

FINAL PROJECT

NEXT  **STEP**
ENERGY

LEAN BUSINESS PLAN

Amanda Bacani
Bernice Boakye
Arnaud Piers de Raveschoot



Your Platform for Informative, Innovation-Driven, and International Energy Solutions

EXECUTIVE SUMMARY

What is Next Step Energy?

Next Step Energy is a startup that develops and manages a high-quality website <<http://www.nextstepenergy.es>> designed to provide Spanish companies with practical and relevant information on innovative European products that improve energy efficiency or utilize renewable energy. By facilitating the exchange of information between buyers and suppliers, Next Step Energy encourages the scale up and adoption of sustainable technological solutions by more companies.

Who are we?

Founded in Spain, Next Step Energy is managed by three highly engaged entrepreneurs with complementary backgrounds in business and sustainability, professional experience, and languages spoken. They will provide the required functions of content development, marketing and sales, and administration and finance, in a lean and flexible structure of co-responsibilities. Additional resources will be added when the volume of activities grows.

What is the problem?

Some suppliers of innovative energy products struggle with market expansion because of limited resources and the language barrier, leaving many Spanish customers unaware of their product offerings. Next Step Energy addresses this information gap by linking the two groups and boosting the visibility of eco-innovative European suppliers in the Spanish market.

What makes Next Step Energy unique?

A backpack that can charge mobile devices with solar energy. A smart monitor that enables the user to see the energy consumption of electrical appliances on a phone app. Fitness equipment that can generate energy. At the Next Step Energy website, buyers can find a unique selection of green products that are usually not found in physical stores in Spain. Aside from giving them the opportunity to be an early adopter, the website provides reviews of specific products and other useful tips to enable buyers to make smarter energy investments in simple and quick solutions.

What is the competitive advantage of Next Step Energy?

There are already existing importers of energy technologies from different European countries to Spain, but some are only distributors that offer more generic items or provide limited product information on their websites. Next Step Energy takes a more proactive approach in creating product awareness through the timely publication of engaging blog posts and related social media posts that not only explain product functions but also highlight key buyer considerations like expected cost savings or payback period.

How does it work? (How are we going to implement the business?)

At Next Step Energy, we take the hassle out of researching and analyzing these products by providing this information in Spanish and English on our freely accessible website. Buyers have the option to subscribe for free email notifications when there are product updates and even to send requests for a specific product need, saving them time and effort.

Suppliers can sign up for free listing on the website, but for more exposure, they can avail of additional services such as paid promotional content in the form of blog posts and social media posts. There is a basic fee for the publication of the content, plus an additional fee based on the conversion rate.

How do we reach our customers?

Next Step Energy utilizes online ads, emails, cold calls, and social media channels to attract both companies in Spain and suppliers from Europe to our website. We will also participate in trades shows and other school, business, or energy events, connect with popular bloggers, and meet with suppliers directly.

How much money does Next Step Energy involve?

Next Step Energy needs an initial investment of **€18 685** for office equipment and the outflows to cover startup and formalization costs, salaries and social security, and other expenses in the first three months. A grant of **€10 000** is expected from Rising Startup Spain. The rest will be personally contributed by the founding team members.

Income is generated through the creation of blogs posts (priced at **100€** each), the creation of social media posts (priced at **120€** each), and the conversion of site visits (priced at **4€** per click).

Revenues are projected to reach slightly more than **€60 000** in the first year and increase in the next year to around **€76 000**, with an average operating margin of **23%**. Free cash flows are projected by the first year. The company expects to achieve profitability in the first year.

	2018/2019	2019/2020
Return on Equity	23%	42%
Return on Investment	25%	44%
Pay-Back	1.5 years	

Next Energy Step is your next step!

Are you a buyer who wants to become more energy smart? Are you a supplier who wants to strengthen its presence in Spain? Make your next step a visit to Next Step Energy - your platform for Informative, Innovation-driven, and International energy solutions.