

XYZ SOLAR ENERGY BUSINESS PLAN OUTLINE

1.0 EXECUTIVE SUMMARY (1 PAGE)

2.0 COMPANY OVERVIEW

2.1 MISSION STATEMENT

2.2 THE BUSINESS OPPORTUNITY

2.2.1 COMPANY DESCRIPTION

2.2.3 FACILITY DESCRIPTION & LAYOUT\

2.2.4 INDUSTRY BACKGROUND

2.3 CAPITAL REQUIREMENTS

2.4 BUSINESS MODEL & GROWTH STRATEGY

3.0 THE MARKET

3.1 U.S. SOLAR POWER MARKET ANALYSIS

3.1.1 FIGURES

3.1.2 TRENDS

3.1.3 INDUSTRY ANALYSIS

3.2 PROFILE OF DIRECT COMPETITORS

3.3 COMPETITIVE ANALYSIS

4.0 MARKETING & SALES

5.0 OPERATIONAL PLAN

5.1 OPERATIONAL OVERVIEW

5.1.1 HOURS OF OPERATION

5.1.2 LEGAL STRUCTURE

5.1.3 OPERATIONAL GROWTH PLAN

5.2 EQUIPMENT

5.3 SOLAR ENERGY GENERATION

5.4 COMPUTER HARDWARE & SOFTWARE

5.5 LEGAL & INSURANCE

5.6 ACCOUNTING

5.7 QUALITY CONTROL

6.0 MANAGEMENT & STAFF

6.1 EXECUTIVE MANAGEMENT

6.2 STAFF

7.0 FINANCING STRATEGY

7.1 CAPITAL REQUIREMENTS

7.2 FINANCING STRATEGY

7.3 RISK ANALYSIS

7.4 EXIT STRATEGY

8.0 FINANCIAL PLAN

8.1. REVENUE MODEL

8.1.1 GROWTH & SALES ASSUMPTIONS

8.1.2 YEAR 1-5 REVENUE (ANNUAL) PROJECTIONS

8.2 EXPENSE ASSUMPTIONS

8.2.1 G&A EXPENSES

8.2.2 MARKETING EXPENSES

8.2.3 STAFF HEADCOUNT & SALARIES

8.3 PRO-FORMA FINANCIAL SUMMARIES

8.3.1 YEAR 1-3 INCOME STATEMENT (ANNUAL) PROJECTIONS

8.3.2 YEAR 1-3 CASH FLOW STATEMENT (ANNUAL) PROJECTIONS

8.3.3 YEAR 1-3 BALANCE SHEET (ANNUAL) PROJECTIONS

8.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS

8.4.1 YEAR 1-3 MONTHLY REVENUE MODEL

8.4.2 YEAR 1-3 MONTHLY OPERATING EXPENSE MODEL

8.4.3 YEAR 1-3 MONTHLY CAPITAL BUDGET

8.4.4 YEAR 1-3 INCOME STATEMENT (YR 1 MONTHLY; YR 2-3 QTLY)

8.4.5 YEAR 1-3 CASH FLOW STATEMENT (YR 1 MNTLY; YR 2-3 QTLY)

8.4.6 YEAR 1-3 BALANCE SHEET (YR 1 MONTHLY; YR 2-3 QTLY)