

PowerCloud

Step In & Power Up



Business Plan

The PowerCloud Team



Julion Torres



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About PowerCloud

PowerCloud is a registered C Corp in the electronics and software industry located in Santa Ana, California. PowerCloud is a first-year company founded in 2017. Founding partners Sergio Garcia (Chief Executive Officer), Paola Rosas (Chief Operations Officer), and Julian Torres (Chief Financial Officer) are co-owners with equal shares in the ownership of the corporation.



POWERCLOUD



Our Mission Statement

Our mission is to provide customers a revolutionary and convenient way to wirelessly charge multiple devices at once.

Why PowerCloud?

We chose this company to address the need we all have of charging multiple devices in our homes with limited outlets

Management Functions

Directing

Weekly Monitoring & Employee Evaluations

Controlling

Bi-weekly departmental tasks

Organization

Chief officers direct specific department leaders

Chief Executive Officer manages: Marketing, Sales, Digital Media, Art & Publications

Chief Operation Officer manages: Accounting, Human Resources, Communications



SWOT Analysis



Strengths (Internal):

- Few to no direct competitors
- Revolutionary & unique products
- Sell our product globally



Weaknesses (External):

- Newer company
- Customer might have many questions
- Product is not a necessity
- Large target market



Opportunities (Internal):

- Partner relationships
- Diversify product line
- Catering to businesses and campuses



Threats (External):

- People might just go with cable chargers
- New product might not grab customers' attention

External Environment

National Unemployment Rate
4.1%

~~UNEMPLOYED~~



National GDP Rate
+3%

National Inflation Rate
2.5%



Industry Analysis

Real

- U.S. technology industry is seeing an increase demand for “intelligent” and interconnected devices
- Wireless charger industry is growing at an annual rate of 44.7% since 2016
 - Growth = more competition

• **WattUP™**
by energous corporation

Virtual

- PowerCloud has no direct competitors in the market.
- Our products have high demand based on surveyed audience
- Demand = Profit



Marketing Plan

Target Market

The technology using consumer who is required to charge their devices daily



Market Segmentation

Our customers range from middle-class teens to mid-aged adults with an average salary above \$25,000.



Marketing Mix

Products

Mobile Options

25' Charging Cloud

Home Options

Transmitters

NIMBUS



Cumulus



Stratus



Receivers

Alto Receiver



Cirrus



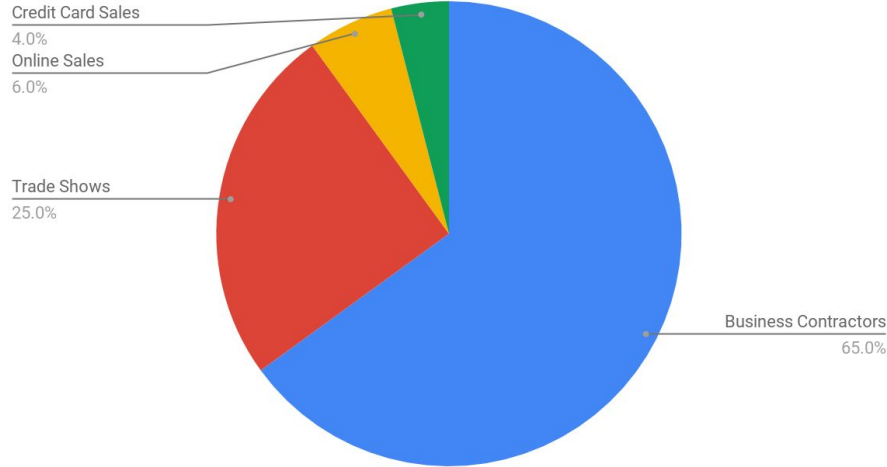
Marketing Mix

Pricing

Premium Pricing based on exclusivity of products

Nimbus	\$150.00
Cirrus	\$200.00
Stratus	\$125.00
Cumulus	\$300.00

Placement



Positioning

Creating a must have for a technology based lifestyle

Promotion

Social Media
Traditional Advertising

Business Risks

Financial Risk

Low Sales

Company Debt



Marketing Risks

Missing the Price point

Establishing the Brand



Competitive Risks

Other companies

Advances



Balance Sheet 11/30/17

ASSETS

Current Assets

Cash in Bank	\$	222,537.52
Accounts Receivable	\$	-
Inventory	\$	23,600.00
TOTAL CURRENT ASSETS	\$	246,137.52

FIXED ASSETS

Machinery & Equipment	\$	16,000.00
Furniture & Fixtures	\$	3,500.00
TOTAL FIXED ASSETS (net of depreciation)	\$	19,500.00

TOTAL ASSETS \$ 265,637.52

LIABILITIES & EQUITIES

Current Liabilities

Accounts Payable	\$	1,235.00
Interest Payable	\$	781.25
Taxes Payable	\$	21,968.00
TOTAL CURRENT LIABILITIES	\$	23,984.25

Long Term Debt

Other Long-Term Debt	\$	147,841.00
TOTAL LONG-TERM DEBT	\$	147,841.00

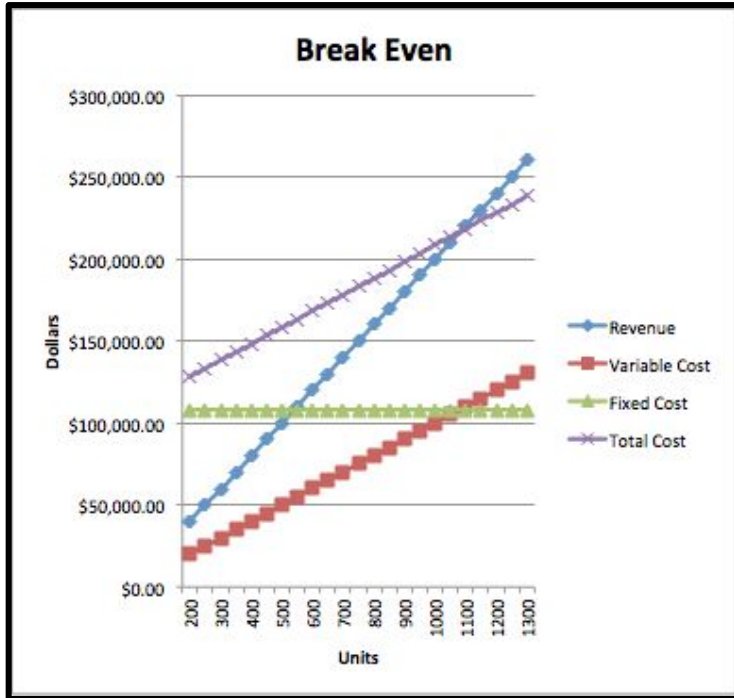
TOTAL LIABILITIES \$ 171,825.25

Owner's Equity

Common Stock	\$	20,000.00
Retained Earnings	-\$	98,012.98
TOTAL OWNER'S EQUITY	-\$	78,012.98

TOTAL LIABILITIES & EQUITIES \$ 265,637.52

Break-Even Analysis



Average selling price per sale	\$200.00
Average cost of goods sold per sale	\$100.12
Average profit rate	50%
Annual Fixed Cost	\$108,141.00

Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
200	\$40,000.00	\$20,024.00	\$108,141.00	\$128,165.00
250	\$50,000.00	\$25,030.00	\$108,141.00	\$133,171.00
300	\$60,000.00	\$30,036.00	\$108,141.00	\$138,177.00
350	\$70,000.00	\$35,042.00	\$108,141.00	\$143,183.00
400	\$80,000.00	\$40,048.00	\$108,141.00	\$148,189.00
450	\$90,000.00	\$45,054.00	\$108,141.00	\$153,195.00
500	\$100,000.00	\$50,060.00	\$108,141.00	\$158,201.00
550	\$110,000.00	\$55,066.00	\$108,141.00	\$163,207.00
600	\$120,000.00	\$60,072.00	\$108,141.00	\$168,213.00
650	\$130,000.00	\$65,078.00	\$108,141.00	\$173,219.00
700	\$140,000.00	\$70,084.00	\$108,141.00	\$178,225.00
750	\$150,000.00	\$75,090.00	\$108,141.00	\$183,231.00
800	\$160,000.00	\$80,096.00	\$108,141.00	\$188,237.00
850	\$170,000.00	\$85,102.00	\$108,141.00	\$193,243.00
900	\$180,000.00	\$90,108.00	\$108,141.00	\$198,249.00
950	\$190,000.00	\$95,114.00	\$108,141.00	\$203,255.00
1000	\$200,000.00	\$100,120.00	\$108,141.00	\$208,261.00
1050	\$210,000.00	\$105,126.00	\$108,141.00	\$213,267.00
1100	\$220,000.00	\$110,132.00	\$108,141.00	\$218,273.00
1150	\$230,000.00	\$115,138.00	\$108,141.00	\$223,279.00
1200	\$240,000.00	\$120,144.00	\$108,141.00	\$228,285.00
1250	\$250,000.00	\$125,150.00	\$108,141.00	\$233,291.00
1300	\$260,000.00	\$130,156.00	\$108,141.00	\$238,297.00

Break even point in sales dollars:

Break even point in # of sales:

Projected First Year Income Statement



	October	November	December	January	February	March	April
Sales							
Business to Business	158362.5	158362.5	158362.5	158362.5	158362.5	158362.5	158362.5
Trade Show Sales	0	20000	30000	40000	30000	30000	0
Internet Sales	0	0	1200	2400	3600	4800	4800
Cost of Goods Sold	79181.25	89181.25	94781.25	100381.25	95981.25	96581.25	81581.25
GROSS PROFIT	\$ 79,181.25	\$ 89,181.25	\$ 94,781.25	\$ 100,381.25	\$ 95,981.25	\$ 96,581.25	\$ 81,581.25
		\$ 178,362.50	\$ 189,562.50	\$ 200,762.50	\$ 191,962.50	\$ 193,162.50	\$ 163,162.50
Operating Expenses							
Salary (Office & Overhead)	\$ 63,091.88	\$ 63,091.88	\$ 63,091.88	\$ 63,091.88	\$ 63,091.88	\$ 63,091.88	\$ 63,091.88
Payroll (taxes, etc.)	\$ 22,934.75	\$ 22,934.75	\$ 22,934.75	\$ 22,934.75	\$ 22,934.75	\$ 22,934.75	\$ 22,934.75
Outside Services	\$ 279.62	\$ 279.62	\$ 279.62	\$ 279.62	\$ 279.62	\$ 279.62	\$ 279.62
Supplies	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Repairs & Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00
Car, Delivery, Travel	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00
Accounting Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal Expenses	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Rent	\$ 2,566.00	\$ 2,566.00	\$ 2,566.00	\$ 2,566.00	\$ 2,566.00	\$ 2,566.00	\$ 2,566.00
Telephone	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50	\$ 852.50
Utilities	\$ 1,652.00	\$ 1,652.00	\$ 1,652.00	\$ 1,652.00	\$ 1,652.00	\$ 1,652.00	\$ 1,652.00
Insurance	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Corporate Taxes (real estate, etc)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest	\$ 164.38	\$ 164.38	\$ 164.38	\$ 164.38	\$ 164.38	\$ 164.38	\$ 164.38
Depreciation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Expenses:	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
(other 3)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSES	\$ 92,566.13	\$ 92,566.13	\$ 92,566.13	\$ 92,566.13	\$ 92,566.13	\$ 92,566.13	\$ 92,566.13
NET PROFIT/LOSS BEFORE TAXES	\$ (13,384.88)	\$ (3,384.88)	\$ 2,215.13	\$ 7,815.13	\$ 3,415.13	\$ 4,015.13	\$ (10,984.88)
Income Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
NET PROFIT/LOSS AFTER TAX	\$ (13,384.88)	\$ (3,384.88)	\$ 2,215.13	\$ 7,815.13	\$ 3,415.13	\$ 4,015.13	\$ (10,984.88)
Owner draw or dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RETAINED EARNINGS	\$ (13,384.88)	\$ (3,384.88)	\$ 2,215.13	\$ 7,815.13	\$ 3,415.13	\$ 4,015.13	\$ (10,984.88)

Loan Information

Summary

Loan Amount (Principal): 150,000

Rate (per period): 0.5208%

Annual Interest Rate: 6.25%

Number of Payments: 60

Term of Loan in Years: 5

Total of Payments: 174,812.27

of Payments per Year: 12

Total Interest: 24,812.27

Payment Type: End of Period

Monthly Payment: (2,940.00)

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Balance Outstanding
1	150,000	781.25	150,781.25	2,940.00	2,158.75	147,641.25
2	147,841.25	770.01	148,611.26	2,940.00	2,169.99	145,671.26
3	145,671.26	758.70	146,429.96	2,940.00	2,181.30	143,489.96
4	143,489.96	747.34	144,237.30	2,940.00	2,192.66	141,297.30
5	141,297.30	735.92	142,033.23	2,940.00	2,204.08	139,093.23
6	139,093.23	724.44	139,817.67	2,940.00	2,215.56	136,877.67
7	136,877.67	712.90	137,590.58	2,940.00	2,227.10	134,650.58
8	134,650.58	701.31	135,351.88	2,940.00	2,238.69	132,411.88
9	132,411.88	689.65	133,101.53	2,940.00	2,250.35	130,161.53
10	130,161.53	677.92	130,839.45	2,940.00	2,262.08	127,899.45
11	127,899.45	666.14	128,565.59	2,940.00	2,273.86	125,625.59
12	125,625.59	654.30	126,279.89	2,940.00	2,285.70	123,339.89
13	123,339.89	642.40	123,982.29	2,940.00	2,297.60	121,042.29
14	121,042.29	630.43	121,672.72	2,940.00	2,309.57	118,732.72
15	118,732.72	618.40	119,351.12	2,940.00	2,321.60	116,411.12
16	116,411.12	606.31	117,017.43	2,940.00	2,333.69	114,077.43
17	114,077.43	594.15	114,671.58	2,940.00	2,345.85	111,731.58
18	111,731.58	581.94	112,313.51	2,940.00	2,358.06	109,373.51
19	109,373.51	569.65	109,943.17	2,940.00	2,370.35	107,003.17
20	107,003.17	557.31	107,560.48	2,940.00	2,382.69	104,620.48
21	104,620.48	544.90	105,165.37	2,940.00	2,395.10	102,225.37
22	102,225.37	532.42	102,757.80	2,940.00	2,407.58	99,817.80
23	99,817.80	519.88	100,337.68	2,940.00	2,420.12	97,397.68
24	97,397.68	507.28	97,904.96	2,940.00	2,432.72	94,964.96
25	94,964.96	494.61	95,459.57	2,940.00	2,445.39	92,519.57
26	92,519.57	481.87	93,001.44	2,940.00	2,458.13	90,061.44
27	90,061.44	469.07	90,530.51	2,940.00	2,470.93	87,590.51
28	87,590.51	456.20	88,046.71	2,940.00	2,483.80	85,106.71
29	85,106.71	443.26	85,549.98	2,940.00	2,496.74	82,609.98
30	82,609.98	430.26	83,040.24	2,940.00	2,509.74	80,100.24
31	80,100.24	417.19	80,517.43	2,940.00	2,522.81	77,577.43
32	77,577.43	404.05	77,981.48	2,940.00	2,535.95	75,041.48
33	75,041.48	390.84	75,432.32	2,940.00	2,549.16	72,492.32
34	72,492.32	377.56	72,869.88	2,940.00	2,562.44	69,929.88
35	69,929.88	364.22	70,294.10	2,940.00	2,575.78	67,354.10
36	67,354.10	350.80	67,704.90	2,940.00	2,589.20	64,764.90
37	64,764.90	337.32	65,102.22	2,940.00	2,602.68	62,162.22
38	62,162.22	323.76	62,485.98	2,940.00	2,616.24	59,545.98
39	59,545.98	310.14	59,856.12	2,940.00	2,629.86	56,916.12
40	56,916.12	296.44	57,212.56	2,940.00	2,643.56	54,272.56
41	54,272.56	282.67	54,555.22	2,940.00	2,657.33	51,615.22
42	51,615.22	268.83	51,884.05	2,940.00	2,671.17	48,944.05
43	48,944.05	254.92	49,198.97	2,940.00	2,685.08	46,258.97
44	46,258.97	240.93	46,499.90	2,940.00	2,699.07	43,559.90
45	43,559.90	226.87	43,786.78	2,940.00	2,713.13	40,846.78
46	40,846.78	212.74	41,059.52	2,940.00	2,727.26	38,119.52
47	38,119.52	198.54	38,318.06	2,940.00	2,741.46	35,378.06
48	35,378.06	184.26	35,562.32	2,940.00	2,755.74	32,622.32
49	32,622.32	169.91	32,792.23	2,940.00	2,770.09	29,852.23
50	29,852.23	155.48	30,007.71	2,940.00	2,784.52	27,067.71
51	27,067.71	140.98	27,208.69	2,940.00	2,799.02	24,268.69
52	24,268.69	126.40	24,395.09	2,940.00	2,813.60	21,455.09
53	21,455.09	111.75	21,566.83	2,940.00	2,828.25	18,626.83
54	18,626.83	97.01	18,723.85	2,940.00	2,842.99	15,783.85
55	15,783.85	82.21	15,866.05	2,940.00	2,857.79	12,926.05
56	12,926.05	67.32	12,993.38	2,940.00	2,872.68	10,053.38
57	10,053.38	52.36	10,105.74	2,940.00	2,887.64	7,165.74
58	7,165.74	37.32	7,203.06	2,940.00	2,902.68	4,263.06
59	4,263.06	22.20	4,285.26	2,940.00	2,917.80	1,345.26
60	1,345.26	7.01	1,352.27	1,352.27	1,345.26	0.00
Totals		24,812.27	1,352.27	174,812.27	150,000.00	

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Contact us:

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QUESTIONS?