

# Infinite Energy

## LaRue County

### Executive Summary

Infinite Energy is working to help our environment. Our slogan is “save energy, save the world”, and that’s exactly what we want. Our goal is to inform people of the importance of using new, greener innovations to save energy and money. We also want to push for the construction of a rain garden and an outdoor classroom in Hodgenville. It’s our hope for people to realize how important it is to preserve the earth.

### Market Analysis

Our group is advocating the construction of a rain garden and an outdoor classroom in our county. These plans will create more beautiful, environmentally friendly space in the places we’ve chosen to locate them.

A rain garden is bed of plants, preferably native to the state, designed to absorb precipitation and prevent puddles from collecting on driveways, walkways, and other poorly or non-vegetated land. Also, the plants root systems soak up the rain to stop runoff from pushing litter and dirt or mud into storm drains or waters masses. Rain gardens can cut down on the amount of pollution reaching creeks and streams by up to 30%. ([http://en.wikipedia.org/wiki/Rain\\_garden](http://en.wikipedia.org/wiki/Rain_garden))

An outdoor classroom is a learning center set up outside. It takes kids out of the classroom and into nature to learn about plants and animals. This works by getting them outdoors and giving them a chance to have hands-on learning experiences. By seeing for themselves, they gain a better understanding of what they are being taught inside of schools.

In the outdoor classroom, children will have the opportunity to learn as well as be physically and environmentally active. There will be different stations with activities that will stimulate both their minds and bodies. Things such as building blocks, arts and crafts, and balance beams, all made of natural materials, will be available to them. They can plant things like trees and flowers and watch them grow, giving them gratification and excitement to see that they have helped create something that is beautiful and will help the environment.

We’ve planned put the rain garden at Creekfront Park in Hodgenville, and the outdoor classroom at Hodgenville Elementary School. Neither of these sites have nor have had something like this.

## **Company Description**

The Infinite Energy members are working with the city of Hodgenville to try and make it “greener”. Our goal is to implement rain gardens and an outdoor classroom in LaRue, as our county has neither of these.

To begin with, our main focus was on saving energy in the city of Hodgenville. We were working to get compact fluorescent lighting in all city owned buildings and street lights. As time and research continued, we found that this had mostly already been done.

## **Organization & Management**

Infinite Energy includes four members:

Hannah Partridge- team leader  
Samantha Sidebottom- business plan  
Niccole Carter- power point  
Elizabeth Upton- research

## **Marketing & Sales Management**

Our ideas will have a positive impact on Hodgenville. We’re reaching out to citizens by cleaning up the environment in which they live and offering something new and educational to their children.

Infinite Energy’s target market is the people of LaRue County. We’ll be looking to them for support and help through this process, which I’m sure we’ll get plenty of. We will contact the local newspaper to possibly write an article about what we’re doing and why. We also have the option of utilizing events such as Family Fun Day at Creekfront and Lincoln Days to advertise and educate about what we’re doing.

## **Service or Product Line**

We surveyed the land at Creekfront Park after a storm resulting in approximately 1 inch of rain fall, and found the biggest areas of concern. The rain resulted in puddles gathered in many places on the walking path, mud runoff onto the walking path, storm drains, and into the creek. Our thoughts were that it would be a great place to put our rain garden. The gardens will absorb the precipitation, cutting down noticeably on the pollution in the creek.

The outdoor classroom will get kids active in the environment and teach them things they might not understand in a regular classroom. They will be able see for themselves the

enjoyment of planting and watching things grow, as well as learning the importance of taking care of something and helping the earth.

### **Funding Request**

We were able to receive a \$50 grant from the co-founders of the program. We used around \$30 putting together two models: a rain garden and an outdoor classroom.

### **Financials**

For the rain garden, the cost of plants would be around \$83.88. The rain barrels we would need to water the plants would cost \$169.99.

For the outdoor classroom, we would need 4 benches and a podium, altogether costing around \$1,348.