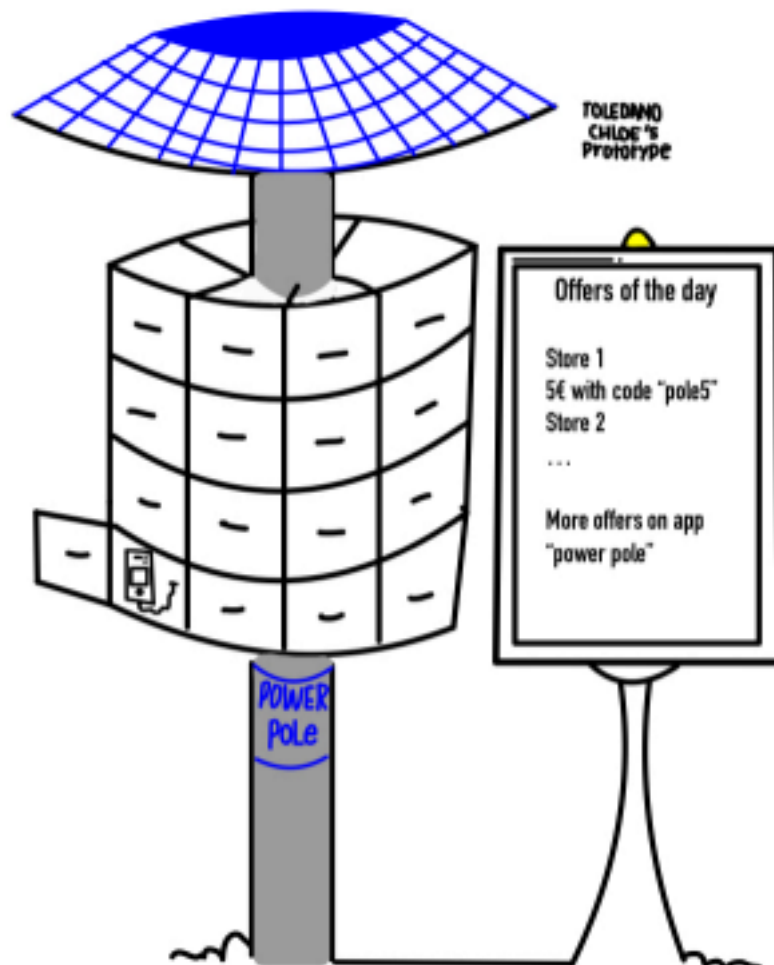


Business Plan

Power Pole



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I. Executive Summary

An overview of our business

We work on building public charging booths for companies and individuals. We charge devices faster than any power bank on the market, and we don't damage your machines. Plus, our products are environmentally friendly, and we work with natural resources.

We plant booths in busy streets, malls, offices where people can charge their phones, computer, and other devices quickly and at a low cost.

Goals for the business.

As the COVID-19 dominates our headlines, we should take defensive and strategic actions. During the pandemic, a P.C. was essential to stay in touch with the world and work and be informed about health measures and government directions. Today more than ever, we need our laptops and phones. That is why installing our booths is so essential to stay connected at all times. Big firms are already contacting us to install some "power polls" in their meeting rooms. A part of the income we'll get will be versed to the company and the rest to fund the installation of other booths! If all goes well, we'll also support ecological organizations. Our goal is to blend human and technological

capabilities. We offer tools to make you successful

We hope to extend our booths in big cities in three years, where electronic devices are the most used and required to work.

Today, our stands are only located in Paris, but we are interested in installing them in Germany, London, New York, Shanghai, and Singapore.

Another project for our booths is to add a touchscreen on the surface where you'll be able to visit any web browser while your device charges.

Our proposed target market.

We work with big firms, malls, and cities. That is why our polls can be found in banks, parks, airports, train stations, and even some in the streets.

We target anyone who owns any devices (phone, touchpad, computers, smartwatch, Bluetooth earphones) and who need to use their machines quickly.

Our competition and what differentiates Our business.

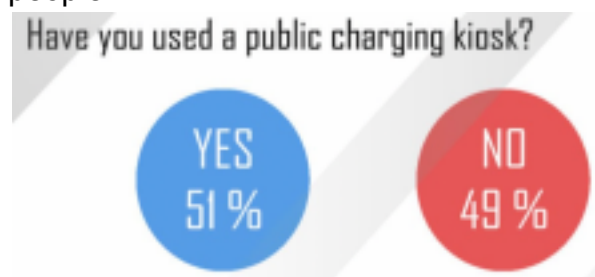
We have a few competitors, like power banks companies, but our business is better for a few reasons. Our stands charge an iPhone, for example, in less than 10 mins. But also, we don't damage your devices, unlike power banks. Finally we have a better ecological impact as we try to be as zero waste as possible. In opposition to the power banks you might have at home, we target all kinds of devices' cables and stay informed if brands decide to change their USB cables, for example, to USB-C cables.

II. Company Strategy

1. Company mission statement

Power-Pole was created mainly to help our environment. While being eco-friendly, our mission is to reduce pollution worldwide, clean the environment, and spread awareness. We provide charging pole stations everywhere, indoor and outdoor, so that people can recharge their phones in an emergency or other. All our stations are equipped with solar panels, which will be the primary source of electricity we will be providing. Of course, they also serve as wifi polls. Also by passing with your phone near the polls, you get access to important promotions and sales to shops located near the polls.

According to a Veloxity poll we got this answer from a group of people:



2. Company's vision

a. We want to become available everywhere around the globe with our power stations distributed everywhere.

Our business lives by innovation, technology, and community.

b. Today, we want to design power polls and implant them in public areas, but tomorrow

we could make personal ones that people could get for their homes or enterprise. We would produce individual environmental friendly charging stations. Having one at home or in your business offices would reduce the electricity taxes.

3. Company's goals

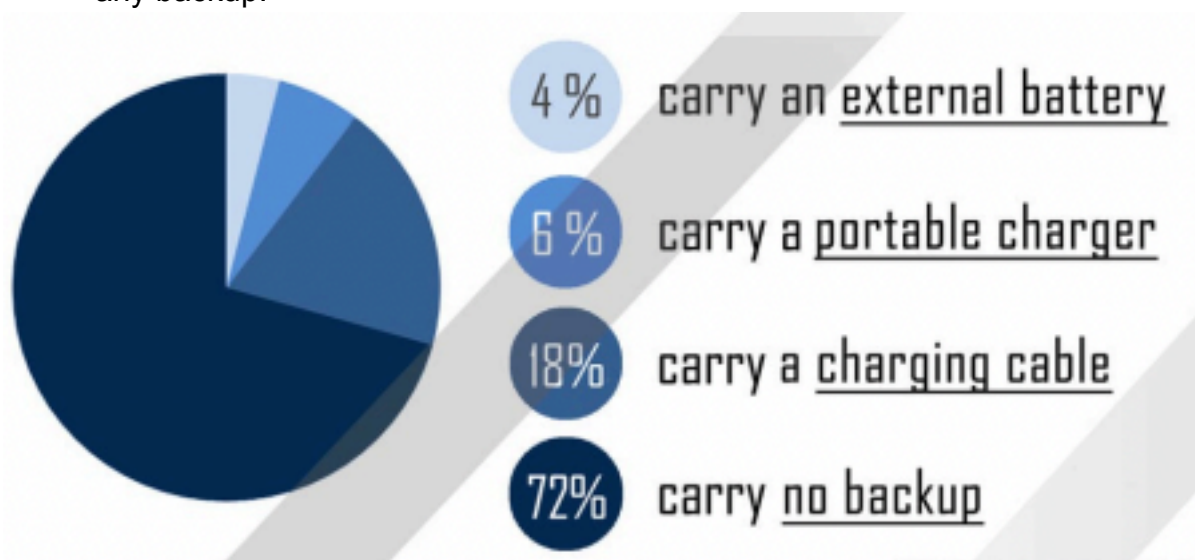
We aren't a usual company because one of our long-term goals is to build a community of all ages that are ready to help the planet environmentally and will be able to spread awareness and knowledge about the dangers of pollution, climate change and other environmental issues. Our short-term goal is to build more stations and invest in our solar panels and other eco-friendly sources that will allow you to generate electricity.

4. Target market

Briefly, our customers have no age range. It's for everyone having phones or electrical devices and who wants to benefit the environment positively. We will cover this in-depth in the Marketing Plan section.

We also found a study directed by Veloxity saying that around 84% of Americans experience low battery anxiety and the fear of missing important meeting or calls due to the poor battery life of your devices.

People charge their phone 2 times a day in average and a lot of them don't carry any backup:



5. Industry

Our business is competitive because technology industries are proliferating and are very mature. The good part is that our company will take advantage of projected industry changes and trends worldwide. Power Pole will adapt to new charging techniques and modern technology to update our services. We will also have to change themes for our stations to keep up with the trends. The power bank companies are our main competitors, but if we spread our services more and more, we have some serious advantages and can successfully compete.

6. Legal structure

a. We chose this form because the primary goal of our business is to invest the profit and raise awareness in favour of nature around us while helping you everyday.

b. We work with multiple partners who are mainly critical activists who work for the good of our environment. We plan to have numerous investors with good percentages of shares.

We also work with local businesses to get you sales and to get them more customers

c. We choose the S.A.R.L. status due to the number of associates (2). It allows us to diminish the income tax split between the associates.

Company Description Worksheet

Business Name	Power Pole
Company Mission Statement	We want to provide easy access to outlets. Our clients can charge any electronic device everywhere, at a meagre cost. We provide wifi and offers to support small businesses
Company Values	We care about the environment, and so we use natural resources like sunlight to power our stands
Company Vision	Spread our services all around the globe. Have a positive impact on the world.

Goals & Milestones	1. Install our stands in coffee shops and food chains 2. Install our stands in other big cities around the world 3. Increase our staff number and install our locals in other continents
Target Market	There is not a specific age range. Our business is targeted at everyone.
Industry/ Competitors	1. Tech industry 2. Environmental associations 3. Power bank companies

III. Management & Organization

Power Pole is composed of many departments and teams that act daily for the well-being of our business.

Some key employees will be mentioned that play significant roles in our company.

1. Biographies

Our Ceo is Chloe Toledano. The owners were always activists, fighting for the well-being of the environment. She graduated with a high degrees in business and management. Two other central employees that contribute a lot to this company are the sales manager and Accountant. They both have experience in the work field, and they worked with different

companies in the past.

2. Gaps

We have some gaps that we are planning to fill in our company. We need more technicians to install, set up, and check our systems. They are also responsible for weekly updates and ready if a problem or bug happens in a station.

3. Organization

There is no superiority in our company, we work all as a team, and each of us has different daily tasks that we need to achieve. We have some employees in charge of giving daily reports about the situation of our poles, and if there is any problem, so we are always up-to date. Meetings are held once a week for ideas of new projects and designs that we may implement in the future, and once we decide on one of them, we have a team of 3 employees that start simulating our project and what it will lead to. When we get good results, the project will be validated, and we will start running it. Communication is one of our best skills in Power Pole, and maintaining this transparency between the employees is very important. So we set up different professional communication tools between all the workers to share their thoughts on something, and it will be thoroughly discussed. We also have a small team for our H.R. department and consulting six days a week active. Team building and leadership skills are learned in this company, and it helps boost our employees' experience and professionalism.

IV. Our company values

1. Image

Nature and ecology appealed to us electronics consumers. When people buy tech, they aren't thinking of the ecological consequences. Therefore we wanted to raise awareness. We want to act with what we can do. Consequently, we plan on investing a lot of the benefits in O.N.G.s and sustainable development charities

- Show that as an individual, you can improve your ways of consuming.
- Raise awareness about hardware pollution, the importance of recycling.
- Adapt their lifestyle to the current climate change we are witnessing.
- Investing in research for better recycling of older phones and electronic devices.
- Support small businesses

2. How?

Having our charging booths located in many places and many countries worldwide, we have some real benefits.

- Implementation of T.V.s in our booth to alert the public with slideshows.
- Develop a robust social network presence (Instagram, Facebook, YouTube)
- Communicate and be transparent each month on our results. Show which charities we were able to help.
- We provide an internet connection

Developing a solid image of our brand is key to us. When travelling around the world, people will associate those charging booths with their idea of us. For a low price, they can make an impact on our planet. This way, we want them to think that they act individually by charging their phones in our booths. Thus, they will be more likely to charge their phone in

our booths.

3. Commitments

To comply with our image, we had to make some coherent choices for our business. We are raising awareness for the future of our planet and about recycling. We took this at heart in our company, and we did not always choose the cheapest solution.

- All energies used for the charging booths will be provided by solar panels placed on the roofs of the place.
- Charging booths will be using recycled materials for their structure.
- Give monthly goals to create a strong community that supports our missions and values.

We are confident that together we can make an impact on climate change. Through initiatives of this sort, we will durably change conventional ideas. It is as easy as plugging your phone in our charging booth for as low as 0.50€.

V. Marketing Plan

1. Market research

For our primary research, we gathered information. We wanted to solve an everyday problem. A problem that everybody faces. Also, we wanted to target everybody and every device (Apple chargers, android...). We knew what was on the market, and we wanted to improve what already existed.

When we started thinking about the project, we also wanted a service affordable for everyone, putting low-cost prices.

Using our booths, people can also connect and bond with their entourage and the stands' other people. We make them exit the digital world for a few minutes without impacting their schedules. Because we charge devices at a very high-speed, you have time to introduce yourself to a stranger, but then you can quickly go back to your occupation.

We also knew the weaknesses and strengths of products on the market, and so we used these to create better outcomes by implementing other functions.

The local businesses will pay us to promote their business and we will send notification to people nearby so that they have offers for their favorite stores.

Our industry contains four people, and we work with sponsors and investors to build our first machines and install them in the cities.

We also know that we can only grow from our starting point as more and more people use electronic devices to communicate with their loved ones, work in every domain (and talk with their employer, associates.)

More and more people are interested in the environmental cause and more conscious about their actions.

To find our booths, we developed an app, easy to use. You can pay with it or with your regular credit card.

2. Barriers to entry

However, we couldn't build any machines without investors, so it was hard to begin our project. But then, when we found the funds, we needed places to install the stands. We first talked with municipalities, and we were able to install our first booths in quarters such as La Defense and in malls such as Galerie LaFayette in Paris, where we could encounter busy crowds.

Before expanding the use of our booths, we need funds from those who already exist. So one of our challenges is to make people use our services instead of using portable personal power banks that damage your devices.

Also, our company is just composed of 4 people, so we need to find qualified employees such as engineers, sales representatives, Accountants.

So, for now, one of our most significant barriers is the financial part, as municipalities are eager to install these environmentally-friendly stands.

3. Threats and opportunities

Once our business surmounts the financial barrier, we want to install in other cities, metros, train stations, cafés, and food chains such as Starbucks, Pret à Manger, Mcdonalds...

However, we are scared of some threats we could encounter this year. The coronavirus crisis doesn't give too much ability for people to go out and so to use our booths. That's why for now, we don't install anything in cafés where you can't sit.

One other significant threat is the power of banks companies. They're' portable and so could be seen as more valuable. However, our booths charge your devices quickly and don't damage their battery life.

We also thought of another opportunity in the future. As soon as we get more funds and install enough stands, we want to build trees to improve the air quality and the planet's life. Finally, we are working on charging devices by Bluetooth (wireless mode) for the future.

SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	Fast charging WIFI Offers, sales	The booths aren't portable	Install booths in busy cities and public areas Add more line production	Portable power banks that already exist. New products "eating" our existing profit

Brand/ Marketing	- Raise awareness about ecology and the environment. - located in the most prominent startup campus in paris - ability to grow the customer base long-term		install our locals in other cities	Being too slow to adapt and change our chargers on our booths in the future.
Finance	low cost -> induces in lots of revenues	lack of capital when starting the project	Increase margins Raise capital funding to invest in new ventures	- coronavirus crisis→ economic slowdown - limited profit level
Operations/ Management	Our machines are ethically made.	lack of staff	Possible collaboration with environmental companies such as Ecosia	Loss of a critical supplier/ channel.
Market	Everybody owns an electronic device	market very competitive	make faster and better power banks	Being underpriced by some competitors

4. Target customer

Our company has one of the most prominent target audiences a company can have. Today, everybody owns an electrical device that needs to be charged. We believe that phones have become extensions of ourselves, but their battery life can be minimal. We have at least two kinds of target customers: businesses and individuals.

Consumers:

- All ages
- Mixed-gender
- Can find our stands in malls, busy streets, train stations, food chains
- Any income
- Any occupation

Today people want to find outlets everywhere, and we offer booths in busy streets. We know people hate being stuck with a discharged phone and mostly when waiting for their trains, food orders, etc. and when they need to communicate or stay in touch with someone. We also know that WIFI is not available everywhere which can be frustrating.

For businesses:

- Banks, coworking locals such as WeWork
- Locations: For now, we only work with Paris-based companies such as banks, assurances, I.T. companies, supermarkets...

5. Key competitors

We know our competitors. That's how we knew what to improve from what originally existed. We understood the strengths and weaknesses of our competitors and the power banks companies, and it was critical to make sure our business survives and grows.

Power banks have a significant strength: their portability and the fact that you can carry them everywhere.

However, one of the most significant disadvantages is the constantly draining battery. If you purchase a power bank and don't plan to use it frequently, the battery percentage will drain due to not using it.

Also, another weakness is that you constantly have to charge it to use it, which can be annoying if you forget to, some days and that you plan to use it.

Besides, with power banks, you cannot charge many of your devices, or if you can, you will not get much battery per device because of the low power.

Another limitation is the bulk. Even though they are small, they can be pretty hefty. So to own one, you constantly need to carry a bag, case, backpack, which is not ideal if you're a minimalist.

Finally, power banks tend to drain your battery life and reduce your phone's life plus lot of toxic metals and water are used during their creation, and their factories produce a lot of CO2.

Competitive Analysis Worksheet

For each factor listed in the first column, we'll assess whether we think it's a strength or a weakness (S or W) for our business and our competitors.

The following table will allow us to explain our competitive advantages and disadvantages.

FACTOR	Power pole	Duracell power banks	Xiaomi powerBank
Products	S	S	S
Transportability	W	S	S
Price	S	W	S
Quality	S	S	W
Service	S	S	S
Reliability	S	W	W
Stability	S	W	W

Expertise	S	S	S
Company Reputation	S	S	W (apparently steals users' datas)
Location	S	W (hard to get in France)	S
Appearance	S	S	W
Sales Method	S	S	S
Advertising	S	W	S
Image	S	S	S
Environmental actions	S	W	W

Ranking: 1- Power Pole
2- Duracell
3- Xiaomi PowerBanks

6. How will we market our product/service?

We plan to use different digital marketing tools to reach the most considerable number of people possible.

We advertise our brand:

- Online
- With flyers and newspaper
- With the radio
- On television

- Which media will we advertise in, why, and how often?

Our marketing may include:

- Business website (powerpole.com)
- Social media marketing (Instagram plan. We also have our logo of Power-Pole that will be an emblem present everywhere and easy to recognise.

7. Promotional budget

We are planning to spend a good amount of money on media and advertising, (see financial plan) as we know this is what will get our company on the market. In the first years, we will get our company known to cut some costs on marketing in the

following years.

8. Location of our startup

We installed our startup in one of the biggest campuses in the world, the station F, located in Paris 13th arrondissement.

The benefit of our location:

- Convenient location for investors, Companies' representatives...
- Adequate parking
- We meet other great entrepreneurs and could consider collaborations
- Proximity to public transportation and major roads
- 34000m2 of workspace
- living facilities
- 1000 startups on campus

VI. Products & Services

1. Manufacturing

Our power poles are manufactured in France. Thanks to Aloès (French Designer and Manufacturer of Modern Street Furniture), we finally found a design combining aesthetics and utility. We cooperate with Solaris (specialist in solar autonomy), who permits us to realize our objective of an ecologic power pole by supplying a solar panel. Our goal is to have our manufacture and build ourselves the power pole. Solaris will remain an essential partner, but Aloès helped us for now, and we want to make it on our own to maximize our profits.

2. Information

We're' answering a problem everyone faces every day, the lack of battery of our electrical devices. We decided to create our ecologic power pole to answer this need to solve it. Phones have taken an important place in our lives, so our idea is to support this development. The benefits are that even if your phone is running out of battery, you could let it in one of our power poles and pick it up later without being worried. Our main competitors are the portable batteries that everyone can carry in their bags. The ecological aspect of these batteries is completely neglected compared to our station, in which the environmental factor is the center of our concept. We aim particularly for the younger population, which on average uses more phones.

Approximately 50 booths in each power pole will be locked to permit the user to go away safely and without worry. Our customers will not lose their time waiting for their phones to charge.

3. Our prices

Charging a phone is not costly at all. Studies have estimated the annual cost for the charge of one phone between 0.80€ and 1.1€, depending on your localization. We plan to fix a unique charging cost for all our stations at 0.50€. No matter how long your phone is charging, it is 0.50€. This low price for consumers won't make them think twice about trusting their phones.

On the other hand, as service providers, we are making a considerable margin, around 250%. We'll have a massive cash flow once implemented in many countries. We'll have about 40-50 spots in our booths. For 100 charges a day, that will be 50€ per booth per

day. We are confident in the image we'll be able to create and that thousands of consumers will use our charging station worldwide.

VII. Financial Plan

Our objective is to manage our funds to invest the majority for the first time in the research and development part of our company. The only inventory we need is for the maintenance of our products; this means that we will also need maintenance agents to carry out these operations. This will be added to the management of our funds because it's the only operation we need apart from creating new power poles. The idea is to maintain some balance: we should manage our investment in our profits. The sole risk of a massive loss of money is the destruction of all of our power poles, this would increase a lot our maintenance funds, but this has no reason to happen. The idea is to increase the number of power poles progressively first in France (approximately three years), and we will try to expand to other European countries (in 5 years) first but after different continents.

As you can see below, during the first year, we want to focus on the marketing for people to get to know our actions and once we'll be known more and more brands will want to work with us and we should be able to decrease our marketing costs

<u>For one poll (prices in euro €)</u>	First-year	Five years from now
Revenues		
Net Revenue (from businesses, for promotion and people charging their devices)	150,000	500,000
Operating cost (to build one stand)	3000	3000-5000 (margin for updates)
Research & Development	20,000	20,000

Sales & Marketing	50,000	30,000
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General & Administrative (salaries and getting legally into the market)	200,000 (salaries approximately 60K per employee per year and we give a part of the company to every employee to keep them invested)	200,000
Other	20,000	10,000
Total Cost	293,000	263,000-265,000
Net income	-143 000	+237 000
Fund Raising	100,000	0 (No need for more fund raising)