



Executive Summary

Introduction

Life Cycle Solutions (LCS) will change the way business owners look at their buildings, their utility bills, and most importantly, their role in the built-up urban environment of New York City. **LCS** is a turn-key building energy services company operating in the broad market of medium sized buildings in NYC. **LCS** will empower building owners to successfully manage their long-neglected energy budget. According to the New York City Greener, Greater Buildings Plan, New York City has over 5 billion square feet of building area, which consume the equivalent of 5.27 billion gallons of oil annually. The increasing cost of energy is an unacceptable burden on already strained business owners and residents. In addition to reducing energy costs, our goal is to promote energy consumption sustainable to the health of our city and the global environment.

The Company and Services

LCS aims to establish an indispensable, yet routine service for medium building owners through the following three-tiered service offering:

1. **Planned Service Agreement:** Monthly visits, utility bill analysis, low-to-no-cost energy solutions
2. **Energy Audit:** Cost-Benefit Analysis of our solutions presented in a simple to understand report
3. **Turn-Key Contracting:** Implement the solutions we developed, partially-funded by incentives

The founders are Mechanical and Systems Engineers with several years of experience at companies that are proven leaders in the industries of Building Efficiency, Environmental Consulting, and Renewable Energy. **LCS** applies successful business practices from these firms along with innovative management strategies to become leaders in this budding market. **LCS** will institute employee incentive programs to align everyone's interest and quickly grow our client base. To support this growth while maintaining lean operations, **LCS** will take full advantage of simple web-based tools to seamlessly integrate critical processes. **LCS** has and will continue to develop a culture that strives to improve the client experience.

The Market

LCS will initially target the medium-sized building market in NYC, of which there are 290,747 according to the NYC Department of Finance FY 2008. Competition in this market will come from existing HVAC service providers, energy consulting companies, and large ESCO's. We have recognized that this market is reluctant to pay up-front for an energy audit; hence our service agreement more closely matches the purchasing behavior of these clients. The consulting companies are too narrowly focused on the auditing service and remain less experienced on the implementation side. HVAC service companies and large turn-key ESCO's have high overhead costs, inflexible operations, and only offer cookie-cutter retrofit projects, which lack the personalized touch we know this market demands. **LCS** will walk the building owner through the complex process of building retrofits to maximize and sustain energy cost reduction.

Financial Considerations

We are requesting \$250,000 in seed capital to support the growth of our services. We will use a portion of these funds to purchase auditing tools, equipment, outsource website and software development, and cover employee wages. We project net sales to be to be \$100,000 Yr1, \$300,000 Yr2, and \$1Mil by Yr3. Once our brand has been established in this local market, the business can be expanded to the numerous vertical and geographical markets of buildings throughout the country.

For additional information, please contact us at info@lcycles.com or (347) 878-7527