

Descriptive Documents

Executive Summary

This invention has been created in response to a niche market opportunity, recognised by Frank Seghezzi as the inventor of the Electrical Generator – a revolutionary new invention. This environmentally friendly and sustainable hybrid engine, with an electrical, mechanical and fluid power transmission system that is self-charging and requires no fuel.

Frank has spent the last few years working on the Electrical Generator, which has been awarded 11 claims for the unique invention and design, and awaits a vast global market.

Simplicity and careful planning has been used in the basic design with consideration to manufacturing techniques, and with minimal further R&D the product offers unique possibilities. This product deserves serious consideration from all investors, as well as commercial and industrial industry and government departments.

For environmental and health reasons, scientists agree that emissions of pollutants and greenhouse gases from fossil fuel-based electricity generation account for a significant portion of world greenhouse gas emissions. Looking to reduce the impact on the environment – the electrical generator was invented as a self-charging power source with near zero emissions.

Today, there are many electrical generators in existence – but all have limitations that the new-patented Electrical Generator can overcome. Frank invented the Electrical Generator to easily incorporate into existing technology at an affordable price and vastly increases efficiency whilst enjoying close to zero emissions.

The Electrical Generator presented as a Hybrid Engine utilising a combination of electrical, mechanical, and fluid power systems to achieve high efficiencies for many applications. The Electrical Generator can be manufactured to fit many different industrial and commercial applications. The design easily uses existing technology in a way that enables it to be produced at an affordable price – demonstrating great potential in for untapped market opportunities.

The benefits of the Electrical Generator when applied to fixed or mobile applications are many. But in general the assembly allows the application to operate for extended periods of time – more so than current conventional systems without the need for regular refueling and maintenance. The Electrical Generator allows greater profitability for the user with added benefits as follows:

- ▶ Environmentally friendly power source – close to **zero** emissions.
- ▶ Convenience (self-charging with the battery life duration or replacement at the approximate 18 months)
- ▶ Safe, effective and proven efficiencies in operation.
- ▶ Extended performance sustainability.
- ▶ Operationally cost effective –substantial savings in ongoing cost of use.
- ▶ A free car if applied to a vehicle and kept for the approximate 6 years in comparison to usage.

To effectively market the Electrical Generator, the required further development of the prototype to become production ready and to achieve this, Frank is seeking to sell or license the product which requires commercialisation expertise that can drive the implementation of the commercialisation strategy.

After initial start-up, the path to market will be established as part of more in depth business planning. One of the initial ideas is to operate from a fully functioning manufacturing plant which would create employment opportunities locally, and millions (and eventually billions) of dollars in terms of revenue through local sales channels and through export. Alternatively the product manufacturing and distributed may be under license through investors or existing manufacturers.

With further years of trading as anticipated to see the business move into the international arena such as America, Russia, China and Europe.

This business plan represents initial consideration and business planning to commence the commercialisation process. Further business planning is required to consolidate the path to market through a focus on operational requirements, commercialisation strategy and business launch that will result in lucrative financial returns for the owner. To further develop the prototype, ready for production you may need to find a private investor or Government investors who can provide the equity to be eligible for the new program. The interested investor or investors to the new business will exclusively be focus on the manufacturing and commercialisation of the Electrical Generator.

Outlined in this document will be the business, market and financial opportunity at hand for sole owners with projected returns. This business plan will be used by a marketing company to prepare and implement the commercialisation strategy requirements and will accompany government and other investor applications. Financial forecasts for the first year of trading have been prepared with all manufacturing and operational costs.

Business Ownership

Inventor and owner	Frank Seghezzi
Contact Postal Address Only	144 Shepperton Road, Victoria Park. 6100. Perth. W. Australia. In writing only to postal address for purchase or license and inquiries
Business Type	Transport Equipment Manufacturing Machinery and Energy Manufacturing
New Product Innovations For Sale or License	A Hybrid Engine to Electric Vehicles and Power Generation / Stations (Titled an electrical generator) For sale at 7.4 million dollars or 1.5% under license pending production level

Product Innovation

The Need

The current worldwide production of electricity is about 20,000 terawatt-hours, with about 66% generated through thermal (burning of fossil fuels), 16% through hydro, 13% through nuclear, and 3% through renewables such as wind or solar power.

The majority of fossil fuel usage for the generation of electricity was coal and gas. Oil was 5.5%, as it is the most expensive common commodity used to produce electrical energy. Ninety-two percent of renewable energy was hydroelectric followed by wind at 6% and geothermal at 1.8%. Solar photovoltaic was 0.06%, and solar thermal was 0.004%.

Source of Electricity (worldwide)

	Coal	Oil	Natural Gas	Nuclear	Hydro	Other	Total
Average electric power (TWh/year)	8,263	1,111	4,301	2,731	3,288	568	20,261
Average electric power (GW)	942.6	126.7	490.7	311.6	375.1	64.8	2311.4
Proportion	41%	5%	21%	13%	16%	3%	100%

Data from OECD 2011-12 Factbook (2009 data) Check the current factbook Data from OECD 2019-21 website

For environmental and health reasons, worldwide efforts are underway to expand electrical production from hydro, nuclear, and renewable sources and reduce electrical production from fossil fuel sources. Scientists agree that emissions of pollutants and greenhouse gases from fossil fuel-based electricity generation account for a significant portion of world greenhouse gas emissions. In the US alone, electricity generation accounts for nearly 40% of emissions, the largest of any source.

Looking to reduce the impact on the environment – electrical generators were invented as a power source with low emissions.

An electrical generator is a device that generates electricity from mechanical energy, usually via electromagnetic induction. Electromagnetic induction works by forcibly moving a loop of wire (a rotor) around a stationary bar (a stator) that provides an electric field, either through a permanent magnet or an electromagnet. This induces a current in the rotor, which can be used to power machinery or charge batteries.

The first electrical generator was invented by a Hungarian inventor and engineer sometime prior to 1830. Though the electrical generator was invented around 1830, it wouldn't be until Nikola Tesla's pioneering work on rotating magnetic fields around 1882 that generators would become suitable for commercial and industrial use.

Today, there are electrical generators of all sizes, from 3-6 watt generators to power bicycle lights – up to the hydroelectric generators in the Three Gorges Dam in China, which generates approximately 22.5 gigawatts of power.

The limitation with current electrical generators is that their efficiency is dependent on putting 'energy in' rather than drawing 'power out'

The Electrical Generator was invented after recognising the need for an improved system. The Electrical Generator easily incorporates into existing technology at an affordable price and vastly increases efficiency whilst enjoying 0% emissions. The Electrical Generator has been awarded with 11 claims for the unique invention and design. An initial prototype has been developed by Frank and a second prototype is now required to develop the application to be production-ready for the vast market.

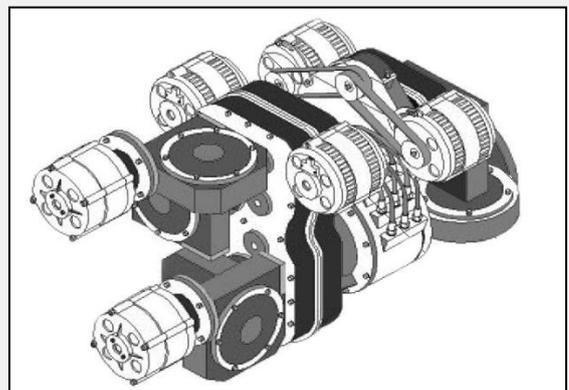
Electrical Generator

Simplicity and careful planning has been used in the basic design of the Electrical Generator, which is a durable system with high efficiencies that can be refined for engineering production manufacturing procedures, to suit special energy applications. This design has been given consideration to manufacturing techniques, and with minimal R&D will be a product that offers unique possibilities.

The design is a user and environmentally friendly product with exceptionally high efficiencies and excellent duration. The Electrical Generator can be manufactured to fit any required application – the design easily uses existing technology in a way that enables it to be produced at a very affordable price.

The Electrical Generator presented as a Hybrid Engine utilising a combination of electrical, mechanical, and fluid power systems to achieve high efficiencies for many applications. The concept is basically a three-jack system – described below and illustrated by the following images.

Prototype Design



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System One

Module one is used to initialise the system with battery power (comprising two electric starter motors, two alternators, and mechanical drive assembly). The primary battery power source including the electrical circuit To begin rotational motion the two electric starter motors work in tandem.

One electric motor draws on the input battery power for initial start and is used to excite the two alternators. Energy from the alternators is used to supply full electric motor power to one electric motor and partial power to the second motor to reduce the battery power consumption at the initial start prior to an instantaneous full charge at the second electric motor.

System Two

The second electric motor is used to drive a hydraulic pump. This pump supplies power to the hydraulic motor to facilitate rotational motion.

Module Two comprises of a hydraulic motor, hydraulic pump, valve and a mechanical arrangement with two alternators. Initially the fluid motion is produced by the hydraulic pump, which rotates the hydraulic motor and is regulated with a valve. This hydraulic

motor is used to excite Module Two alternators, which then supplies full charge to the system.

As an innovative feature – excess charge is directed back to the stage one assembly to charge the primary input battery and other additional accessories.

System Three – Engine in Motion

System 1 and 2 work together, to power the hydraulic motion as the output drive power source which may then be coupled to each application. The combination of these modules uses a unique axial mechanical gear load dispersion system to achieve high efficiencies and performance through the electrical drive motors. This creates a semi-closed system, which may be modified to differing battery inputs (12v, 24v, 48v, etc.) allowing mobile use. Once in operation, the engine requires minimal external power input and can achieve significantly greater periods of operation without the need for recharging.

Uses of the Electrical Generator – A Hybrid Engine

There are two main uses of the Electrical Generator, which can then be coupled with a range of hardware that can make the Electrical Generator useable in many industry sectors and for many industry applications – either as:

- ▶ A Hybrid Engine placed within the fixed or mobile equipment, plant or machinery and vehicles.
- ▶ A power source external to the mobile equipment, plant or machinery.

Firstly, the Electrical Generator can be used as a Hybrid Engine to power fixed plant equipment and machinery. When the Electrical Generator is coupled to a specific application (fixed plant equipment such as pumps, generators, conveyor systems and other various types of machinery there is an approximate 50% increase in efficiency – to the extent of power stations, which may supply up to 3 megawatts of free power with a single unit design, and further continuous power when engineered to suit the application, until the machines service life. When in series you may achieve the required power supply with zero emissions and without advanced engineering.

The Electrical Generator can also be applied to mobile applications (as cars, boats, etc.) without elaborate engineering techniques. In this instance the efficiency rating exceeds most conventional engines available on the market. For example, the Hybrid Engine will allow a moving vehicle to operate at great efficiencies

Secondly, the Electrical Generator can be used as a transportable power source. Connecting the system with batteries, allows the Electrical Generator to be used as a mobile pump or mobile power generators, vehicles etc. This can be used for any application that requires a mobile power generator.

This can also be used for light isolated applications or residential applications with additional power returned to the grid. When using a 12-volt battery power source. This may be improved by increasing power supply to 24, 36, 48, 60 volts etc. associated with the system reliability.

Benefits of the Electrical Generator

The benefits of the Electrical Generator when applied to fixed or mobile applications are many. But in general, the assembly allows the application to operate for extended periods of time – more so than current conventional systems without the need for regular refueling and maintenance. The Electrical Generator allows greater profitability for the user with added benefits as follows:

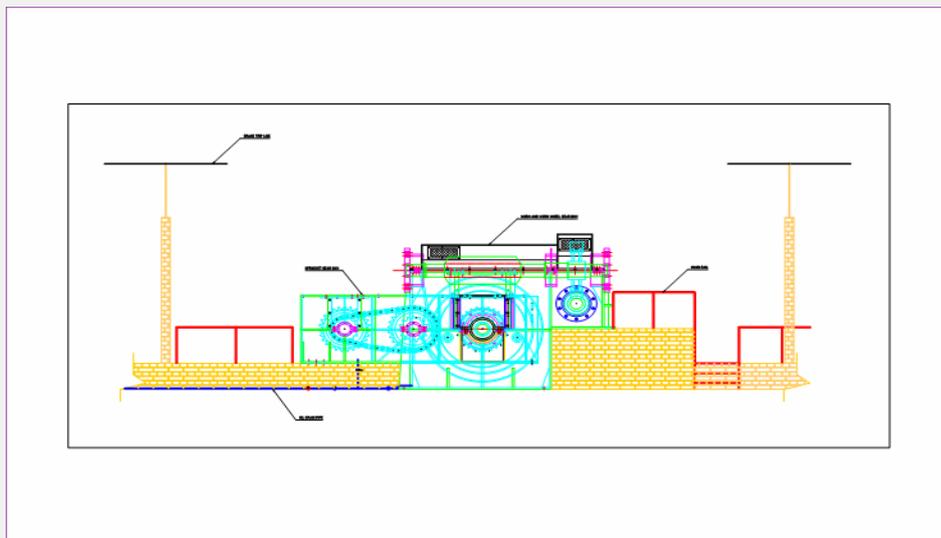
- ▶ Environmentally friendly power source – close to **zero** emissions
- ▶ Convenience (self-charging with battery replacement approximately every 18 months)
- ▶ Safe, effective and proven efficiencies in operation. EMF exposure eliminated with plastic covers (not shown)
- ▶ Extended performance sustainability
- ▶ Operationally cost effective –substantial savings in ongoing cost of use.

Typical Energy Efficiencies	
Electrical – resistance heater	100%
Electrical generator (500 MW)	98%
Hydraulic turbine	94%
Hydro electric	90% (conditions)
Electric motor (1 KW)	78%
Storage battery	74%
Fuel cell	60%
Coal Fired Plant	45%
Diesel engine (50 MW)	40% to 45%
Steam power station	35% to 40%
Gas Turbine	40%
Nuclear Fusion Reactor	40%
Petrol engine	20% to 35%
Wind turbine	Up to 35% (conditions)
Power Tower	Up to 33% (conditions)
Solar cell	10 to 25% (conditions)
Steam engine	5% to 10%
Photosynthesis	0.4 to 3 %

The Hybrid Engine Application Sample

The hybrid engine with a 2 Kw initial drive motor will produce the hydraulic power of the approximate 26.5 Kw at an idle inclusive with motor slip and at the full acceleration speed, the approximate hydraulic power output is 75 Kw. This system may be improved in accordance with the drive motor used e.g. 4Kw, 6Kw, 12v, 24v, 48volt etc. with the system reliability. When used for a mobile application such as a vehicle take into account the reduction of the inertia load with the coupled to a gear box, ratio e.g. 1st gear being at the approximate 4:1 ratio etc. and the reduction of inertia load once in motion. An overall exceptional performance.

Power Station application Sample



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The 1,000kilowatt generator is at a typical 94% efficiency = 940 kilowatts.

The required driver for this system is at the approximate 26.58 Kilowatts but increased to the approximate 180 kilowatts for greater reliability. The use of a hybrid engine as the initial drive uses a 9kw driver motor, which has a hydraulic power output of the approximate 200kw, the hybrid engine requires to be engineered to suit the application and for reliability, with calculations to be certified – NASA – CSIRO.

The fully recharging battery or battery pack starter, using the 9kw initial drive starter motor may be increased to 18kw for greater efficiency. the approximate 940 kw – 18 kw = 922 kilowatts of power supply is achieved with an exceptionally high efficiency. The power in is the energy source required, which may use batteries (battery pack) for this system to power out.

The power out for a conventional 180 kw electric motor drive is the approximate 5 times greater per unit as a standalone system or thereafter in series

The single unit design or when used in series with a conventional 180 kilowatt electric motor drive the system may produce the power of 760 kilowatts. With further engineering the power out may be increased to the approximate 2,226 kilowatts per unit. When in series for a power station to achieve the required power output for 100 units in series, the approximate 76,000 kilowatts of power supplied.

Across 10 locations x 100 units = the extent is 760,000 kilowatts

Another great profit and beneficial business for the company or government and consumers - The cost is virtually free over a period of time in fuel savings alone and with zero emissions for a continuous power supply, in comparison to other power supply systems.

Cost Benefits

The following Table One – Hybrid Engine and Table Two - Transportable Generator compare the cost savings that can be enjoyed by using the Electrical Generator, rather than conventional systems.

Table One – Hybrid Engine

Retail prices are based on a combustion motor in comparison to a basic Electrical Generator engine for motor vehicle use. Price is in AUD ex GST.

Use as a Engine (for 12 V system)	
Combustion Engine	Hybrid Engine – Electrical Generator
Price of motor = \$2,500.00	Total price of Electrical Generator engine = \$12,056.00
Fuel/biofuel/gas based on \$1.49/litre = \$20.86 per day	Energy supply (no fuel/biofuel/gas required)
Operation at 7 days per week = \$149 per week (100 litres)	Energy supply = \$500 per 18 months
Operation at 52 weeks per year = \$7,748 per year	Over 5 years = \$500 x 3.3 Less 1 st set = \$1,150.00
Operation for 5 years = \$38,740 for term	Not including servicing
Not including servicing	Total cost for 5 year period = \$13,206.00
Total cost for 5 year period = \$38,740.00	

Table Two – Transportable Generator

Retail prices are based on a combustion motor in comparison to a basic Electrical Generator engine for motor vehicle use. Prices are in AUD ex GST.

Use as a Continuous Operating Generator (for 12 V system)	
Combustion Engine	Hybrid Engine – Electrical Generator
Price of motor = \$2,500.00	Total price of Electrical Generator engine = \$12,056.00
Fuel/biofuel/gas based on \$1.49/litre for 3 litres per hour = \$4.47 per hour.	Energy supply (no fuel/biofuel/gas required)
Operation for 1 day = \$107.28 per day (24 Hours)	Energy supply = \$500 per 18 months
Operation for 1 week = \$750.96 per week	Over 5 years = \$500 x 3.3 Less 1st set = \$1,150.00
Operation for 1 year = \$39,049.92 per year	Not including servicing
Operation for 5 years = \$195,249.60 for term	Total consumer cost for 5 year period = \$13,206.00
Not including servicing	
Total cost for 5 year period = \$195,249.60	

Business Finances

Initial Investment Required

In order to commercialise the existing prototype, a second prototype ready for industry testing and certification is required. This unit will undergo extensive testing to certify it ready for trade prior to entering full production.

Frank has made considerable investment in time and money in the development of prototype one and required funding to develop the production ready prototype which is for sale or license as follows.

Expense	\$
Materials.	21,010.80
Office/Factory and equipment	800,758.07
Salaries and expenses machines/complex with provisions for production etc.	1,750,497.48
Total Funding required for production ready prototype	2,572,266.35

At the point of completion of a production ready prototype, Frank seeks to partner with an investor who will help to support the financial aspects of the commercialisation strategy. Funds will be secured through the investor, through additional government grants and from other sources such as and initial unit orders.

Future Investment Required

It is envisaged that the commercialisation strategy outlined in this business plan will require future financial investment determined by in depth business planning by an experience executive and cross checked by a qualified accountant. This would be finalised during the completion of the market ready prototype, ready to progress quickly when required.

Financial Forecasts

Financial forecasts have been created for the first year of trading, with the following assumptions:

- ▶ The prototype has been certified ready for production.
- ▶ A manufacturing plant has been established.
- ▶ Production underway and orders fulfilled as per the set targets from business planning.
- ▶ Alternatively sold or place under license to various Governments or established companies with high production capabilities at 1.5% royalties.

A complete view of the indicative business operating costs and forecasted profit can be seen in the Budget Forecast. This forecast is based on initial costs and pricing research to be formalised and validated as part of the business planning process in the prototype phase.

1st Year Start Up for a single product Production development			
Staff expenses		Operational expenses	
1 x Receptionist	\$ 53,352.00	Complex and site	\$ 750,000.00
1 x Trade assistant	\$ 51,378.82	CSIRO Certification	\$ 11,644.00
1 x Tool maker	\$ 80,000.00	Electrical costs	\$ 29,425.69
1 x Machinist	\$ 75,000.00	Rates duty	\$ 29,704.50
1 x Electrical engineer	\$ 85,000.00	Land tax rates/MRIT	\$ 1,125.00
1 x Mechanical engineer	\$ 90,000.00	Compensation insurance fees	\$ 14,628.57
1 x Manager	\$ 120,000.00	Product Insurance/complex	\$ 22,000.00
1 x Project manager	\$ 125,000.00	Vehicle duty	\$ 1,394.00
1 x Designer	\$ 125,000.00	Phone / internet	\$ 3,360.00
Total Salaries	\$ 804,730.82	Total	\$ 863,281.76
Superannuation 10.25%	\$ 82,484.90		

Salaries & expenses not including production bonus	\$ 1,750,497.48
Office/factory and machinery equipment Total	\$ 800,758.07
Materials cost for proto model	\$ 21,010.80
Total cost	= \$ 2,572,266.35

2nd Year forecast Sample for 2,500 x 12 volt unit sample			
Staff expenses		Operational expenses	
Manager	\$ 120,000.	Complete complex site	\$1,700,000.00 not inclusive \$750,000.00 First stage
2 x Supervisors	\$ 150,000.00	Complex site expansion	\$950,000.00
1 x Engineer electrical	\$ 85,000.00	Compensation insurance fees	\$ 64,000.00
1 x Engineer mechanical	\$ 90,000.00	Product Insurance/complex	\$ 42,000.00
2 x Receptionist	\$ 106,704.00	Travel expenses	\$ 20,000.00
1 x Accountant (2 daysPW)	\$ 31,616.00	Advertising/marketing	\$ 82,000.00
2 x Sales total retainer	\$ 62,400.00 + commission	Electricity costs	\$ 274,913.28
22 x Trades People	\$ 1,429,967.97	Land tax rates/MRIT	\$ 6,790.00
1 x Store person	\$ 53,352.00	Rates duty	\$ 38,753.00
2 x Trades assistants	\$ 102,752.00	Vehicle duty	\$ 1,394.00
Total Salaries Gross	\$ 2,231,781.97	Phone / internet	\$ 3,360.00
Superannuation 10.25%	\$ 228,757.65	Total	\$ 3,183,210.23

Annual Employee salaries	\$2,460,539.62
Operational expenses	\$ 3,183,210.23
Office and machinery equipment Total	\$ 2,359,365.47
Material cost first year production Total	\$ 6,761,480.09
Packaging	\$ 375,000.00
2nd year total operational cost	\$15,139,595.41

2 nd year cost per unit price	\$ 5,392.63
For a sale price of \$12,056 x 2,500 units	Revenue \$ 30,140,000.00
Less 2nd year total expenses	\$15,139,595.41
Profit	\$ 15,000,404.59
Government sales tax at 17%	\$ 2,550,068.78
Total profit	\$ 12,450,335.81

Assuming the production of 50,000 units

Total Profit \$ 249,006,716.20

And fuel priced at \$1.49 per litre for 50,000 units, the approximate **\$ 387,400,000.00** in fuel consumption per year will be saved assuming the consumption level for a mobile application which is also **260,000,000 litres** of less in pollution

3rd Year forecast Sample for 2,500 x 12 volt unit sample			
Staff expenses		Operational expenses	
Manager	\$ 120,000.	Compensation insurance fees	\$ 64,000.00
2 x Supervisors	\$ 150,000.00	Product Insurance/complex	\$ 42,000.00
1 x Engineer electrical	\$ 85,000.00	Travel expenses	\$ 20,000.00
1 x Engineer mechanical	\$ 90,000.00	Advertising/marketing	\$ 82,000.00
2 x Receptionist	\$ 106,704.00	Electricity costs	\$ 274,913.28
1 x Accountant (2 daysPW)	\$ 31,616.00	Land tax rates/MRIT	\$ 6,790.00
2 x Sales total retainer	\$ 62,400.00 + commission	Rates duty	\$ 38,753.00
22 x Trades People	\$ 1,429,967.97	Vehicle duty	\$ 1,394.00
1 x Store person	\$ 53,352.00	Phone / internet	\$ 3,360.00
2 x Trades assistants	\$ 102,752.00	Total	\$ 533,210.28
Total Salaries Gross	\$ 2,231,781.97		
Superannuation 10.25%	\$ 228,757.65		

3rd Year forecast Sample for 2,500 units			
Second year 20% scrap for remelt	\$ 1,350,326.00		
Less shipping	\$26,800.00		
	\$1,323,526.00		
Scrap Sold at 30%	Total	\$ 397,057.80	

Operational Expenses		\$ 533,210.28
Material expenses		\$ 6,364,422.29
Annual salaries and expenses		\$ 2,460,539.62
Packaging		\$ 375,000.00
3RD year total operational cost		\$ 9,733,172.19
3 rd year cost per unit price		\$ 3,893.26
For a sale price of \$12.056 x 2,500 units	Revenue	\$ 30,140,000.00
Less 3th year operational expenses	-	\$ 9,733,172.19
	Profit	= \$ 20,406,827.81
	Government Sales tax at 17%	= \$ 3,469,160.72
	Total Profit	= \$ 16,937,667.09

Assuming the production of 50,000 units

Total Profit = \$ 338,753,341.8

Summary

Fuel priced at \$1.49 per litre for 50,000 units, the approximate fuel resource saving as for the 12 volt mobile use

only Consumption per year saved	=	\$ 387,400,000.00
Government tax at approximately 50%	-	\$ 193,700,000.00
With fuel cost saving	+	\$ 193,700,000.00

With the possible production of 4,000,000 produced per year and the fuel priced at \$1.49 cents with the estimate consumption equals a total fuel saving of **\$30,992,000,000.00** less tax and additional expenses to cover existing infrastructure at 50% =

\$15,496,000,000.00

For the consumer after a 5 year period the item is virtually free

- For a production of 4,000,000 with 4 different model types the total fuel saving at 50% is at **\$15,496,000,000.00** thereafter per year For the Government or concerned
- The business profits for the production of 4,000,000 engines is estimated at **\$22,493,221,896.00**
- Government product tax at 17% is at the estimate of **\$4,607,045,448.00**
- Direct employment for the engine manufacturing is the approximate 56,000 manual reduced by automation.
- The assumed fuel consumption saving is at **20.8 billion litres** P.A. of less pollution

With all the other benefits

Notice:

Financial inclusions have been developed by Frank Seghezzi with the bill of materials pricing available for request inclusive with other documents, for the interested investor. It is recommended that these figures be cross examined by an independent accounting firm as part of a due diligence process.

Further generated employment and revenue

For 50,000 units at the End of year 3 the introduction of workshop and on road maintenance franchise x 10 at 370,000.00 ea. with a total of 30 employers/employees

	Franchise	=	\$3,700,000.00
Government unemployment savings if applicable		=	\$390,000.00
Government and other local additional revenue housing sales and rentals Pending location and available local residential skills total for 700 employees			
350 houses& land at \$450,000.00 ea		=	\$157,500,000
350 Rentals at \$300 per week		=	\$5,460,000
Utilities/entertainment and other living expenses at \$350 per week		=	\$12,740,000
Rates		=	\$1,050,000
Education		=	\$350,000
Total		=	<u>\$171,241,000.</u>

The midsize car curb weight is the approximate 1,590 kilograms

Approx. steel of 1.2 tonnes per car	50,000 x 1.2tonnes	=	60,000 tonnes (metric) of
steel Other materials glass/plastics/tin	50,000 x 300 kg	=	15,000 tonnes
(recycled cans tin etc. /new material) is the approx. 1,442.3 tonnes per week)			
1,442.3 tonnes x 85 cents per kilo	Total	=	<u>\$63,750,000.00 for 50,000 cars</u>

When applied to a car valued at \$28,800.00 less the engine cost of \$13,206.00 = \$15,594.00 x 50,000 cars the revenue = **\$779,700,000.00**

Environmental Benefits

The following table indicates the CO² emissions associated with traditional power sources, compared to the 0% emissions from the Electrical Generator.

Lifecycle Greenhouse Gas Emissions by Electricity Source

Technology	Description	50th percentile (g CO ₂ /kWh)
Hydroelectric	Reservoir	4
Wind	Onshore	12
Nuclear	Various generation II reactor types	16
Biomass	Various	18
Solar thermal	Parabolic trough	22
Solar PV	Polycrystalline silicon	46
Natural gas	Various combined cycle turbines without scrubbing	469
Coal	Various generator types without scrubbing	1001
Electrical Generator	Hybrid Engine	0%

Industry Overview

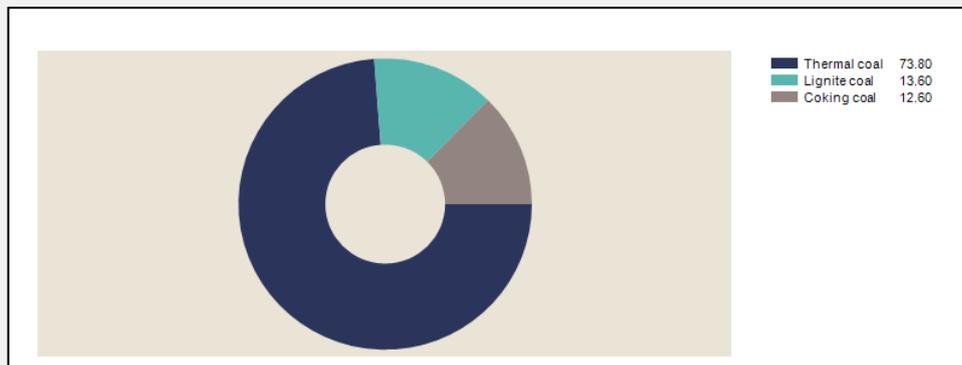
The Electrical Generator – A Hybrid Engine has the potential to completely replace the need to use coal, oil and gas as an energy source. Global reporting from IBIS World Pty Ltd indicates the market size and the opportunity that the Electrical Generator can benefit from.

Global Coal Mining

The major user of coal worldwide is the electricity generating industry – and therefore an important industry for the Electrical Generator to replace.

Industry Segmentation

The Global Coal Mining industry produces two types of coal: black coal and brown coal (also known as lignite). Black coal can be further broken down into thermal coal and coking coal. Coal is categorized based on its contents of carbon (i.e. energy) and moisture, which in turn determine its value.



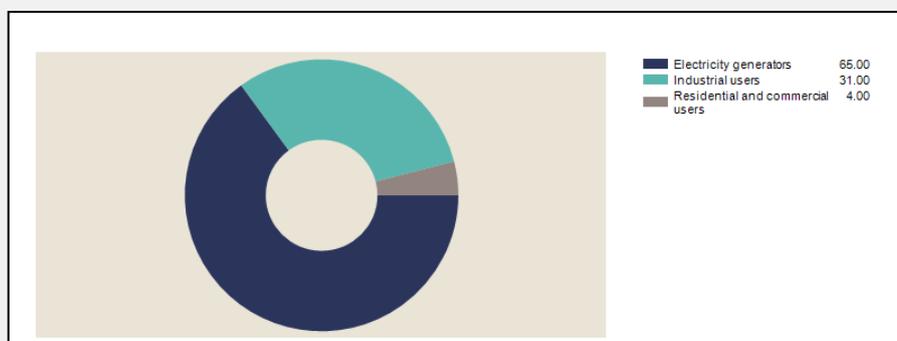
Thermal coal (also known as steaming coal) is used to convert to electricity as a source of energy. Thermal coal generally contains less carbon than coking coal, making it unsuitable for steel making; instead, it has relatively high energy content, thus suiting it for electricity generation. Currently, over 73.8% of global coal production (by volume) consists of thermal coal. This large share has expanded over the past five years on the back of growing global consumption. According to the World Coal Association, coal was the fastest growing form of energy outside renewables in 2011 (latest data available).

Source: IBISWorld Pty Ltd, Global Coal Mining report, November 2013- Check the current Data from IBISWorld Pty Ltd 2019-21 website

Major Markets

The major user of coal worldwide is the electricity generating industry, which accounts for about 65.0% of total demand. The share of coal consumption, accounted for by electricity generator firms, has remained relatively unchanged in the past five years. Coal accounts for about 41.0% of global electricity generation, and provides about 30.3% of global energy needs.

The importance of coal as a fuel source is expected to continue edging up over the next five years despite concerns over greenhouse gas emissions. Rapidly growing countries such as China and India will remain heavily dependent on coal for power generation. At present, about 78.0% of China's electricity and 69.0% of India's electricity is generated in coal-fired power stations. Furthermore, both countries continue to build coal-fired power stations.



The demand for thermal coal stems from its use as a fuel for power generation. Worldwide, electricity generators account for over 41.0% of coal consumption. The demand for thermal coal depends overwhelmingly on the demand for electricity and the share of coal among the fuels for power generation.

Source: IBISWorld Pty Ltd, Global Coal Mining report, November 2013- Check the current Data from IBISWorld Pty Ltd 2019-21 website

Global Trade

Exports

The major coal-exporting region is Oceania, which accounts for about 29.0% of the total volume of coal traded internationally. Australia is the source of almost all of that region's output and exports. Oceania accounts for about 55.0% of international trade in coking coal and about 20.0% of international trade in thermal coal.

The second-largest coal-exporting region is South East Asia (27.0% of global coal exports), where the main producer and exporter is Indonesia. Only thermal coal is exported and the region accounts for over 36.0% of international trade in thermal coal by volume. Europe is the third-largest exporter although much of its trade is intra-regional (e.g. Russia exports coal to Germany). Europe accounts for about 13.0% of the volume of coal exported (about 7.5% for coking coal and 15.0% for thermal coal).

Imports

The largest coal-importing region is North Asia (about 52.0% of the total by volume), where the major importers are Japan, China, South Korea and Taiwan. The region is a major importer of both coking coal and thermal coal.

Europe is the second-largest coal-importing region, accounting for over 22.0% of the total by volume. A number of countries in Europe are substantial importers, notably Germany, the United Kingdom, Italy and Spain. Substantial volumes of both coking coal and thermal coal are imported. India and Central Asia absorb over 13.0% of global coal imports. The main importer in this region is India (both thermal coal and coking coal).

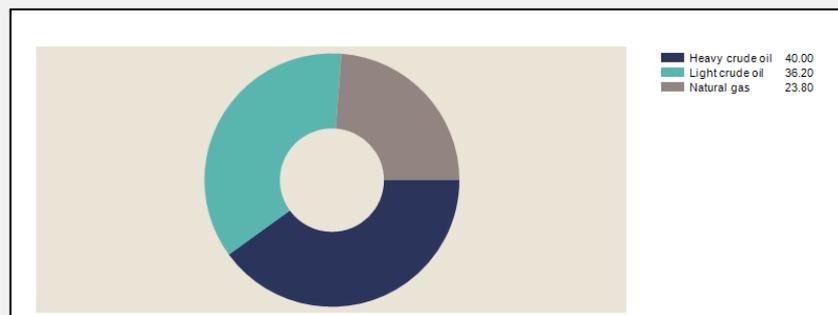
Source: IBISWorld Pty Ltd, *Global Coal Mining report, November 2013- Check the current factbook Data from IBISWorld Pty Ltd, 2019-21 website*

Global Oil & Gas Exploration & Production

Power generation absorbs about 9.2% of all global oil and gas output – not as large as coal, but vital to the electricity generating industry.

Industry Segmentation

Companies in this industry explore for, develop and operate oil and gas fields. This industry includes the production of crude petroleum, the mining and extraction of oil from oil shale and oil sands, the production of natural gas, sulphur recovery from natural gas and the recovery of hydrocarbon liquids. Industry segmentation is as follows:



Crude oil

Crude oil is estimated to account for 76.2% of global output by value in 2013, which is higher than in 2008 (74.3%), reflecting relatively strong growth in oil prices compared with gas prices. Different grades or streams of crude oil require different refinery configurations, produce different proportions of the most sought-after refined petroleum products (e.g. gasoline and automotive distillate) and attract different prices.

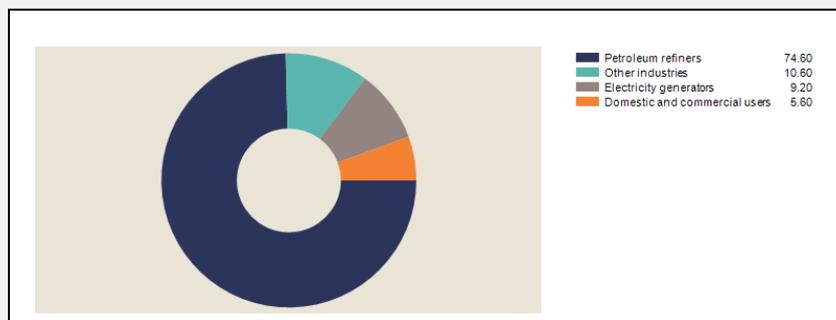
Natural gas

Natural gas is estimated to account for the remaining 23.8%. In terms of volume, the share of natural gas in industry production has been increasing for many years. This shift in volume toward gas reflects the greater availability of gas, increased gas use in stationary applications such as power generation, and greater investment in gas infrastructure such as pipelines and LNG facilities.

Source: IBISWorld Pty Ltd, *Global Oil & Gas Exploration & Production report, November 2013- Check the current Data from IBISWorld Pty Ltd, 2019-21 website*

Major Markets

This chart details the key markets buying the industry's products or using its services and gives an indication of the size of each market.



Electricity Generators

Electricity generators are also major users of natural gas, absorbing about 31.0% of global gas production and a small proportion of crude oil production. Overall, power generation absorbs about 9.2% of industry output. Gas has become an increasingly important fuel in global power generation as concern over pollution has grown and trading opportunities have expanded. The construction of gas supply infrastructure, such as pipelines and LNG plants, has played an important role in this process.

Source: IBISWorld Pty Ltd, Global Oil & Gas Exploration & Production report, November 2013- Check the current factbook Data from IBISWorld Pty Ltd, 2019-21 website

Global Trade

Global trade in oil and gas is high due to the uneven distribution of resources. About 57.0% of the volume of oil produced worldwide is traded internationally, while the share of gas output traded internationally is considerably lower at nearly 32.0%.

The United States is the most significant oil importer, with China, Japan and Korea rounding out the top four, according to data from the International Trade Center. Meanwhile, Saudi Arabia leads the world in oil exports and Russia small margin.

Gas

Most international trade in natural gas occurs via pipeline, although seaborne liquefied natural gas (LNG) trade is rapidly growing in importance. Reliance on pipelines limits the distances over which gas can be transported and traded economically. As a result, gas is less extensively traded than oil. Unlike traditional natural gas, LNG has the potential to be traded at the global level through storage facilities and ships that are specially designed to tolerate low temperatures.

The main gas-exporting region is Europe (41.0%), followed by Africa and the Middle East (25.0%) and North America (12.5%). Europe includes two of the world's major gas exporters: Russia and Norway. Canada is the major gas exporter in North America, while Algeria dominates gas exports from Africa and the Middle East.

The major gas-importing region is Europe (53.5% of the total volume of imports) followed by North Asia (18.0%) and North America (13.5%). In Europe, Germany, Italy, Ukraine, France and Russia all import substantial volumes of gas. The United States accounts for the great bulk of imports in North America (mainly from Canada and Mexico). In North Asia, the major importer of gas is Japan, followed by the Republic of Korea. China's imports of natural gas are growing rapidly, but from a small base.

Source: IBISWorld Pty Ltd, Global Oil & Gas Exploration & Production report, November 2013- Check the current factbook Data from IBISWorld Pty Ltd, 2019-21 website

Market Positioning

Geographic Target Market

The geographic target market is global. However, the go-to-market strategy (outlined further in this document) will involve a phased launch plan.

Phase one will involve establishing a full manufacturing and production plant. This is market entry.

- **Phase Two** will involve creating an export network and systematically launching in offshore markets. This is market penetration and growth. The ultimate goal is to become the preferred Electrical Generator in all key demographics globally.

Demographic Target Market

The target demographic for the Electrical Generator can be considered from a primary and secondary level.

Primary

The primary target markets are the direct 'end users' of the Electrical Generator – those that will use the Electrical Generator as a part of their operations. For example, a production plant that uses the Electrical Generator as a power supply for fixed plant and equipment.

Secondary

The secondary target market broadens the demographic to include manufacturing companies in target sectors. For example, a motor vehicle manufacturer would source the Hybrid Engine and place it in the vehicle prior to re-sale.

Applications

Applications for the Electrical Generator are vast, coupling the system with many of (but not limited to) the following:

- ▶ Motor vehicles (cars, boats etc.)
- ▶ Fixed plant equipment - power stations.
- ▶ Air conditioning and household appliances.
- ▶ Mobile generators - stand alone.
- ▶ Commercial operators – manufacturing and production plants.
- ▶ Irrigation or isolation use – farming and/or mining applications.
- ▶ Clean technology applications.
- ▶ Breweries, wineries – output efficiencies.
- ▶ Applications that requires enhanced driver performance – motor racing etc.

Competition

In the market today there are many types of engines and all sizes. But the limitation is that their efficiency is dependent on putting 'energy in' rather than drawing 'power out'.

The Electrical Generator easily incorporates into existing technology at an affordable price and vastly increases efficiency whilst enjoying 0% emissions.

The Electrical Generator has little competition, as there are no like-for-like products on in the global marketplace.

There are a few inventions in this product area; however, they are not competitive and have little similarity with the Electrical Generator invention.

If there were any engines in current use that perform the same they would need to achieve:

- ▶ 'Energy in' versus 'power out' focus not of concern
- ▶ Consumers enjoy another choice with great savings for superior performance.

The Electrical Generator was invented by Frank to reduce current market limitations and to be superior to anything currently in the marketplace with limitations. The Electrical Generator fills a real need for unlimited commercial and private applications. It is an exciting invention that opens up a new and highly profitable product line with unlimited national and international market opportunities.

Business Management

Inventor

Frank Seghezzi is the inventor of the titled "Electrical Generator" as a complete assembly Hybrid Engine. The simple basic design is a durable system with high efficiencies that can be refined for engineering production manufacturing procedures, to suit special energy applications.

- ▶ **Innovation.** The industry, its trends, its technologies and its ever-changing customer requirements – it is this focus and depleting resources that has resulted in the development of the Electrical Generator.
- ▶ **Partnerships.** The superior outcomes are a direct result of a smoothly operated team, internally and externally and the skilled professionals in particular engineering, production, selling, marketing and quality assurance.

Business Structure

Taking the Electrical Generator to market both locally and globally, to achieve this, the initial funding to develop a production- ready prototype model, which will be reliable. At this point a Private Investor or various Governments will become the operational driver of the business.

Further business planning needs to be undertaken in order to complete a full feasibility study behind the development of a manufacturing and production plant which will be driven by the Investor. Who will also become a full equity partner or owner of the Electrical Generator business? Acting as Managing Director, the Investor Partner will implement a business model that ensures that the Electrical Generator has the broadest reach into local and global markets.

Key Networks

These key relationships will support the Electrical Generator commercialisation strategy.

Relationship	Nature of Relationship
Product Engineer	An initial prototype has been developed followed by industry testing and certification by Governing Bodies ready for commercialisation. and to engage the services of a Scientist and/or industry testing companies to support the product in its certification.
Manufacturing and production	<p>The initial preference is for full manufacturing and production of the Electrical Generator however basing the business may require a large investment, but a superior product will provide numerous benefits such as:</p> <ul style="list-style-type: none"> ▶ Supporting manufacturing industry. ▶ Ensuring quality control. ▶ Managing stock levels to support demand will be streamlined if managed in house. ▶ Minimising lead times for supply. ▶ Generating employment opportunities in the factory, office and warehouse. ▶ Educating new industry entrants and creating apprenticeships work placement training and work experience opportunities. ▶ Increasing local trade in many industry sectors. ▶ Creating a new export commodity in many industry sectors.
Sales channels	<p>The Electrical Generator is used as a Hybrid Engine to power moving vehicles such as boats, cars, as well as machinery, equipment and utility systems – in fact any componentry that requires power for it to operate.</p> <p>The Electrical Generator is initially thought to be sold through the following two channels and these will be confirmed during the formal planning cycle.</p> <ul style="list-style-type: none"> ▶ End Users. To large national, multi-national and global ‘end users’ that require it as a power source (production plants, machinery etc.). ▶ Resellers. Direct to manufacturers that will put the Electrical Generator into their finished product ready for re-sale (vehicle manufacturers, equipment and machinery manufacturers etc.).

Target Industries	<p>Target customers are any organisations that require an electrical generator to power operations.</p> <p>The Electrical Generator will be viable for use in many industry sectors – wherever fixed or mobile power is required:</p> <ul style="list-style-type: none"> ▶ Vehicle manufacturing ▶ Appliance manufacturing (air conditioning, fridges etc.) ▶ Equipment and machinery manufacturing ▶ Breweries ▶ Production plants ▶ Mining operations to supply on-site power ▶ Building and construction ▶ Industrial ▶ Civil engineering ▶ Utilities ▶ Oil refineries ▶ Clean technology applications ▶ Entertainment (live events, performances of on-site power) ▶ Electricity generation plans
Agents	<p>After sales support will be important, with the Electrical Generators expected to have a shelf life. Each year Pending the application, to ensure warranty stays current; the Electrical Generator will need to be serviced.</p> <p>The business will appoint Agents in each city (locally and globally) listed as Authorised Service Agents for the Electrical Generator product. Agents will be mechanical dealerships and/or reputable equipment and machinery servicing companies.</p>
Business	<p>After a prototype that is ready for full production is available, further capital raising is likely to be required to successfully commercialise the product. The appropriate Managing Director responsible for taking the Electrical Generator to the global marketplace.</p>

Management Systems

Industry Regulation

The main regulations applicable to the industry relate to Occupational Health & Safety (OH&S) requirements. This includes safety requirements for workers when dealing with electricity, energy efficiency and environmental impacts related to manufacturing electrical products and parts. Safety equipment and other requirements are also applicable to staff, hazardous areas and related equipment when manufacturing industry goods. There are also regulations surrounding rotating machines specific to the industry due to the prevalence of electric motors, motor control systems and other equipment. Other regulations are applicable to the minimum energy performance standards of electrical products from the industry.

Quality Assurance

The Electrical Generator directly targets industry regulation and change towards environmental sustainability – the system will only be released for sale once all certification and operational accreditation is secured.

Product manufacturing will be managed in Australia, from a fully functioning manufacturing and production plant. Quality control will be a vital part of ensuring industry regulation, adhering to warranty terms and minimising warranty claims. Frank as Quality Control Production Manager will oversee the production of all Electrical Generators, with quality control assured through the following procedures:

- ▶ Overseeing all production equipment and workmanship.
- ▶ Checking all products prior to shipment.
- ▶ Ongoing quality inspections of materials, suppliers and competitiveness of price.
- ▶ Regular monitoring and maintenance of all equipment and workmanship.
- ▶ Ongoing communication with industry.
- ▶ Regular training and development of staff to ensure integrity of services.

Business Licenses and Accreditation

The business will hold appropriate documentation with respect to:

- ▶ Insurances (Public Liability, Product Liability & Professional Indemnity).
- ▶ IP/Copyright protection – Patent obtained.
- ▶ OH&S certification.
- ▶ Product ISO certification.
- ▶ Environmental certification.
- ▶ Warranty information and technical specifications.
- ▶ Service agent contracts.
- ▶ Import/export regulations.

Launch Strategy

Go-to-Market Strategy

With the commercialisation of any new product innovation, the go-to-market strategy must be clear to:

- ▶ Ensure market acceptance and therefore a growing demand for the product in target markets – this will drive revenue.
- ▶ Eliminate or exterminate all copycat companies to manufacture similar tools.

The Electrical Generator will be launched with a dual focus.

Phase One – Market Entry

The market entry strategy will have a dual focus:

- ▶ **Brand awareness.** PR and media will be engaged to promote the brand at 'end user' level, promoting the product, the benefits (environmental and cost savings) in target industries.
This will create demand with users seeking out the units to buy = consumer 'pull'.
- ▶ **Direct marketing.** Direct contact with stakeholders in target industries (owners, managers and purchasing officers) will directly introduce the system to those that will benefit from the Electrical Generator application. This is consumer 'push'. Direct marketing will be at manufacturer level and end user level for both the Hybrid Engine and Transportable Generator applications.

The initial launch market for the Electrical Generator is targeted to be Australia. As per IBIS World Pty Ltd, the market size for the manufacture of motors and generators in Australia (supplying to the above companies) is \$2.5 billion.

Phase one is based around setting up the operational model and generating orders ready for fulfilment for the first 12 months of operation. By the end of Phase One, it is envisaged that:

- ▶ Full feasibility study and in depth business planning to support investor due diligence requirements.
- ▶ Final Go to Market Strategy
- ▶ Proto-type development ready for certification and then production.
- ▶ A manufacturing strategy is in place which could encompass a plant established in Australia or overseas; an agreement for third party companies to manufacture and distribute under license or other viable options.
- ▶ Initial production is commenced.
- ▶ Supporting documentation (instructions, warranties, certifications) and back-end technical support will be in place.
- ▶ Service agents engaged nationally.

Phase one will involve selling nationally, with Phase Two broadening into the export market.

Phase Two – Market Expansion

Phase Two indicates the move from market entry to market expansion – marking a period of larger-scale production and order fulfilment to support a growing customer base. At this point, additional marketing and promotional activities will be implemented to complement the growth in brand awareness and the process will be replicated in other locations such as:

Year Two

- ▶ Target from 1% to 5% market share.
- ▶ USA.
- ▶ China
- ▶ Russia.
- ▶ Europe.

Due diligence will be completed as part of the global launch strategy to set revenue targets for each market, to understand the specific demographic opportunity – with the focus on understanding what market saturation is, in each region, in terms of industry operators and expected returns per industry sector. This will then determine the financial opportunity of entering new markets and determining the investment required to support the customer base.

Business Strategy

Brand Strategy

The brand strategy for the Electrical Generator is to become known in industry circles for innovation, efficiency and precision – as well as for industry foresight in making in-roads in environmental sustainability. The Electrical Generator has been developed to minimise the limitations that traditional applications face and to lead the way in cost efficient, zero emission power source technology.

In all market communications, the attributes of the brand and product will be clear:

- ▶ **Quality.** Key success to the new venture is a commitment to quality and excellence – and the Electrical Generator will be a reflection of that focus on quality. Users can trust the benefits and efficiencies of the Electrical Generator to add value to their business and operational applications.
- ▶ **Industry.** The Electrical Generator has been developed for a niche market. The product has evolved over time, taking feedback from users to refine and produce a superior product.
- ▶ **Environment.** The Electrical Generator has been invented to reduce the impact of its use on the environment – and boasts 0% emissions. The Electrical Generator operates faster, more efficiently, precisely and without the negative outputs of CO² emissions, or risk of harm to users.
- ▶ **Innovation.** The Electrical Generator is a new invention with US Patent in place – an invention that is reactive to industry changes, new technologies and core functionality requirements.

By remaining true to its brand values, the Electrical Generator will quickly become a market-leader – the only power source or engine required in commercial and industrial applications. In this industry, word-of-mouth is rampant and if a product does what it says it will do, time and again, endorsements will spread like wildfire.

Mission and Vision Statement

“The team behind the Electrical Generator is dedicated to offering customers and its partners the benefit of its key values of excellence, innovation, industry focus and integrity. The Electrical Generator is a reflection of these key values – our way of using innovation and environmental focus to reflect the requirements of industry in one unique product.

As a business, we are dedicated to operating as a ‘best practice’ product commercialisation company that provides value to the industry in a meaningful way. Giving back in all aspects is our promise, through the generation of employment opportunities, the generation of revenue, the generation of resources and the support of industry infrastructure – as well as the provision of innovative products and lucrative returns for investors.”

Frank Seghezzi --- The Electrical Generator – A Hybrid Engine

Marketing Strategy

There are two parts to the Electrical Generator marketing strategy:

- ▶ Go-to-market strategy. To generate orders by directly targeting end-users.
- ▶ Market infiltration. Continuing to generate orders while creating awareness at brand level.

The marketing strategy will be based around:

- ▶ Creating a brand specific (Electrical Generator) marketing plan.
- ▶ Building awareness for the Electrical Generator in all industry sectors and regions.
- ▶ Reaching all pre-mentioned industry sectors through targeted promotions and relationship marketing.
- ▶ Utilising media and PR to build brand awareness.
- ▶ Leveraging networks to benefit partners, extending industry reach.
- ▶ Establishing industry presence to encourage word-of-mouth business.
- ▶ Winning tenders through government contracts.

Marketing and Promotion

A comprehensive Marketing Plan will be developed at brand level – engaging professionals to develop a strategy that touches all mediums (PR, media, trade, outdoor, online, social media etc.) The key focus of the strategic Marketing Plan will be to create and maximise brand awareness for the Electrical Generator throughout each region and as a consolidated effort globally.

The Electrical Generator Marketing Plan will be created in response to the business objectives, strategies and tactics outlined in this document and will consider activities such as:

Brand Awareness

- ▶ Trade advertising in industry magazines
- ▶ Attendance at industry events, conferences and forums
- ▶ Adherence and compliance to government policy
- ▶ Relationship marketing
- ▶ Media and PR activity
- ▶ Advertorials and editorials
- ▶ Online presence (as below).
- ▶ Website and links.

Public Relations

- ▶ A PR campaign dedicated to creating brand awareness in local and global markets
- ▶ Press releases
- ▶ Media coverage
- ▶ Editorials and white papers
- ▶ Compliance statements
- ▶ Environmental reports
- ▶ Product innovation reports
- ▶ Industry publications
- ▶ Patent statements

CRM Database Management

- ▶ A CRM system will be built, segregated into industry sectors and regions
- ▶ Creation of an enquiry database, captured through a website
- ▶ Leveraging the database to secure interest
- ▶ Ongoing communication with the database for feedback
- ▶ Customer testimonials reported
- ▶ Cold calling
- ▶ CRM management with 100% visibility of all contacts from enquiry to sale.
- ▶ Automating enquires – email notification through website or call into office.
- ▶ Responsibility for follow up – with rules for turnaround and enquiry outputs.
- ▶ What happens to the enquiry if there is no sale? There should be follow up after 2 weeks, 1 month etc.
- ▶ What happens to the client booking after the sale? After sales follow up encourages word-of-mouth business.

Direct Marketing

- ▶ Email marketing programs to the enquiry database (captured from the website).
- ▶ Leveraging service agent databases.
- ▶ Direct mail to industry partners.
- ▶ Brochures, point-of-sale, instruction booklets, warranty cards etc.
- ▶ Global database maintained – managed through central CRM system.
- ▶ Brochures emailed and posted within industry sectors.

Website

The Electrical Generator website will be the face of the business must uphold the brand and its services in high regard. The website will have functionality that will include:

- ▶ E-commerce ordering, accepting of all major payment types and fast delivery.
- ▶ Online order tracking for customers.
- ▶ Email capture form to capture enquires. This should come with a free download or industry article.
- ▶ Live video feed – ‘view before you buy’.
- ▶ A blog that is updated regularly – this links well to SEO, Google places higher importance on websites that are regularly updated.
- ▶ Consideration of an online forum (posts managed internally). Creating a community will further develop the reputation.
- ▶ Link the website to the CRM program to capture all new enquiries ready for tracking.
- ▶ Ensure ‘opt in’ is obtained for direct marketing communications.
- ▶ Customer testimonials.
- ▶ The website should remain fluid and in touch with industry trends, to attract SEO positioning.
- ▶ The website should be clear, concise and easy to navigate.

Online Marketing

- ▶ Online lead generation
- ▶ Search Engine optimisation to drive organic traffic to the website.
- ▶ Content optimisation for mobile devices.
- ▶ Link to websites of key clients.
- ▶ Claim Google Places per service agent.
- ▶ This shows a map and basic details on Google search engine.
- ▶ Linking the 'parent' website with:
 - ▶ Service agents.
 - ▶ Industry associations.
 - ▶ Social media integration (as below).
- ▶ Place ads on appropriate websites where the target market will converge:
- ▶ Community forums.
- ▶ Trade networks.
- ▶ By positioning the business as a source of knowledge, the profile of the Electrical Generator brand will be raised.

Social Media

A social media strategy will be considered by using the acronym POST:

P = People. Who are you trying to engage?

O = Objectives. What are you trying to achieve?

S = Strategies. What will it look like when you are done?

T = Technologies. What are the tools you plan to use?

The following is an overview of possible social media tactics.

- ▶ Information and blogs.
- ▶ Social networking.
- ▶ Twitter, Facebook, LinkedIn and YouTube.
- ▶ Strategic content – ever changing.
- ▶ Microsite development.
- ▶ Community development (discussion boards, forms, Q&A).
- ▶ QR Codes embedded in marketing material.
- ▶ Google 'Places' per service agent, per region.

The Marketing Plan will focus on actions for 12 months of operation. The first six months will focus on building the correct platform for Marketing Plan execution – including database management, online presences, brand co-ordination, goal setting and budget assignment. The second six months will focus on program execution, testing and measurements. Each year, the Marketing Plan should be reviewed, assessed, and refined to ensure continued efficient use of limited marketing budgets, and to ensure that marketing efforts are supporting business objectives. The retail price of the Electrical Generator will be further refined by production and manufacturing costs