



ECO CHARGE SOLUTIONS

BUSINESS PLAN



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ANNEX 1. FINANCIAL MODEL OF THE PROJECT

A black and white photograph of a white electric car parked at a charging station. The car is on the left, and the charging station is on the right. A charging cable is plugged into the car's port. The background shows a building and some foliage.

PROJECT PROFILE AND DEVELOPMENT STRATEGY

1

1.PROJECT PROFILE AND DEVELOPMENT STRATEGY

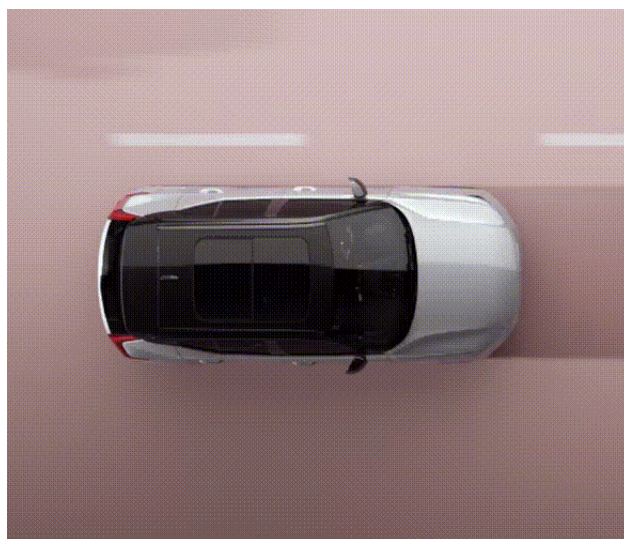
This business plan outlines the establishment of a company specializing in conventional EV charging solutions, catering to a wide range of electric vehicle users.

To this end, a legal entity will be established in State of California, and additional personnel will be hired, headed by the project owner/founder - **** *

The primary objective of the company is to offer reliable and accessible EV charging services that support the growing electric vehicle market. These stations are easy to use and compatible with most electric vehicles on the market. The company offer EV charging services through its own stations, expert EV charger installation, reliable maintenance.

The company's commitment to providing reliable, cost-effective, and accessible charging solutions will contribute to the widespread adoption of electric vehicles, reducing carbon emissions and promoting sustainable transportation.

The charging stations will be strategically located across California to ensure that EV owners have access to charging infrastructure wherever they go. The company plans to expand the coverage to additional states as demand grows, ensuring that a network of reliable charging stations is available to electric vehicle owners nationwide.



1.1. Outline of the project

This business plan provides for the implementation of a project to create a **'EcoCharge Solutions'**.

The mission of the company is to lead the charge in advancing sustainable transportation. The company is dedicated to developing and providing EV-charging solutions in the United States.

The goal is to significantly improve the accessibility, efficiency, and environmental impact of electric vehicle charging.

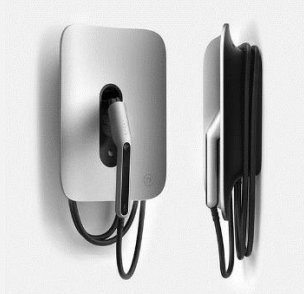
At the core of the mission is a commitment to making electric vehicle ownership more accessible and convenient for all Americans. By creating state-of-the-art charging infrastructure and offering a wide range of services, the company's aim to accelerate the adoption of electric vehicles and contribute to a cleaner, greener future.

Through cutting-edge technology, and a passion for sustainability, the company strive to empower individuals, businesses, and communities with the tools they need to embrace electric mobility.

One of the company’s most ambitious initiatives will be the establishment of a network of public EV charging stations. These strategically positioned stations will adorn urban landscapes, highways, and major transportation hubs, making electric vehicle ownership and travel more convenient than ever before. These stations will feature state-of-the-art technology, including fast-charging capabilities.

Below are several **key services** that the company is poised to offer:

**EV Charging Services
(Own Stations)**



The company owns and operates a network of cutting-edge EV charging stations. These stations are strategically located for clients convenience, ensuring they have access to reliable and fast charging.

EV Charger Installations



From assessing clients site's requirements to configuring the electrical infrastructure, the company ensures a smooth and hassle-free installation experience, whether for residential, commercial, or industrial settings.

Maintenance



The company's dedicated team ensures that clients EV charging stations operate at peak performance. Regular maintenance checks, repairs, and swift support are all part of clients commitment to their satisfaction.

The above-listed services will not be launched simultaneously to all customers categories. The list of services will rather be expanded gradually in 2025-2030 along with the expansion of staff and competencies.

EcoCharge Solutions will offer customers a unique value proposition rooted in simplicity, transparency, customization, reliability, convenience, and a shared commitment to environmental sustainability. The company's aim is to facilitate a

smooth transition to electric mobility, providing customers with accessible and beneficial solutions and offer a unique value proposition to customers:

Cutting-edge charging stations



The company owns and operates a network of state-of-the-art EV charging stations strategically positioned for the clients' convenience. With this state-of-the-art EV charging stations, the company provide reliable and lightning-fast charging experiences.

Scalability and future-proofing



The company's infrastructure is designed with scalability in mind. As the EV market grows and technology advances, the stations can be easily upgraded to accommodate new charging standards and higher demand, ensuring that the clients' investment is future-proof.

24/7 customer support



The company take pride in the 24/7 customer support team, always ready to assist with any queries or issues.

Public and private partnerships



The company actively engages in partnerships with both public and private organizations to expand the reach of EV charging infrastructure. The company's collaborative approach ensures that EV users have access to charging stations where they need them most.

BENEFITS OF WORKING WITH THE COMPANY



1. The company's technology provides clients with a turnkey, holistic solution to build electric vehicle chargers.

2. The company works in a way, where the company focus on enhancing existing products, bringing new features and benefits to make it outstanding from competitors

The company specializes in revolutionizing the EV-charging landscape by seamlessly integrating cutting-edge technologies from top manufacturers and brands in the EV-charging industry. The company ensure a smooth installation process that minimizes disruption, making it easy for individuals, businesses, and communities to embrace electric mobility.

Drawing upon the extensive industry insights and expertise, the company is dedicated to providing EV owners with an exceptional charging experience. The company's unique combination of advanced technology and an unwavering commitment to sustainability and security positions makes the company a game-changer in the EV-charging sector.

In essence, the company isn't just a participant in the EV-charging industry, it's a driving force that's reshaping the landscape. The innovative approach sets a new standard for what clients should expect from EV-charging.

NATIONAL IMPORTANCE

The inception of EcoCharge Solutions in California carries profound national significance within the United States, particularly in light of the crucial role that the energy sector plays in the country's economy and environmental aspirations.

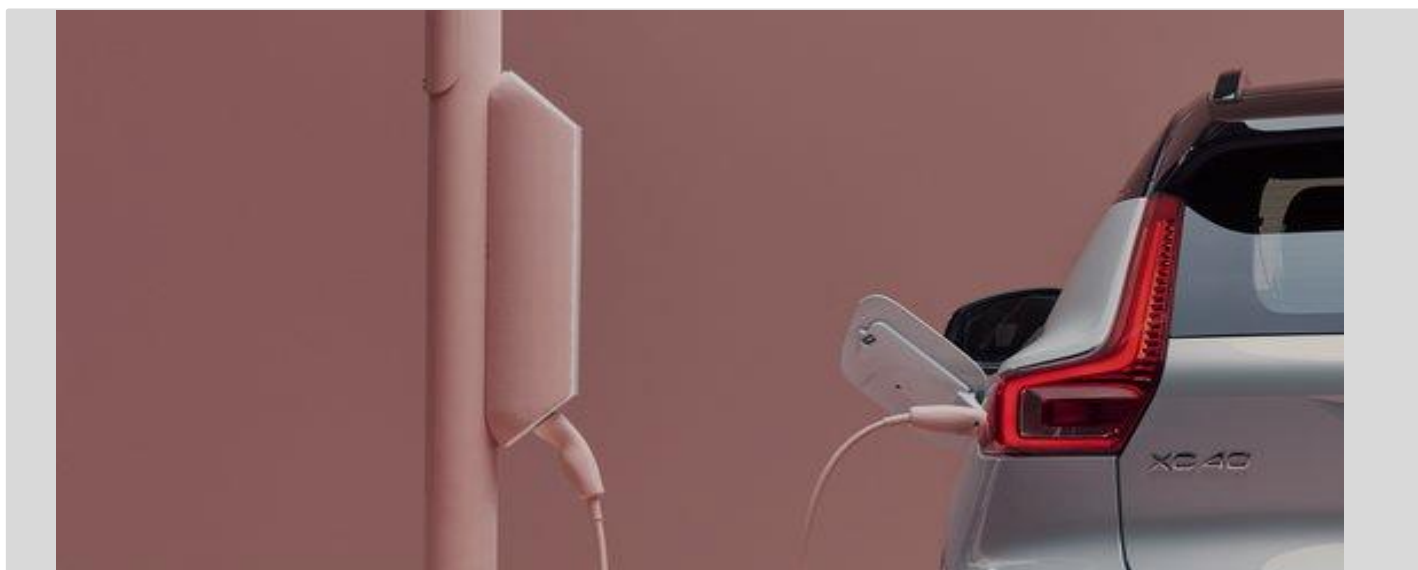
At the core of its national importance is the goal of achieving greater energy independence. By facilitating the widespread adoption of electric mobility, EcoCharge Solutions will actively contribute to this overarching objective. Reduced dependence on foreign energy sources strengthens national security by fortifying the country's energy resilience.

A fundamental challenge facing the United States is the pressing need to curb carbon emissions and combat climate change. EcoCharge Solutions aligns seamlessly with the nation's commitment to transitioning to a low-carbon economy. The company's efforts will be instrumental in helping the U.S. meet its climate targets and reducing its carbon footprint.

One of the prominent national benefits lies in job creation. The establishment of EcoCharge Solutions is anticipated to generate at least ** full-time equivalent (FTE) jobs. These employment opportunities span a spectrum of sectors, encompassing construction, maintenance, and customer support.

Moreover, the venture embodies the spirit of American innovation. The United States has a distinguished history of pioneering technological advancements, and the company's investments in renewable energy solutions, including electric vehicle infrastructure, continue this tradition. EcoCharge Solutions will serve as a crucible for driving forward cutting-edge clean energy technologies, solidifying the nation's position as an innovator in the field.

By supporting electric mobility, the company indirectly addresses public health concerns. Reduced emissions from fossil fuels translate into cleaner air, thereby enhancing public health outcomes. This not only underscores the importance of transitioning to clean energy sources but also has national ramifications by reducing healthcare costs and fostering a healthier population.



1.2. Owners of the project



**** As mentioned earlier, the key project owner and CEO is ****

EDUCATION

2007	2007-2010	2014-2018	2023
------	-----------	-----------	------

WORK EXPERIENCE

2007 - 2010	
2015	
2016	
May 2017 – August 2018	
September 2019 - May 2020	
May 2020 – July 2021	
August 2021	

- November 2021	
November 2021 - May 2022	
June 2022 - December 2022	
2023	

ACCOUNTING KNOWLEDGE & SKILLS



PERSONAL QUALITIES

Financial planning and analysis	Funding and financing strategies	Risk assessment	Sustainability metrics
He can develop accurate financial models that help ensure the project stays within budget and delivers a strong return on investment	He can help identify potential sources of funding or financing options for the project	He can assess financial risks associated with the project and develop risk mitigation strategies	He can assess the financial impact of sustainability initiatives, such as energy-efficient technologies into the charging stations

Incorporating financial analytics into the management of an EV charging station installation project can enhance financial control, improve decision-making, and maximize the project's financial success. It ensures that the project aligns with both operational and financial goals, ultimately leading to a more sustainable and economically viable EV charging infrastructure.

To sum up, **** education and professional experience have uniquely prepared him for a continuation of a successful set up of his own business in the United States of America. He is a responsible, proactive, and reliable team player possessive positive problem-solving mindset and "we can do better" attitude. Always keeps an eye on top-notch technologies, always eager for new experience. His experience and skills will be strong enough to empower any team in order to improve the project.

Therefore, **** is strongly qualified which gives him the opportunity to carry out a successful project described in this business plan.

A black and white photograph of a white Tesla Model S electric car parked at a charging station. The car is positioned on the right side of the frame, with its rear end facing the viewer. A charging cable is plugged into the car's port. The charging station is a dark, vertical structure on the left. The background shows a paved area and some foliage. The overall scene is dimly lit, suggesting an indoor or shaded outdoor environment.

**MARKET ANALYSIS.
MARKETING STRATEGY**

2

2. MARKET ANALYSIS. MARKETING STRATEGY

The company will install public and private charging stations in the state of California, USA.

Sales of electric vehicles in the US have shown constant growth over the past 10 years.

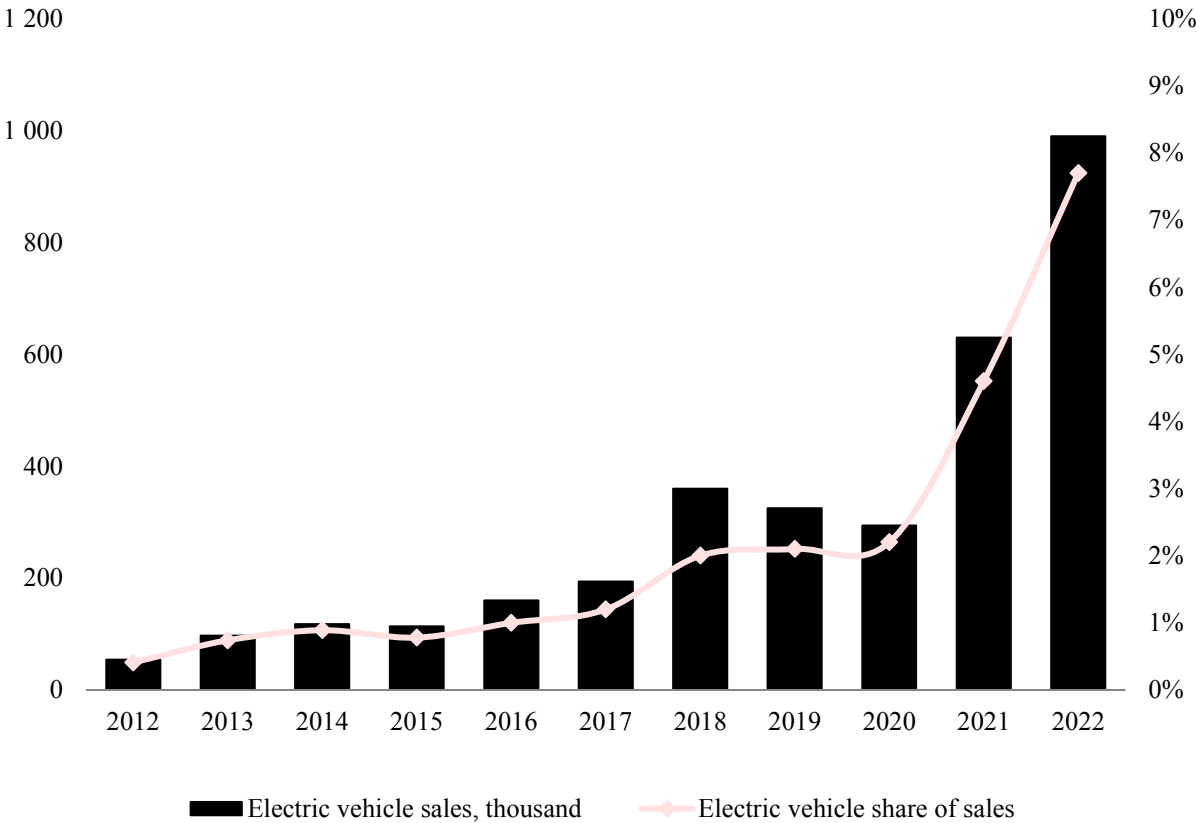


Figure 2.1. Electric vehicles sales and share of all car sales
Data source: International Energy Agency

Sales of electric vehicles in the US in 2022 amounted to 990 thousand units. Due to Pew Research Center Survey, 38% of Americans say they are very (15%) or somewhat (23%) likely to seriously consider an EV for their next vehicle purchase. Americans who are at least somewhat likely to purchase an EV in the future say that both environmental benefits and cost savings are an attraction. About seven-in-ten of this group say that helping the environment (72%) and saving money on gas (70%) are major reasons to purchase an electric vehicle.

California leads the nation's ZEV market.

2.1. Analysis of the electric vehicle market in California

California’s transportation sector accounts for about 50 percent of the state’s greenhouse gas emissions, nearly 80 percent of nitrogen oxide pollution, and 90 percent of diesel particulate matter pollution. Creating a clean transportation future is the most impactful step we can take to fight climate change. Transitioning the transportation sector to low-carbon fuels and zero and near-zero emission technologies is critical to achieving climate change goals and clean air standards.

California, with only 10 percent of the nation’s cars production, now accounts for over 35 percent of all zero-emission cars in the country.

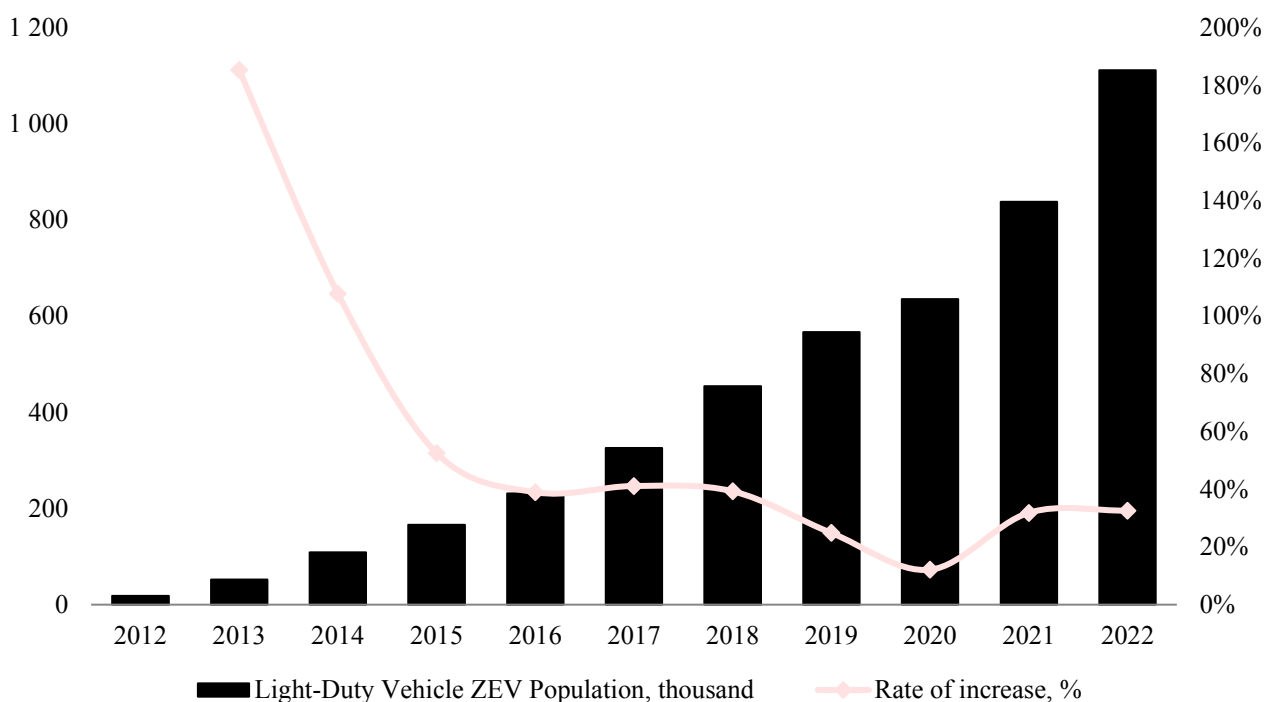


Figure 2.2. Light-Duty Vehicle ZEV Population in California
Source: The California Energy Commission (CEC)

In 2022, the state had a whopping 1,111 thousand registered light-duty ZEV vehicle out of its nearly 28 million total registered light-duty vehicles. This shows an approximately 33 percent increase in electric vehicles year over year and follows an overall growth trend in the state since 2012.

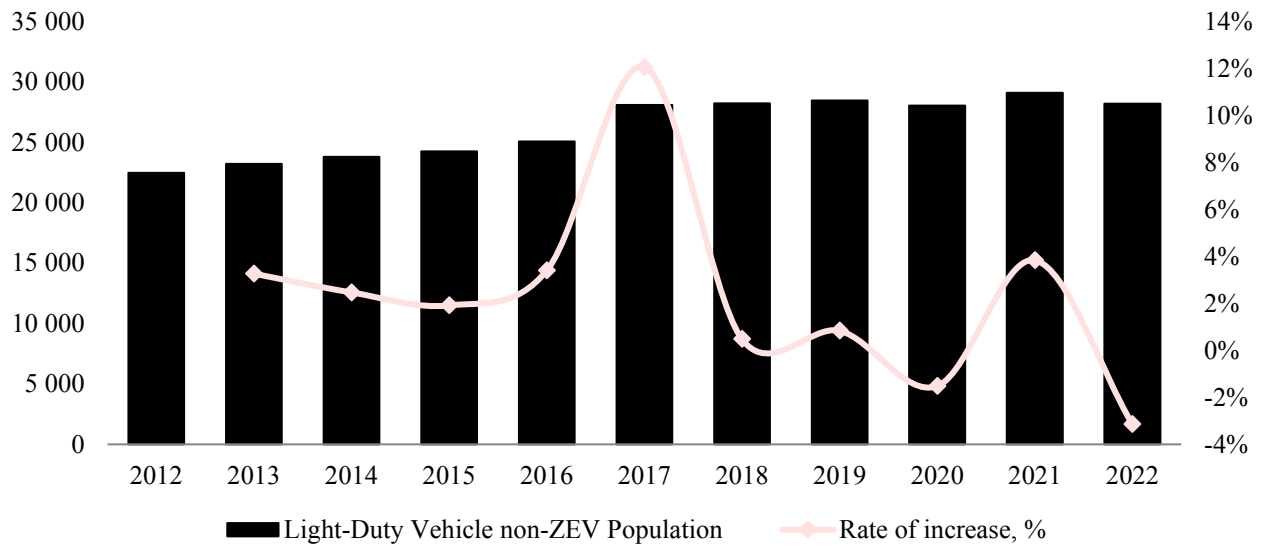


Figure 2.3. Light-Duty Vehicle non-ZEV Population in California
Source: The California Energy Commission (CEC)

Comparatively, the number of non-ZEV vehicles (gasoline, gasoline hybrid, diesel and other) registered in California has stayed relatively stable showing a 3 percent decrease year over year.

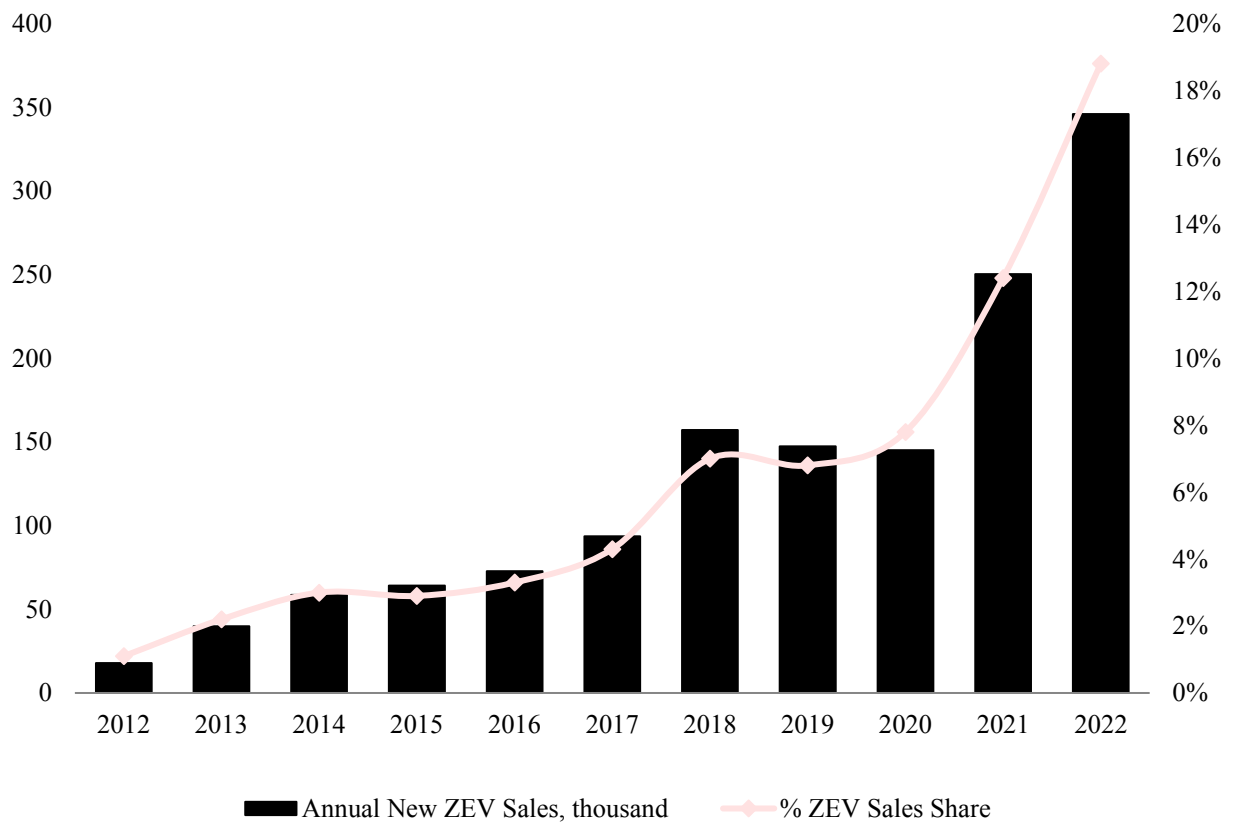


Figure 2.4. Annual New ZEV sales and ZEV sales share in total vehicle sales in California
Source: The California Energy Commission (CEC)

To 2022, more than 1.3 million ZEVs have been sold in California, including 995,5 BEV, 429,9 PHEV and 14,5 FCEV.

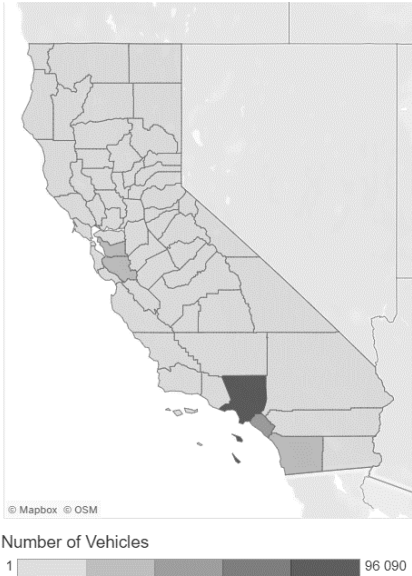
Table 2.1. New ZEV Sales in California, 2022

Light-duty ZEV						Total light-duty
Cumulative sales			Annual sales			Annual sales
Sales through 2022			Sales in 2022			Sales in 2022
***			***			***
BEV	PHEV	FCEV	BEV	PHEV	FCEV	ZEV Sales Share
***	***	***	***	***	***	***

In 2022, more than 345 thousand ZEVs were sold in California. Sales data from the 2022 shows a 18.84% take-rate for ZEVs.

Vehicles registered by County:

1. Los Angeles County – 96 090 ZEV newly registered in 2022.
2. Orange County – 43 517 ZEV newly registered in 2022.
3. Santa Clara County – 30 262 ZEV newly registered in 2022.
4. San Diego County – 29 592 ZEV newly registered in 2022
5. Alameda County – 19 796 ZEV newly registered in 2022.
6. Riverside County – 15 495 ZEV newly registered in 2022.



The California EV market reached yet another milestone by hitting 125,939 quarterly sales (Q2 2023) — the state’s highest quarterly sales numbers to date — and a total of 223,298 sales in the first half of the year. Quarterly sales have continued to rise over the years as more EV makes and models become available, charging infrastructure improves, and incentives draw in more consumers to go electric. California is on track for 450,000 new ZEV sales in 2023 – potentially more than 500,000, assuming growth of sales.

In April 2023, California celebrated cumulative sales of 1.5 million ZEV vehicles, two years earlier than expected, which indicates that electrification of the state is in full swing.

In 2021 The California Air Resources Board approved regulations that require all new cars to be zero-emissions vehicles by 2035.

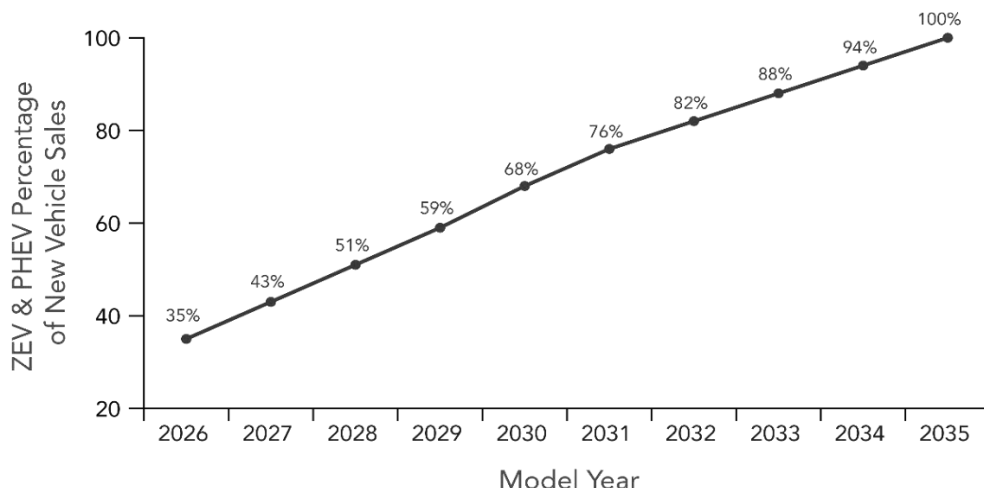


Figure 2.5. Plan to achieving 100% ZEV and PHEV sales by 2035
Source: The California Air Resources Board

The new regulation accelerates requirements that automakers deliver an increasing number of zero-emission light-duty vehicles each year beginning in model year 2026. Sales of new ZEVs and PHEVs will start with 35% that year, build to 68% in 2030, and reach 100% in 2035.

California is committed to promoting the use of electric vehicles as part of its green initiatives, with the state offering a range of incentives to encourage EV adoption. These include tax credits, access to high-occupancy vehicle lanes, and free access to toll roads. The state is also investing in infrastructure to make EV ownership more appealing, such as the installation of electric vehicle charging stations.

2.2. Analysis of the electric vehicle charging stations market in California

The growing number of electric vehicles in California requires an increase in the number of charging stations. California electric vehicle charging stations are an important part of the state’s plan to increase adoption of electric vehicles as part of its green initiatives.

Table 2.2. Electric Vehicle Chargers in California

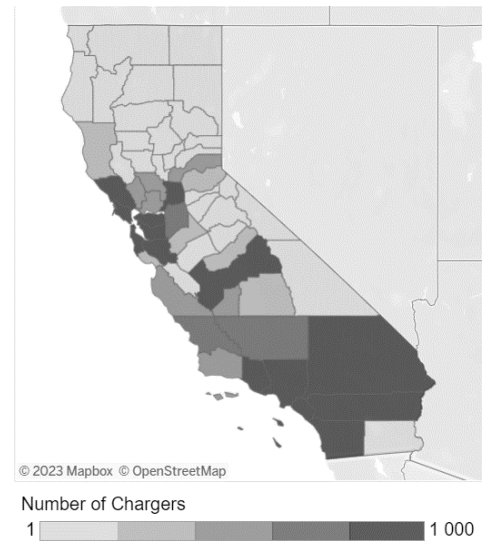
Electric vehicle chargers	
Total Public and Shared Private Electric Vehicle Chargers	

Public	Shared Private
***	***
***	***
Level 2	DC Fast
***	***

93,855 shared electric vehicle chargers are installed in California (both public and shared private).

Electric Vehicle Chargers by County:

1. Los Angeles – 29 280 EV Chargers (Level 2: 27 106; DC Fast: 2 174).
2. Santa Clara – *** EV Chargers (Level 2: ***; DC Fast: ***).
3. San Diego – 8 077 EV Chargers (Level 2: ***; DC Fast: ***).
4. Orange – *** EV Chargers (Level 2: ***; DC Fast: ***).
5. San Mateo – 4 728 EV Chargers (Level 2: ***; DC Fast: ***).
6. Alameda – 4 548 EV Chargers (Level 2: ***; DC Fast: ***).



California has a plan to increase the number of charging stations to 250,000 by 2025 with the need for charging stations projected to grow to 1.2 million by 2030 to meet the charging needs of the 7.5 million passenger plug-in electric vehicles (EVs) anticipated to be on California roads.

The state is working with private companies and utility providers to build out this infrastructure and make charging more accessible for drivers. Some of the key initiatives that California has undertaken to promote EV charging stations include

Offering rebates for installing EV charging stations	Mandating that new commercial and residential developments include a minimum number of EV charging stations	Partnering with utilities to offer discounted charging rates during off-peak times	Providing funding for public charging stations in underserved areas
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Expanding the network of EV charging stations offers several benefits, both for drivers and for the environment. Some of the key benefits include:

cleaner air quality for the surrounding area	lower carbon footprint number of EV charging stations	less greenhouse gases emissions	less taxable fuel costs and maintenance for EV drivers	more charging locations for extended range EVs
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2.3. Marketing strategy

The company will install charging stations for electric vehicles both for public use and for private owners. The promotion methods and marketing tools that the company plans to use to attract and retain customers are presented below.

ONLINE MARKETING

Website &
SEO
optimization

Creating a user-friendly website will be the primary step when building the charging station business. The website would provide comprehensive information about charging stations, locations, features, prices, and incentives. The expert in SEO would use the targeted keywords and meta tags and create unique, engaging content to improve the visibility on SERPs (Search Engine Results Pages).

Search engine
marketing
(SEM)

Using paid ad tools like Google Ads for SEM will help company’s website appear in the search results using targeted keywords, for example- EV charging stations or EV charging apps.

Social media
marketing

Social media channels are the most common platforms to create a brand presence and attract leads. A content strategy that includes visually appealing images or videos, informational posts about the benefits of EVs, customer testimonials, and promotional campaigns will be developed.

Content
marketing

Company specialists will create compelling, informative content relative to the EV charging industry in the form of blogs, articles, posts, and reels. These content formats would reach more audiences and generate the right traffic & leads when shared on the website, online forums, and social media channels.



OFFLINE MARKETING

Collaboration with EV industry businesses	The company will partner with EV and EV charger manufacturers to promote its charging stations to their customers, establishing strategic partnerships that offer mutual benefits, such as co-marketing campaigns, cross-promotion, or exclusive charging benefits for customers who purchase EVs from their brand.
Collaboration with other businesses	The company will identify and collaborate with businesses that EV users frequently visit, such as shopping malls, restaurants, hotels, and tourist attractions, offer to install charging stations at their locations, providing added convenience to their customers.

INCENTIVES

Loyalty programs	Loyalty programs possess the potential to foster long-term customers. Therefore, the company will create loyalty programs that reward frequent users of its charging stations. The company will offer benefits such as discounted charging rates, especially during off-peak hours, priority access to charging stations during peak times, or exclusive perks like reserved parking spots.
Referral programs	The company will implement referral programs where existing customers are rewarded for referring new customers to use company's charging stations through incentives such as free charging credits, discounts on future charges, or exclusive access to premium services.

PUBLIC RELATIONS

Community outreach	The company will engage with local communities through participation in events, sponsorships, and partnerships with sustainability-focused organizations. The company can either host or participate in EV-themed events, offer educational workshops, and engage with community members to foster goodwill and build brand awareness.
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Media relations

The company will build relationships with journalists and influencers who promote sustainability, EVs, or green technologies, develop media-centric content that highlights its charging stations' unique features and benefits. The company will issue press releases whenever it achieves milestones, partnerships, or innovative initiatives.

Thought leadership

The company will position itself as expert in the EV charging industry by actively contributing to relevant industry publications, participating in speaking engagements at conferences or webinars, and engaging in panel discussions.





**MONETIZATION
PROGRAM**

3

3. MONETIZATION PROGRAM

3.1. Project monetization

The project **monetization program** is based on building a unit economics for each monetization type considering the following indicators and factors:

- Expected sales market sizes;
- Number of project teams under the project;
- Average working hours per 1 project;
- Amount of charging stations;
- Month of work per period.

The key indicators of the project monetization:

- Service launch: ****;
- Pricing model (without inflation):

EV CHARGING SERVICES (OWN STATIONS)

- Monetization: Charging services will be priced at 0.3 USD per kilowatt-hour (kWh).
- Description: The Company will provide fast and convenient EV charging services at competitive rates through its network of charging stations, ensuring accessibility to clean energy for all.

EV CHARGER INSTALLATIONS

- Residential: *** USD
- Commercial: *** USD
- Industrial: *** USD
- Description: The company will offer expert EV charger installations tailored to clients' specific needs, encompassing residential, commercial, and industrial settings. Transparent pricing will ensure affordability and quality service.

MAINTENANCE

- Residential: *** USD
- Commercial: *** USD
- Industrial: *** USD
- Description: The company will offer cost-effective maintenance plans for various client categories, including residential, commercial, and industrial sectors. These plans will ensure the longevity and efficiency of energy systems, safeguarding clients' investments.

These competitive pricing models and services will reflect EcoCharge Solutions commitment to making sustainable energy solutions accessible and affordable for individuals, businesses, and industrial clients in the future. The company will prioritize transparency and quality in all its offerings, enabling clients to embrace clean energy with confidence.

Table 3.1. Unit economics of the project

Indication	Unit m-t	2025	2026	2027	2028	2029	2030
Prices							
EV charging services (own stations)							
<i>price</i>	USD/kWh	***	***	***	***	***	***
EV charger installation (plug and play)							
<i>average check (Residential market)</i>	USD	***	***	***	***	***	***
<i>average check (Commercial market)</i>	USD	***	***	***	***	***	***
<i>average check (Industrial market)</i>	USD	***	***	***	***	***	***
Maintenance							
<i>average check (Residential market)</i>	USD	***	***	***	***	***	***
<i>average check (Commercial market)</i>	USD	***	***	***	***	***	***
<i>average check (Industrial market)</i>	USD	***	***	***	***	***	***
Number of EV-chargers	units	5	15	35	55	75	95
Monetization assumptions							
Average charging time (own stations)							
<i>per 1 station/day</i>	hours	***	***	***	***	***	***
EV charger installation (plug and play)							
<i>Residential market</i>	hours	***	***	***	***	***	***
<i>Commercial market</i>	hours	***	***	***	***	***	***
<i>Industrial market</i>	hours	***	***	***	***	***	***
Maintenance							
<i>Residential market</i>	hours			***	***	***	***
<i>Commercial market</i>	hours			***	***	***	***
<i>Industrial market</i>	hours			***	***	***	***
Months of work per year	months	12	12	12	12	12	12
Revenue structure							
<i>Residential market</i>	%	70%	65%	60%	50%	50%	50%
<i>Commercial market</i>	%	30%	30%	30%	35%	35%	35%
<i>Industrial market</i>	%		5%	10%	15%	15%	15%
Sales volume plan							
EV charging services (own stations)							
<i>all locations (stations)</i>	kWh	***	***	***	***	***	***
EV charger installation (plug and play)							
<i>Residential market</i>	units	***	***	***	***	***	***
<i>Commercial market</i>	units	***	***	***	***	***	***
<i>Industrial market</i>	units		***	***	***	***	***
Maintenance							
<i>Residential market</i>	units		***	***	***	***	***
<i>Commercial market</i>	units		***	***	***	***	***
<i>Industrial market</i>	units		***	***	***	***	***
Earnings							
EV charging services (own stations)							
<i>USA</i>	th. USD	***	***	***	***	***	***
EV charger installation (plug and play)							
<i>USA</i>	th. USD	***	***	***	***	***	***
Maintenance							
<i>USA</i>	th. USD	0.0	6.2	47.5	193.6	471.8	924.0
Earnings	th. USD	***	***	***	***	***	***
<i>Gain</i>	%		328.2%	204.5%	85.4%	60.3%	55.0%

A detailed calculation of the above-mentioned unit-economic indicators throughout the forecast period is shown in Table 3 of Annex 1 to this paper.

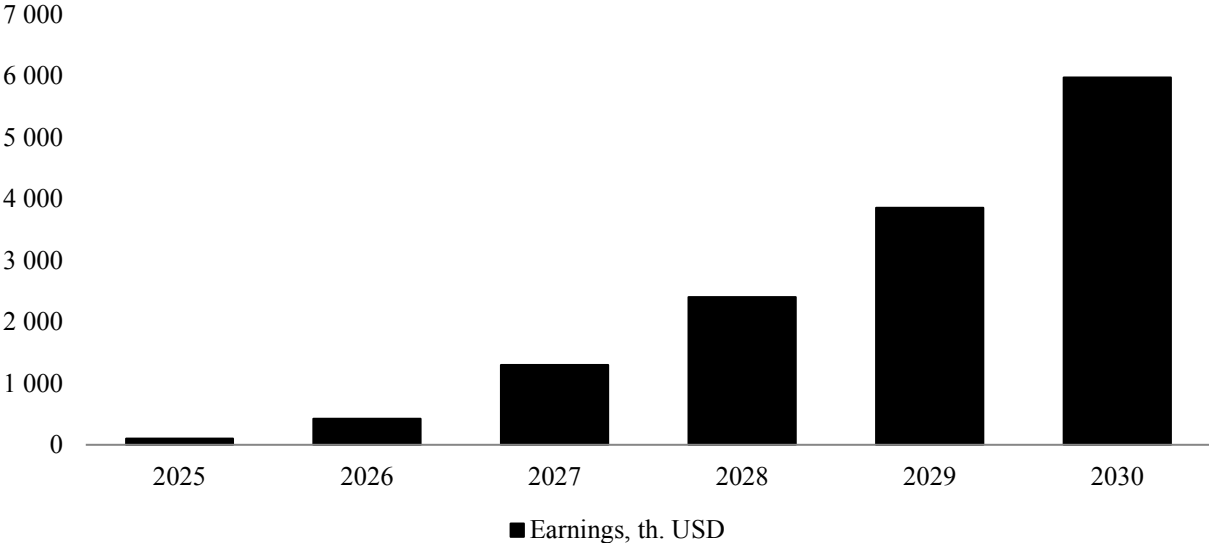


Figure 3.1. Trends in project sales revenue, USD'000

Therefore, the company plans to raise its earnings to **th. USD ***** /year by 2030.

3.2. Expenses on the product sales

The overall project cost estimate is shown in Table 4 of Annex 1 to this business plan.

The following items of the **operating expenses** of the organization were taken into account:

- Payroll expenses;
- Depreciation;
- Energy resources;
- Marketing costs;
- Marketing;
- Truck rent;
- Other operational costs.

Therefore, payroll and energy resources are responsible for the largest shares in expenses: 56.7% and 22.5% in overall 2030 expenses, accordingly:

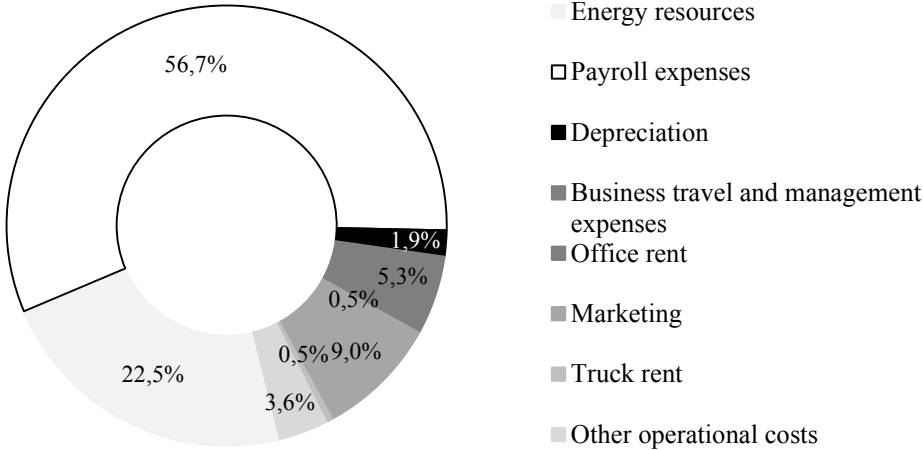


Figure 3.2. Breakdown of the company's expenses (2030), %

ORGANIZATIONAL PLAN



4. ORGANIZATIONAL PLAN

4.1 Personnel

The project staff numbers were estimated on the basis of:

- recommendations made by the project participants and industry experts;
- specific aspects of the project support, development and operation;
- industry-specific aspects and requirements to personnel.

This meticulous approach ensures that the project benefits from a well-rounded and proficient team capable of effectively addressing the project's unique challenges and requirements.

The general labor remuneration in the enterprise, including wages of hired personnel, will be on the average US level.

The company's development plan calls for the creation of new jobs.

Table 4.1. The company staff breakdown by key categories, throughout the planning horizon

Indicator	Unit m-t	2025	2026	2027	2028	2029	2030
Number of staff		1.0	3.0	6.0	11.0	16.0	20.0
CEO	FTE	***	***	***	***	***	***
Marketing Manager	FTE		***	***	***	***	***
Installer	FTE		***	***	***	***	***
Engineer	FTE		***	***	***	***	***
Accountants	FTE				***	***	***
Other specialists	FTE				***	***	***
Average monthly wages							
CEO	USD	***	***	***	***	***	***
Marketing Manager	USD	***	***	***	***	***	***
Installer	USD	***	***	***	***	***	***
Engineer	USD	***	***	***	***	***	***
Accountants	USD	***	***	***	***	***	***
Other specialists	USD	4129	4377	4640	4918	5213	5526
Payroll fund	th. USD	***	***	***	***	***	***
CEO	th. USD	***	***	***	***	***	***
Marketing Manager	th. USD	***	***	***	***	***	***
Installer	th. USD	***	***	***	***	***	***
Engineer	th. USD	***	***	***	***	***	***
Accountants	th. USD	***	***	***	***	***	***
Other specialists	th. USD	0.0	0.0	0.0	118.0	250.2	397.9
<i>Gain in payroll fund</i>	<i>%</i>		<i>461.8%</i>	<i>186.8%</i>	<i>76.7%</i>	<i>49.1%</i>	<i>28.8%</i>

Therefore, the project will create (in 2025-2030) at least **** jobs** for the development and scaling of the company.

4.2 Schedule of the project implementation

According to the project development plan, at the initial stage services and preparation will be rendered under the direct supervision of the project owner/founder ****, who will head the first work team.

To further implement the project, a legal entity in the California will be created and additional staff will be hired to provide services (according to Table 5).

The implementation of the Project will be executed in a phased approach, taking into account the gradual expansion of services and client segments. Here is a concise roadmap for the project:

- Preparation and setup (Q3 2024)
 - Finalize legal and regulatory requirements
 - Obtain necessary permits and licenses for the operation of charging stations and energy services.
 - Establish infrastructure
 - Begin construction and setup of the company's own charging stations, ensuring they meet industry standards for reliability and accessibility.
 - Procure initial inventory
 - Acquire charging equipment for clients, ensuring adequate stock for initial service provision.

- Launch residential and commercial clients (Q1 2025)
 - Commence residential and commercial services
 - ****
 - ****
 - ****
 - Infrastructure growth
 - ****
 - ****
 - Optimize operations
 - ****
 - ****

- Expansion to industrial clients (Q1 2026)
 - Enter industrial sector
 - Initiate EV charger installations for industrial clients.
 - Tailor services to meet the specific needs of industrial operations.
 - Strengthen industrial presence

- Enhance the company's capabilities to serve industrial clients, including larger-scale installations and custom solutions.
- Forge strategic alliances within the industrial sector.
 - Evaluate progress
- Review the progress of industrial service offerings and identify areas for improvement.
- Plan for further growth and expansion in the industrial market.

Maintenance services for all clients (Q1 2026)

- Introduce maintenance services
- ****.
- ****.





INVESTMENT PLAN

5

5 INVESTMENT PLAN

The specifics of the project involve constant investment in the project due to the development of the company associated with permanent increasing amount of charging stations and workplaces.

The investment expenses will be made with the project owner's equity/lease (loans) and by reinvesting the company's earnings.

Therefore, the company's development will comprise the following cost categories:

- Office equipment for workplaces: USD ***/person
- EV charging stations: USD ***/connection
-

Table 5.1. Volume and financing of the project investment expenses, USD'000

Indicator	Unit m-t	2025	2026	2027	2028	2029	2030
Investment expenses							
EV charging stations	th. USD	***	***	***	***	***	***
Equipment for installation	th. USD	***	***	***	***	***	***
Office equipment for workplaces	th. USD	***	***	***	***	***	***
Software	th. USD	***	***	***	***	***	***
Capital expenses	th. USD	***	***	***	***	***	***
Gain in net working capital	th. USD	***	***	***	***	***	***
TOTAL investment cost	th. USD	***	***	***	***	***	***
Funding sources							
Equity	th. USD	***	***	***	***	***	***
Founders'/investors' equity	th. USD	25.0					
Project funds re-invested in the project	th. USD	***	***	***	***	***	***
TOTAL funding sources	th. USD	***	***	***	***	***	***

Therefore, at least USD **** will be invested throughout the planning horizon (2025-2030). This investment phase ensuring that it can offer a comprehensive and accessible range of EV charging solutions to clients.



FINANCIAL AND BUSINESS FORECASTS

6

6 FINANCIAL AND BUSINESS FORECASTS

6.1 General

The project’s financial results were estimated in view of an assessment of the current economic situation in the U.S.A., the government foreign exchange and price regulation policies, investments required for successful implementation of this project, funding sources and terms.

The planning process covered estimations of the project’s expected financial results, cash flows, financial and economic indicators, as well as the viability of the entity’s financial plan.

The business plan includes an assessment of the financial and economic activities of the investment project in general, taking into account taxes and duties.

The financial model of the project is shown in Annex 1 to this business plan.

The projections are based on the following assumptions:

1. Business plan date: ****.
2. Unit of account used in the business plan: USD.
3. Assumed forecast period: 5 years (2025-2030).
4. Table data increment: 1 year.
5. The estimates were based on the expected inflation rate of 6,0% per annum.
6. Taxes and other payments to the government budget and off-budget funds were estimated in accordance with the current tax regulations. The jurisdiction assumed for the project is the U.S.A. (**California**).

6.2 Tax environment

The key taxes payable by the entity are listed in Table 6.1.

Table 6.1. Taxes payable under the project (U.S.A./ California)

Taxes from revenue		
Sales tax (combined)		8.82%
Business & occupation tax		0%
Taxes from profit		
Corporate income tax		federal tax – 21.0%
		state tax – 8.8%
Taxes, duties and charges referred to payroll budget		
Social Security Tax		6.20% of wages
Medicare		1.45% of wages
State Unemployment Insurance Tax		3.4% of wages

6.3 Financial results of the project

A project’s financial results are defined by the sum of earnings and profit margin. An estimate of the net profit from the project product sales is shown in Table 8 of Annex 1.

Thus, starting from 2025, the company's profit will grow permanently. The net profit trends in the project period are shown in Figure 6.1.

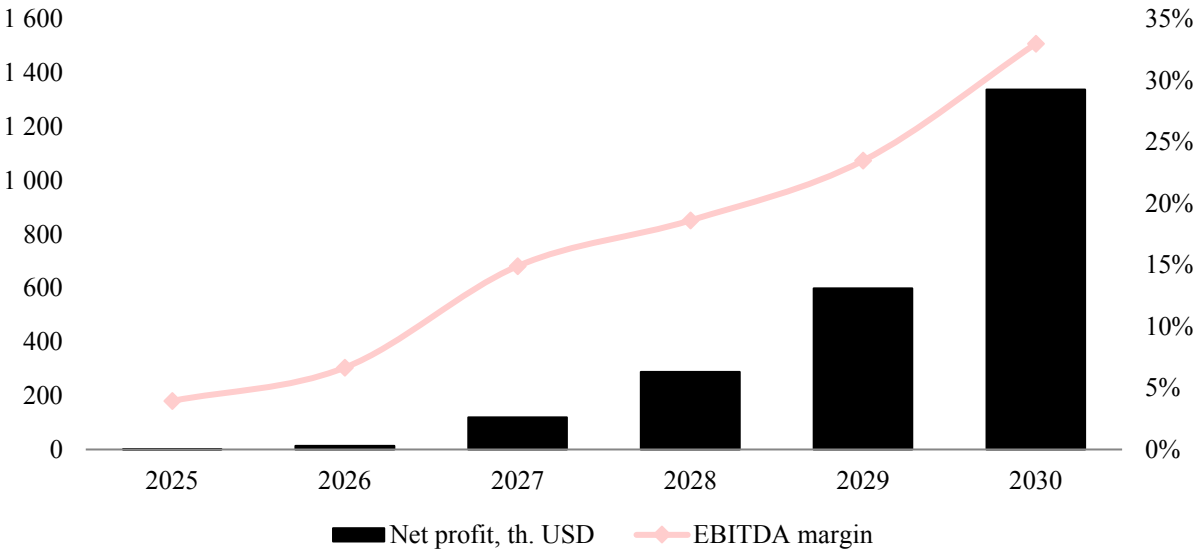


Figure 6.1. Trends in the project net profit, USD’000

The project cash flow projections show cash flows from all activities: financial, investment and operating, throughout the project years.

Cash flow estimates with and without the project are shown in Table 9 of Annex 1.

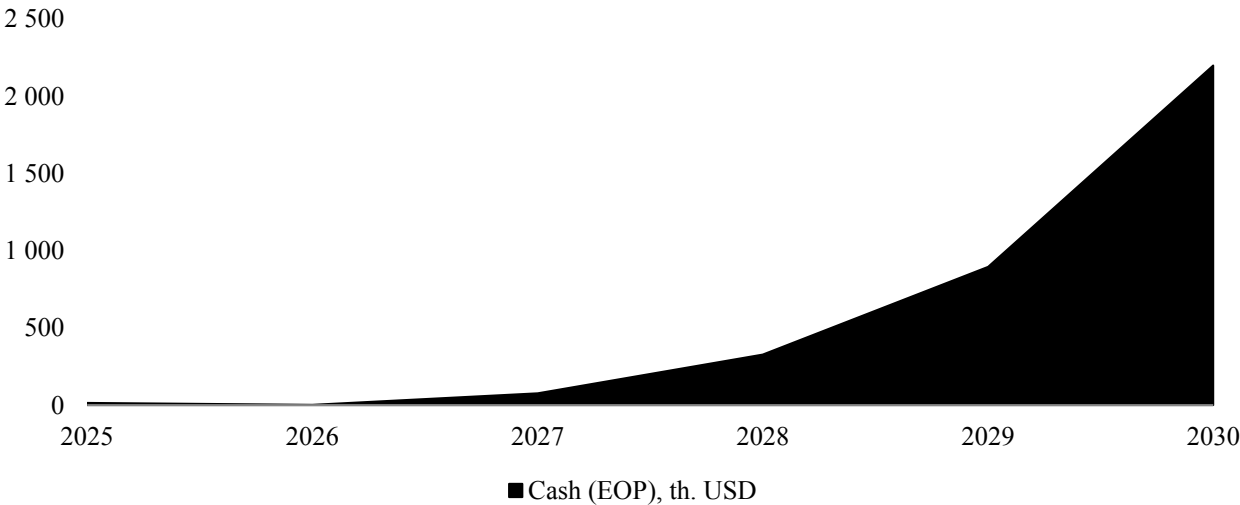


Figure 6.2. Trends in the project cash flows, USD’000

Therefore, the financial and economic indicators and cash flow estimate show that the raised Founder's equity and proceeds from the project operations will cover all expenses related to the entity's activities including ongoing payments, taxes, deductions and charges levied according to the current regulations. They will also provide for generation of a net profit sufficient for scaling up and development of the company.

Therefore, the project will bring the following economic benefits to the country throughout the planning horizon:

- More than USD *** million in revenue in 2025-2030, at least USD *** million a year starting from 2030
- Jobs for U.S. residents (** FTE jobs by the end of 2030)
- **Taxes paid throughout the project period (2025-2030):**
 - Sales tax (combined): USD ***
 - Corporate income tax: USD ***
 - Social Security Tax: USD ***
 - Medicare: USD ***
 - State Unemployment Insurance Tax: USD ***
- CAPEX of USD *** throughout the project period

PROJECT PERFORMANCE INDICATORS

7



7 PROJECT PERFORMANCE INDICATORS

7.1 Estimation of the investment project efficiency

Investment efficiency is assessed by comparing the net profit expected from the project implementation and the capital invested in the project. It is based on a net cash flow estimate, which underlies estimates of the key indicators of investment efficiency.

The estimates of the net cash flow and project performance indicators are shown in Table 10 of Annex 1.

Future cash inflows and outflows were adjusted for the time of investment by the discounting method. The key indicators of the general project investment efficiency (net present value, profitability index, discounted payback period) were calculated at the discount rate of **15%** (weighted average cost of capital (WACC)).

The project discount rate calculation is shown in the financial model of the project.

Table 7.1. – Performance indicators of the investment project

Indicator	U/m	Value
Net present value (NPV)	th. USD	***
Simple payback period of the project	years	2.31
Discounted payback period of the project	years	***
Internal rate of return (IRR)	%	***

Net present value (**NPV**) is the difference between discounted cash inflows and outflows under the project. The accumulated net present value under the project is **th. USD ***** by the end of the planning horizon, suggesting that the discounted inflows exceed the discounted outflows; therefore, the project is efficient.

A **project payback period** is the length of time, when the cash inflow from the project implementation covers investments in its implementation.

Simple project payback period is the length of time, after which net proceeds/profits exceed the volume of the project investments/expenses. The project payback period is ***** years**.

Discounted payback period is estimated according to an accumulative discounted net cash flow. The discounted payback period is ***** years**.

Internal rate of return (IRR) is the most common characteristic used for assessing the performance of an investment project. It represents the discount rate, when the net present value by the end of the estimation horizon is zero, i.e., when the sum of discounted cash inflows is equal to the sum of discounted cash outflows. Therefore, if the internal rate of return is less than the discount rate, the project is ineffective, and vice versa: the higher the project's internal rate of return is, compared to the discount rate, the higher is the margin of safety of the project. The internal rate of return under this project is *****%**, which defines it as having a high safety margin.

Therefore, the completed project analysis and marketing analysis of the existing sales markets, as well as the projected development values and indicators, allow concluding that the company's activities are efficient, cost-effective and have significant prospects for development and scaling.

7.2 Risk assessment

The implementation of this investment project entails the probability of various risks. In the completed analysis of main risks, their locations and conditions is was revealed the most substantial risks, assessed their probability and degree of their impact on the fulfillment of key projected indicators, and developed measures to prevent them and minimize their negative effects, if they occur.

The main risks of the investment project and recommended risk mitigation measures are shown in the below:

Name	Level	Description	Prevention
Regulatory and compliance risks	High	Changes in regulations and compliance requirements in the renewable energy sector could impact project operations	company will stay informed about evolving regulations, maintain compliance, and adapt swiftly to new requirements to ensure continuity
Market competition	Moderate	****	company will conduct thorough market research, differentiate its services, and continuously innovate to stay competitive and capture market share
Fluctuating energy prices	Moderate	Variability in energy prices, especially in electricity markets, can impact revenue and profitability	****
Supply chain disruptions	Moderate	****	company will establish alternative suppliers, maintain adequate

Name	Level	Description	Prevention
			inventory levels, and closely monitor supply chain resilience to minimize disruptions
Financial risks	High	Capital-intensive nature of the project may result in financial risks, including cash flow constraints and cost overruns	****
Client satisfaction	Moderate	****	company will implement strict quality control processes, provide excellent customer support, and address any issues promptly to ensure the satisfaction
Economic downturn	Moderate	Economic downturns or recessions may reduce demand for renewable energy services	****



FINANCIAL MODEL OF THE PROJECT

Annex 1