

# Business Plan

## 1.) Executive Summary

- Our goal is to make Meade County more energy efficient and environmentally friendly. We plan on doing this by conducting energy audits of the schools in Brandenburg, E-cycle old computer parts, and requesting that all the schools in Meade County sign and participate in the Kentucky Green and Healthy Schools pledge sheet to help the going green movement in our community. We also have a plan to help the school district design the new middle school with a going green aspect.

## 2.) Market Analysis

- Energy Audits
  - RECC
  - LG&E
- E-cycling
  - Meade County Recycling Center
  - Geek Squad

## 3.) Company Description

- Energy audits of the schools in Brandenburg
  - Stuart Pepper Middle School
- Recycling old computer parts by selling them on EBay
- Sending pledge sheets from Kentucky Green and Healthy Schools asking all of the schools in Meade County to sign and participate in the going green movement
  - Meade County High School
  - Stuart Pepper Middle School
  - Brandenburg Primary
  - David T. Wilson
  - James R. Allen Freshman Academy
  - Ekron Elementary
  - Payneville Elementary
  - Battletown Elementary
  - Muldrugh Elementary
  - Flaherty Elementary
  - Board of Education

#### 4.) Organization & Management

- Team Leader: **Jeremiah Mann**
- Team Members
  - **Jeremiah Mann**- Designed PowerPoint presentation
  - **Phil Powers**- Opened an EBay account and listed computer parts in order to E-cycle
  - **Antonio Stewart**- Wrote letters and mailed pledge sheets to schools and Board of Education
  - **Tammy Embry**- Conducted energy audits of schools in Brandenburg
  - **Jessica Ditto**- Conducted energy audits of schools in Brandenburg

#### 5.) Marketing & Sales

- Sent Letters to all schools in Meade County and Board of Education asking them to sign the Kentucky Green and Healthy Schools pledge sheets
- Listed old computer parts on EBay

#### 6.) Service and Production

- Conducted energy audits of schools at no cost to the school district
- Listed old computer parts on EBay in order to prevent them from ending up in landfills

#### 7.) Financials

- Made money for the GEL-In program by selling old computer parts that would otherwise be thrown away
- Saved the school district an average of \$90 per energy audit by conducting our own energy audits for free

#### 8.) Appendix

- Kentucky Green and Healthy Schools pledge sheet
  - <http://www.greenschools.ky.gov/>
- Energy Audits
  - Washington State University Energy Program