



## Mission Statement

Our mission is to help solve the world energy crisis by providing energy-efficient commercial lighting solutions in the western United States.

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## Vision Statement

We envision conserving 10% of the electricity consumed by commercial businesses in the western United States by 2024. For our team, being the most knowledgeable team of experts about commercial LED lighting in the United States. For our community, conserving the planet and energy resources for our children and their children. For our stakeholders,

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## Values Statement

At Edison Custom Lighting Solutions our values are the heart of everything we do. 1) Complete customer satisfaction: We're not finished until the customer is completely satisfied. 2) Creativity is at our core: We find the most innovative solutions to any lighting problems. 3) Lighting for the long-term: Our high-quality products will stand the test of time. ...

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## Competitive Advantages

Networking and relationships in community

Unmatched knowledge of the latest in commercial LED technology

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## Strategic Objectives

- 1 **Financial Strength & Results: Double our revenue and optimize our operations to achieve our ideal-state financial situation.**
- 2 **Customer Growth & Impact: Aggressively drive the acquisition of new customers and 90% of our current customers.**
- 3 **Operational Excellence: Streamline our operational systems and processes to create an organization that serves our customers efficiently and effectively....**
- 4 **People Expertise: Achieve a 90% annual retention rate among employees to help create a culture of engagement and longevity.**



## Double our revenue and optimize our operations to achieve our ideal-state financial situati...

**Revenue Growth - Achieve a 10% increase in revenue YOY to realize \$10,000,000 by 2022.**

- Reach \$6.5M in new product sales during 2020.
- Shift sales ratio of 60% product/40% services to 40% product /60% service during 2020.

**Profitability Improvement - Improve margins by 3.33% per year to increase overall profit margin 10% by 2022.**

- Find and implement a better project management system to decrease overhead costs
- Increase prices by 2% to factor in cost of inflation.

**Community Impact and Contribution - Contribute 10% of net-profit to local charities that focus on energy conservatio...**

- Identify a new charity worth of support every month.
- Donate a complete lightening package to a worthy charity every year.

**Organization Investments - Invest 5% of annual net-income into product and service development to maintain our exper...**

- Hold quarterly R&D meeting to review, revise and add new initiatives.

## Aggressively drive the acquisition of new customers and 90% of our current customers.

**Customer Retention - Maintain a 90% customer retention rate.**

- Establish a retention and reporting methodology and share it company wide.

**New Industrial Warehouse Space Customers - Acquire new customers in the industrial warehouse space by facilitating a...**

- Create an incentive referral program that offers 3 months of paid energy for any client referral.
- Position ourselves as industry leaders in the lighting and energy conservation space by
- Launch a marketing campaign targeted at California warehouses executives to increase

**New Convention Space Customers - Acquire 20 new customers with convention space >10,000 SF by expanding our prese...**

- Establish and launch a compelling convention space referral campaign by end of Q1 2020.

**Contract Expansion - Expand current book of business by 10% through continued value and excellent service that has l...**

- Hold monthly account manager meeting to generate new ideas on customer expansion
- Research industry best practices on customer expansion strategies and report to team.

## Streamline our operational systems and processes to create an organization that serves our cu...

**Process & Systems Improvements - Identify, implement and launch a more effective project management tool by end ...**

- Identify and narrow best practice project management solutions to 3 options.
- Present thorough business case to executive team for the +/- of each project management

**Sales/Marketing Effectiveness - Increase qualified leads by 10% every quarter through proactive sales outreach.**

- Hire 3 additional outbound sales reps.
- Document outbound sales call methodology for sales reps to follow.

**New Marketing Campaign - Launch a marketing campaign in 2020 that adds 100 new leads into sales pipeline.**

- Build 6-month marketing campaign in pursuit of 100+ new leads.
- Share reporting process with entire company so that all leads are captured and attributed.

## Achieve a 90% annual retention rate among employees to help create a culture of engagement an...

**Recruitment - Build the bench of qualified recruits by creating lasting relationships with our local trade school an...**

- Identify all local trade schools and universities as well as contacts to engage with.
- Execute on quarterly outreach program to all contacts.

**Staff Development & Retention - Ensure each staff member is building their skill set and adding new value to our...**

- Share professional development requirement with team by end of Jan 2020.
- Establish professional development goals with each team member for 2020.

**Quarterly Team Bonding Event - Create a culture of inclusion and tribal spirit by hosting a quarterly bonding activi...**

- Survey team members on their interest for quarterly off-site events.
- Hold quarterly off-site team bonding events.