

1. Executive Summary

The GardenSolar company offers a outdoor garden solar table with integrated thin-film solar cells which generates electricity in a environmental friendly and sustainable manner. The outdoor solar table reduces electricity costs with € 110,- a year, realizes a CO2 reduction of at least 600 gram per produced kWh and provides households the opportunity to reduce their usage of fossil energy sources with over 6%. At the same time consumers contribute to a cleaner and greener environment, while enjoying the sun and the outdoor life. Therefore, the “GardenSolar Table” is personalized, durable, sustainable, efficient and of high quality, which distinguishes the table from other outdoor tables.

The table has a life span of 20 years and contains sophisticated black, durable, weather resistant and scratch proof thin-film solar cells from the solar cell manufacturer Q.Cell/Calyxo CX, which convert sunlight into electricity. The electricity is stored in a detachable battery device, with an integrated inverter to convert the stored electricity into the appropriate voltage needed for simple electrical household and outdoor devices like televisions, lap-tops, mobile phones, garden lighting, terrace heaters and electric BBQ's. A charge controller is connected to the table for overcharge-prevention.

The GardenSolar table will be sold for a price of € 1.500,-, and has a pay-back time of approximately 13 years. More important, usage can extraordinarily reduce the emission of CO2 per kWh in comparison to fossil fuel. The target groups the GardenSolar company aims for are the households and consumers in the higher segment (> 50K) that are environmentally aware and willing to pay more money to save energy and contribute to a cleaner and greener environment. Due to governmental settlements and aims regarding the expansion of sustainable and environmental friendly energy supply, as well as a widespread sustainability hype, there is an expected growing market for solar energy and solar devices. At the present, there is no direct market on solar tables, and therefore the GardenSolar company has no direct competitors. Based on CBS data, the aim is to sell 500 tables in the first year, with an additional 500 each subsequent year. For the marketing and promotion of the solar table a high quality and convenient website, direct mailings to several households in “high-segment” municipalities and in-store showrooms are used.

The GardenSolar company will be founded as a company with limited liability. The initial MT of the company after the start-up consists of 2 members, the entrepreneurs and founders of GardenSolar Eva Vijverberg (22) and Rick van Benten (23). Within the first 5 years, three employees and one office manager will be attracted, with help of on-call employees when needed. Furthermore, strategic partners are attracted to facilitate the purchase (tables, solar equipment) and delivery processes of the company. The needed investment is € 657.500,- , and has an estimated ROI of 26,8%, based on an equity share of 27,5%.