

HELIOTECH

CHARGE UP WHEN THE SUNS UP



BUSINESS PLAN
SUPPORTING MATERIALS PACKET
2019-2020

CHARGE UP WITH HELIOTECH



Over 81% of the American population owns a smartphone, that's 265.9 million people within the United States. The average person charges their phone 2.6 times a day and many times there might not be a convenient outlet to use. HelioTech eliminates this problem with our solar chargers. From power banks, to backpacks, and even phonecases, weve got it all! By using solar energy we can tap into an unlimited clean source of energy that can be used to charge our devices.

BUSINESS RATIONAL

OUR GOALS

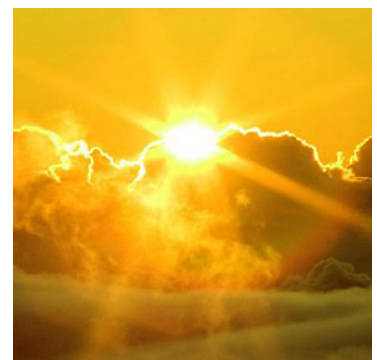
For sales to rise by 10% as well as tap into the international market. Lastly our goal is to stay on track to break even by next year.

THE CUSTOMER'S PROBLEM

People's devices lose charge throughout the day and there aren't convenient outlets for people to use.

THE PERFECT SITUATION

Our products are reliable and innovative thanks to the sun. We provide eco-friendly products to charge devices on the go.



ABOUT THE BUSINESS

COMPANY OVERVIEW

HelioTech is a online market in the city of Santa Ana, which was established as a C-Corporation focused to provide our customers new charging devices powered through renewable and reusable energy at any given time.



ORGANIZATION

HelioTech organizes itself into two separate branches. The chief officers oversee these two branches to maintain productivites



S

Eco-Friendly products
easy to carry because of
small size
infinite source of energy

W

Can't distribute worldwide or
across country

O

military distribution
countries with little to no electricity

T

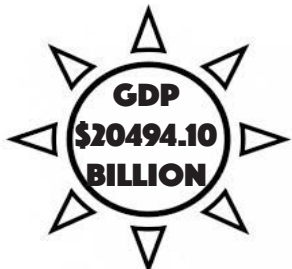
Weather
Shipping Lithium Batteries is hard
shpping individually - Expensive

MISSION STATEMENT

Our company's mission is to reduce the amount of fossil fuel by providing solar powered products for everyday devices.

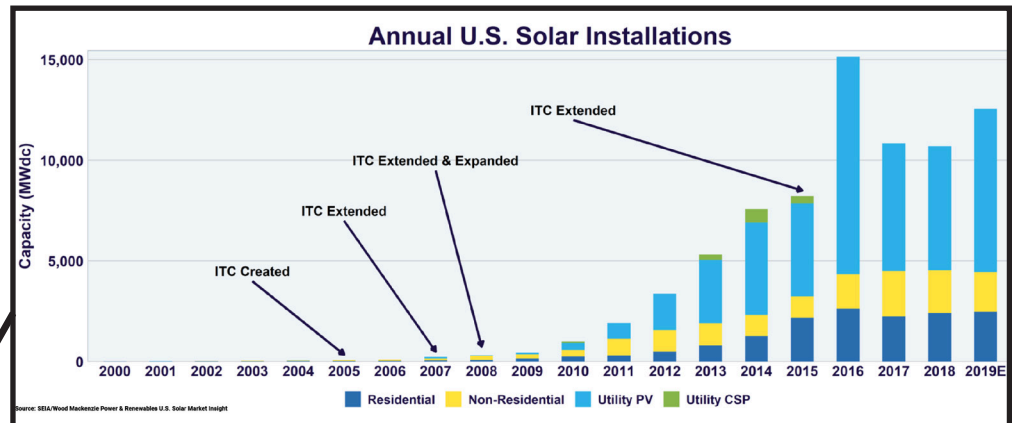
EXTERNAL ENVIRONMENT

CURRENT ECONOMIC FORECAST



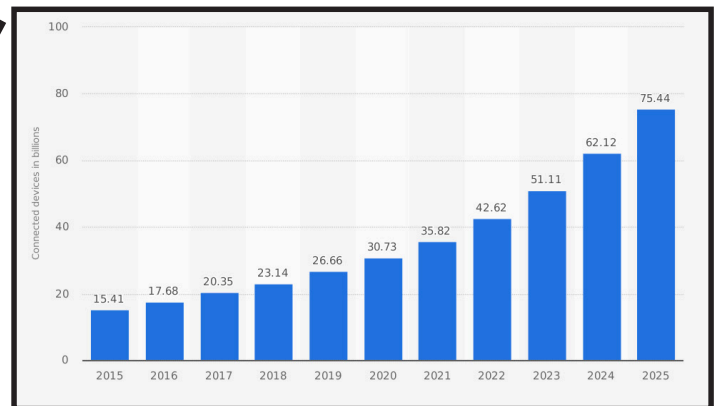
These conditions lead the US to a 'Goldilocks' economy, where nothing is too high or too low. Everything is just right, and the economy can thrive

REAL INDUSTRY ANALYSIS



Worth \$422 billion by 2022

Electronic industry increase by 200% from 2015-2025



VIRTUAL INDUSTRY ANALYSIS

VE has a total of 527 firms during 2018-2019. 87 were classified as electronics and computers, it grossed over \$68,371,924 making it the third highest grossing category in VE

COMPETITORS



MARKETING PLAN

MARKETING MIX

Product

Solar Phone Cases
Solar Charging Banks
Solar Backpacks
Solar Speakers

Price

Cost Based Pricing 50%
Cost of Goods 50%
Gross Profit Margin

Placement

Distributed will be mainly through trade shows and our website www.heliotech.us

Positioning

Our main positioning will be people that want to use renewable energy and also people who don't have easy access to outlets such as park rangers, fishermen, and forest fire fighters.

Promotion

We will be using many forms of promotions but our main forms of promoting will be through our sales material and our social media.

TARGET MARKET

Demographics:

Teens to young adults
Middle to upper class
People who live in sunny regions
People who own cell phones

Psychographics:

People who are reliant of personal devices
Early Adopters of technology

BUSINESS RISKS

Risks

Climate and weather
Lack of sunlight leads to low amounts of electricity generation.
Too expensive

Strategy

Create deals for products
Solar chargers work as regular portable chargers
Solar chargers can use outlets to charge

FINANCIAL PLAN

HelioTech

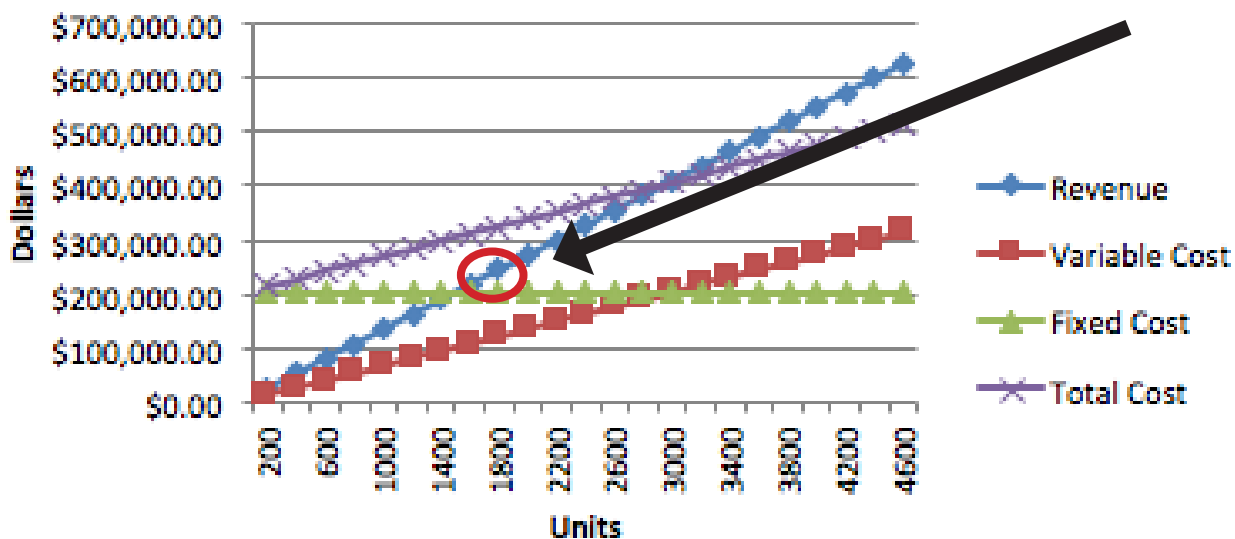
Profit and Loss Statement
November 30, 2019

Sales revenues	
Trade fair revenues	\$11,443.90
Contractual sales to non-VE entities	\$169,873.44
Other than trade fair revenues	\$1,712.66
Total sales revenues	\$183,030.00
Cost of goods sold or services provided	\$91,515.00
Gross profit	\$91,515.00
Operating expenses	
Salaries	\$100,034.14
Rent	\$2,673.00
Depreciation	\$0.00
Matching Social Security Expense	\$6,202.12
Matching Medicare Expense	\$1,450.50
Advertising	\$0.00
Promotion	\$550.00
Insurance	\$1,040.00
Matching Pension or 401(k) Expense	\$0.00
Loan Interest	\$816.60
Supplies	\$610.14
Utilities	\$1,694.00
Other	\$0.00
Total operating expenses	\$115,070.50
Income from operations	\$23,555.50
Other revenues/gains and expenses/losses	
Net income before taxes	\$23,555.50
Corporate income tax	
Net income after taxes	\$23,555.50

PROFIT & LOSS STATEMENT NOVEMBER 2019

BREAK EVEN POINT

Break Even



FINANCIAL PLAN

BALANCE SHEET



HelioTech

November 30, 2019

Assets

Current Assets

Cash	\$ 187,187.10
Investments in stocks	
Accounts receivable	
Merchandise inventory	\$ 36,733.70
Supplies	\$ 1,810.14

Total Current Assets

\$ 225,730.94

Fixed Assets

Computers	\$ 39,051.55
Less: accumulated depreciation	\$ 650.85
Furniture and fixtures	\$ 52,828.12
Less: accumulated depreciation	\$ 240.00
Office equipment	\$ 14,964.81
Less: accumulated depreciation	\$ 249.41

Total Fixed Assets

\$ 107,984.74

Total Assets

\$ 333,715.68

Liabilities and Stockholders' Equity

Current Liabilities

Accounts payable	\$ 7,107.90
Sales tax payable	\$ 509.60
Salaries payable	\$ 8,000.00
Payroll tax payable	\$ 22,736.99
Corporate tax payable	\$ 7,652.71

Total Current Liabilities

\$ 46,007.20

Long Term Liabilities

Loan from VE Non Secured Interest Rate at 7.25%	\$ 150,000.00
less: Amortized Loan Payment	\$ 23,896.00
Remain on Loan	\$ 126,104.00

Total Liabilities

\$ 172,111.20

Stockholders' Equity

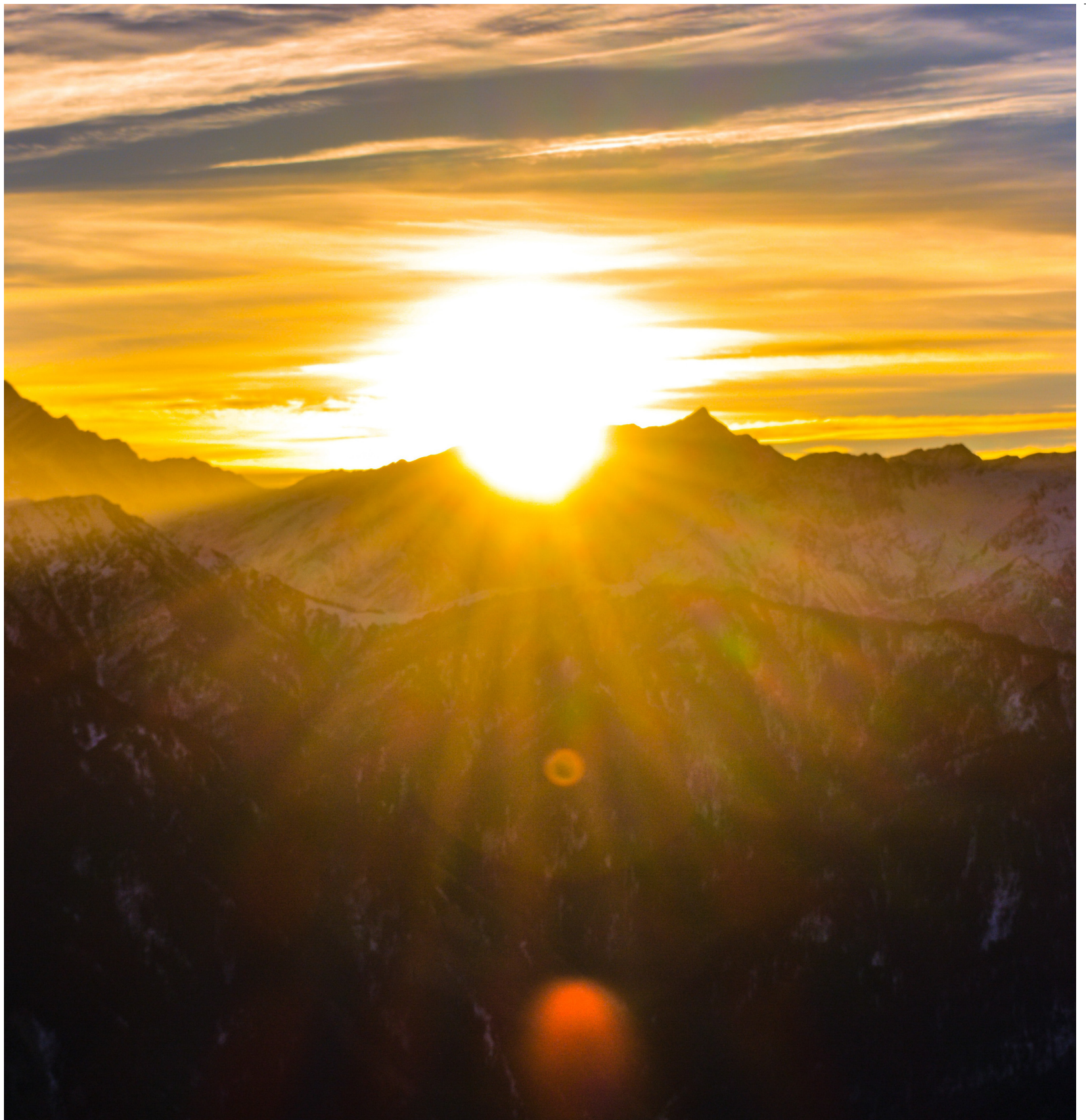
Common stock, \$10 par value, * # shares issued	\$ 132,072.60
Additional paid-in-capital	
In excess of par value	
Retained earnings	\$ 161,604.48

Total Stockholders' Equity

\$ 161,604.48

Total Liabilities and Stockholders' Equity

\$ 333,715.68



CHARGE UP WHEN THE SUN'S UP

1401 S. GRAND AVE. SANTA ANA, CA 92701

HELIOTECH.CA@VEINTERNATIONAL.ORG

CONTACT (714) 586-7000

FAX (714) 796-7488

WWW.HELIOTECH.US