

GREEN ENTREPRENEURIAL LEADERSHIP INSTITUTE

Summer Youth Program

Team Energy Audit



Business Plan

A. Executive Summary:

- a. Team Energy Audit (T.E.A.) places their focus on the improvement of budget money usage for local schools. There's an overwhelming amount of tax dollars being put into the waste of electricity and water supply, which could otherwise be used for the salaries of faculty and staff and the promotion of better technology and books for each schools' students. T.E.A. is attempting to point out those wasteful habits, in hopes of saving money, as well as create a greener and healthier environment for Hardin County Schools.
- b. The mission is to create and maintain a comfortable environment for the students and employees of Hardin County Schools, enhance and raise awareness of energy issues, and promote energy saving practices among all students and staff.
- c. Mentors include: Butch Yates-HCS Energy Manager, Cathy Cross-Building & Grounds maintenance supervisor, and Bobby Clark-president of Kentucky Students Ventures. These people have greatly stimulated our success in promoting our business.

B. Company Description:

- a. When counting traditional schools, there are currently three high schools, five middle schools, and twelve elementary schools in the Hardin County School District. In the past few years alone, millions and millions of dollars have been wastefully spent on energy and water bills. Many of these expenses can be prevented with a business like Team Energy Audit's. As a company in full swing, T.E.A. would be responsible for entering these Hardin County Schools and auditing their usage, while offering individual plans to help each school. Many of the schools share the same problems, but the solutions may not always be the same, depending on the capacity and size of the school, a variety of technology, different building structures, etc.

- b. In an attempt to save money for the county schools while still making a valuable profit, T.E.A will put forth strategic entrepreneurial prices that are discussed in Section E.

C. Product or Service:

- a. Hardin County Schools, as a whole, is in great need of cutting down on energy usage. The waste produced each year has been increasing dramatically. However, with the advancement of technology and “going green” knowledge, a tremendous amount of money and energy can be saved. As a team, the goal is to inform each individual school of where it most lacks energy efficiency. With this help, new ideas and energy saving products can be implemented into the county school system. Creating a cleaner, greener, and more efficient environment for every school and the district as a whole.
- b. Such helpful products vary from the light bulbs being used to the variety of recycle bins being hosted in each school. The ideas being instigated begin by simply reducing those common bad habits, which include: leaving faucets running, computers constantly staying on, air temperatures set to the opposite extreme of outside weather, and forgetting to turn off lights when leaving a vacant room or classroom.
- c. Summer break should allow for a great decrease in energy costs, as well as an increase in power savings. However, this has been found to be very untrue with the research Team Energy Audit has collected in some of the county schools. It’s almost scary to walk into a classroom, especially during times when school is out of session, and see the numerous outlets that were built into just one room and the excessive amounts of unused electronics that are still plugged in or turned on. Many people are unaware or misinformed of energy saving strategies, like the common misconception that turning products on and off uses more energy than just leaving them on or idle; however, T.E.A. is working to correct those problems. While some schools have advanced their greener habits, most Hardin County Schools are still lacking what it takes to be a sufficient Energy Star school. With our plan and effectual strategies, schools will be able to drastically reduce their energy costs allowing school funding through tax dollars to be put to better use.

D. Market Analysis:

- a. Our new marketing focus renews our vision and strategic focus on adding value to our target market segments, making Hardin County Schools more energy star efficient.
- b. American technology will change its focus to differentiate itself from box pushers and improve the business by filling the real need of energy efficient schools for dependable technology

E. Strategy and Implementation:

- a. The main proposal of T.E.A.'s project is, of course, to make a greener environment for the county, but also to create a solid foundation of a leadership based business. With a team of four driven members, management and leadership is scattered in a variety of different skills. The majority of these skills are placed into the budget in attempt to establish and develop that foundation.
- b. With the audits being the labor of the company, Team Energy Audit has decided to charge \$150 for each hour spent on the job site. Hourly charges are much more feasible considering the amount of time spent in each school will vary drastically due to many variables, especially the square footage of the school. A standard commercial energy audit takes anywhere from four to eight hours.
- c. The profit coming from these audits will pay for the devices used during the audit (digital thermometers, electrical circuit tracers, laser pointers, data loggers, etc.), salaries, and other company fees.

F. Management Team:

- a. **Dariuss French (president):** is a graduate from Elizabethtown High School. To advance in the real world in entrepreneurship, he's now involved in a summer program called GEL-IN (Green Entrepreneurial Leadership Institute) with an expanded scope focus on leadership and entrepreneurship. How he views leadership is when one can enlist the aid and support of others in the accomplishment of a common task. With the presidential duties at hand, D. French maintains all aspects of the business while putting forth his best knowledge to push it further than its competition.

- b. **Whitney Allen (management leader):** graduated from Central Hardin High School with a Commonwealth Diploma and as a member of the Hardin County Youth Leadership program. She pursued the GEL-IN work program to further her education on environmental problems and solutions, as well as engrave entrepreneurial and leadership skills that will help her in her future endeavors. She expects this experience to allow her to take a step toward helping her community for the betterment of her future and also those who will come to call Hardin County "Home". As the management leader, Whitney's role focuses upon the overall survival of the company while keeping other team members on track. Specific jobs are supervisor of all performed audits and tool and device contractor for the company.

- c. **Adrionna French (CFO):** is a graduate of Elizabethtown High School. Her job is to manage finances by managing the budget, conducting pay roll, and keeping up with the bills for the company.

- d. **Shanté Brown (Marketing director):** graduated from John Hardin High School class of 09. She will be attending Elizabethtown Community and Technical College to major in Nursing. Shanté joined this program to help secure a better environment for the county. Brown is a top of the line PR promoter, greatly enhancing the market in which we're carrying out our business. Her main jobs include: contacting and taking calls of customers and using her marketing skills to get T.E.A.'s name on the map.

Appendix

Energy data from Hardin County Schools

Hardin County Schools
 Energy CAP
 Cost Avoidance Program
 Cost Avoidance Summary - Sites
 Sorted by Cost without CAP

June – October 2006

Actual Cost	Cost without CAP	Cost Avoidance \$	Cost Avoidance %	Site Code and Name
\$133,759.80	\$182,260.07	\$48,500.27	26.61%	JHHS - JOHN HARDIN HIGH
\$117,549.02	\$160,138.64	\$42,589.62	26.60%	CHHS - CENTRAL HARDIN HIGH
\$111,374.01	\$150,427.28	\$39,053.27	25.96%	NHHS - NORTH HARDIN HIGH
\$37,238.15	\$53,947.26	\$16,709.11	30.97%	JTA - J.T. ALTON MIDDLE
\$28,702.50	\$50,900.51	\$22,198.01	43.61%	WES - WOODLAND ELEM.
\$37,567.15	\$50,287.01	\$12,719.86	25.29%	EHMS - EAST HARDIN MIDDLE
\$37,798.23	\$49,855.02	\$12,056.79	24.18%	BGMS - BLUEGRASS MIDDLE
\$30,953.56	\$42,565.98	\$11,612.42	27.28%	LKW - LAKEWOOD ELEMENTARY
\$24,337.67	\$37,900.51	\$13,562.84	35.79%	GCB - G.C. BURKHEAD
\$27,459.77	\$36,592.81	\$9,133.04	24.96%	WHMS - WEST HARDIN MIDDLE
\$25,520.72	\$35,977.42	\$10,456.70	29.06%	MVES - MEADOWVIEW ELEM.
\$26,697.40	\$32,514.28	\$5,816.88	17.89%	LTES - LINCOLN TRAIL ELEM.
\$20,237.58	\$32,430.95	\$12,193.37	37.60%	RMS - RADCLIFF MIDDLE
\$21,505.06	\$23,947.26	\$2,442.20	10.20%	PES - PARKWAY ELEMENTARY
\$20,809.97	\$23,666.77	\$2,856.80	12.07%	NHES - NEW HIGHLAND ELEM.
\$12,649.67	\$19,126.39	\$6,476.72	33.86%	HVES - HOWEVALLEY ELEM.
\$13,318.64	\$17,813.91	\$4,495.27	25.23%	RES - RINEYVILLE ELEMENTARY
\$13,973.60	\$17,321.02	\$3,347.42	19.33%	VGES - VINE GROVE ELEM.
\$13,049.76	\$16,851.01	\$3,801.25	22.56%	CO - CENTRAL OFFICE
\$11,376.44	\$13,926.36	\$2,549.92	18.31%	COA - CENTRAL OFFICE ANNEX
\$9,877.51	\$12,289.66	\$2,412.15	19.63%	BRST - BROWN STREETCENTER
\$9,859.76	\$10,318.37	\$458.61	4.44%	FS - FOOD SERVICE
\$7,027.80	\$8,758.42	\$1,730.62	19.76%	MHM - MULBERRY HELM ALT.
\$3,241.29	\$4,932.82	\$1,691.53	34.29%	MNT - MAINTENANCE SHOP
\$2,778.16	\$4,341.43	\$1,563.27	36.01%	BUS - BUS GARAGE
\$1,739.80	\$1,739.80	\$0.00	-%	X-SES-X SONORA ELEMENTARY
\$458.39	\$458.39	\$0.00	-%	X-UES-X UPTON ELEMENTARY
\$1,091,289.33	\$800,861.41	\$290,427.92	26.61%	Totals