

 Core Purpose

Pioneering a sustainable energy revolution to create a greener, healthier future for generations to come.

 Core Values

- **Planet Harmony Priority:** Placing the well-being of the Earth at the forefront of all decisions.
- **Innovative Client Devotion:** Pioneering groundbreaking solutions with a relentless focus on customer satisfaction.
- **Transparent Integrity:** Championing honesty and clarity in every action we take.
- **Community Empowerment Catalyst:** Igniting the potential of local communities to thrive.
- **Perpetual Growth and Evolution:** A commitment to constant learning and relentless enhancement.

 Marketing Strategy

Who we're selling to

Urban homeowners aged 30-60 years looking for sustainable energy solutions.

What we're selling them

Customized urban solar panel installations

EcoTech Solar App for real-time energy monitoring

What makes us different

Customized Solar Solutions: Designed to fit unique urban architectural structures.

EcoTech Solar App: Monitor and manage energy consumption in real-time.

Community Empowerment: A percentage of profits go back into local green initiatives.

 Future Perspective

BHAG

Become the leading solar solutions provider in North America with installations in over 500,000 homes.

5-10 year plan

- Complete installations in 100,000 homes
- Launch the EcoTech Solar App v3 with AI prediction features
- Establish 5 regional offices across the country
- Expand market reach to neighboring regions
- Achieve a 20% increase in annual revenue
- Develop partnerships with local utility companies
- Launch a community solar program
- Enhance customer support with a 24/7 helpline
- Establish a solar education initiative for urban schools
- Reduce installation time and costs by 15%

1 year plan

- 15% Profit increase
- Implement a 24/7 customer support hotline
- Launch Community Solar program
- Secure partnerships with at least two local utility companies
- Reduce installation times by 10%

Quarterly Rocks

- Develop customer support processes, procedures and training
- Secure partnership with one utility
- Develop marketing plan for Community Solar program
- Observe at least 10 installations of various teams to determine where there is potential for increased efficiency