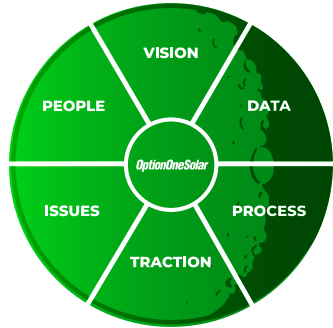


# OptionOneSolar

## VISION

CORE VALUES	<ol style="list-style-type: none"> <li><b>100%</b> EXCEPTIONAL CUSTOMER SERVICE</li> <li>TRUST, HONESTY, INTEGRITY, ACCOUNTABILITY</li> <li>OUTWORK, OUTLAST, OUT-STRATEGIZE, &amp; OUT-IMPROVE</li> <li>COLLABORATION AS A <b>TEAM</b> - OPEN MINDED COMMUNICATION</li> <li>WORK HARD, PLAY HARD. IF YOU AIN'T FIRST, YOU'RE LAST!</li> </ol>	3-YEAR GOALS
CORE FOCUS	<p><b>Our Purpose:</b> To build a great company with <b>EXCEPTIONAL</b> people committed to <b>EXCEPTIONAL</b> results.</p> <p><b>Our Niche:</b> Residential solar and energy storage.</p>	<p><b>Future Date:</b> 12/31/2024</p> <p><b>Revenue:</b> \$100M Cumulative</p> <p><b>Profit:</b> \$15M (15% Net)</p> <p><b>Measurables:</b> 31mW, 3690 sales @ 8.4kW</p>
10-YEAR TARGET	<p><u>\$200M in annual revenue with 15% net income. 12/31/2032</u></p> <p><u>Multiple offices in strategic locations nationwide.</u></p>	<p><b>What does it look like?</b></p> <ul style="list-style-type: none"> <li>• New Headquarters</li> <li>• Inventory Management</li> </ul>
MARKETING STRATEGY	<p><b>Target Market:</b> Any homeowner with an electric bill.</p> <p><b>3 Uniques™:</b> <ol style="list-style-type: none"> <li>1. Company History &amp; Experience.</li> <li>2. Exceptional Team &amp; Customer Service</li> <li>3. World-Class Products &amp; Installation</li> </ol> </p> <p><b>Proven Process:</b> <b>The Option One WAY</b></p> <p><b>Guarantee:</b> <b>100% Customer Service</b> <b>25 Year All Inclusive Warranty</b></p>	<ul style="list-style-type: none"> <li>• Automated Processes In ERP (Odoo)</li> <li>• Full Training Programs For All Positions</li> <li>• 75-100 Employees</li> <li>• Full Health Benefits Package</li> <li>• 401K Retirement Package</li> <li>• Volume Based Incentives</li> </ul>





# OptionOneSolar

## T R A C T I O N

1-YEAR PLAN	Q1 GOALS	ISSUES LIST																
<p><b>Future Date:</b> 12/31/2022</p> <p><b>Revenue:</b> \$14.4M</p> <p><b>Profit:</b> \$2,160,000 (15%)</p> <p><b>Measurables:</b> 4.5 Megawatts</p> <p><b>Goals for the Year:</b></p> <p>1. <u>50 Sales Monthly, Average 8.4kW</u></p> <p>2. <u>45 Installs Per Month, 375kW</u></p> <p>3. <u>60 Permits Obtained Per Month</u></p> <p>4. <u>Health/401K/Bonus Package</u></p> <p>5. <u>Complete New Headquarters</u></p> <p>6. <u>5 New Branch Locations</u></p> <p>7. <u>Top 10 Google Rankings</u></p>	<p><b>Future Date:</b> 4/4/2022</p> <p><b>Revenue:</b></p> <p><b>Profit:</b></p> <p><b>Measurables:</b></p> <table><thead><tr><th>Rocks for the Quarter:</th><th>Who</th></tr></thead><tbody><tr><td>1. <u>Odoo Implementaion 1/10/21</u></td><td>Shaun F.</td></tr><tr><td>2. <u>Inventory Management System</u></td><td>Trever T. Scott T.</td></tr><tr><td>3. <u>Training Program - Install Crew</u></td><td>Trever T.</td></tr><tr><td>4. <u>#1 Local Google Ranking</u></td><td>Marketing</td></tr><tr><td>5. <u>Job Photos App</u></td><td>Shaun F. Trever T.</td></tr><tr><td>6. <u>Permit For New HQ Obtained. Begin Construction.</u></td><td>Scott T. Landon H.</td></tr><tr><td>7. <u>Leadership Program Completed For All Managers.</u></td><td>Trever T.</td></tr></tbody></table>	Rocks for the Quarter:	Who	1. <u>Odoo Implementaion 1/10/21</u>	Shaun F.	2. <u>Inventory Management System</u>	Trever T. Scott T.	3. <u>Training Program - Install Crew</u>	Trever T.	4. <u>#1 Local Google Ranking</u>	Marketing	5. <u>Job Photos App</u>	Shaun F. Trever T.	6. <u>Permit For New HQ Obtained. Begin Construction.</u>	Scott T. Landon H.	7. <u>Leadership Program Completed For All Managers.</u>	Trever T.	<p>1. <u>NEM 3.0</u></p> <p>2. <u>Material Price Increases &amp; Shortages</u></p> <p>3. <u>Office, Inventory, and Parking Space</u></p> <p>4. <u>Inventory Accuracy</u></p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p> <p>8. _____</p> <p>9. _____</p> <p>10. _____</p> <p><b>Prioritize</b></p> <p>- <b>Identify</b></p> <p>- <b>Discuss</b></p> <p>- <b>Solve</b></p>
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