

EcoFit Lighting

21	Business Viability	Execution on Business & Product	Team	Business model	Funding
<p>SUMMARY:</p> <p>EcoFit Lighting produces LED street lights in a form factor that is compatible with the estimated 35M “cobra head” street lights in place in the U.S. today. A lower-cost alternative to replacing the entire street lamps, EcoFit becomes an attractive solution to municipalities, by mandate, must reduce energy consumption.</p> <p>The company’s lighting solution reduced energy use by up to 60%, and does with providing an improved quality of light. Additional savings are achieved by the durability of the LED lighting solution, reducing cost of maintenance as the lights themselves are longer lasting and thus changed less frequently. The company estimates ROI to the customer within 3 years.</p> <p>The company has established a 30-person sales organization covering 95% of major markets. With more than 300 active leads, the company expects first deals to be realized in early 2010.</p>	4/3/2	3/3	3	3	
<p>STRENGTHS / CHALLENGES</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Motivated customers are driven by regulator mandates to reduce energy consumption and fiscal constraints that demand lower costs. • Competing products require installation of new fixture where EcoFit is a simple retrofit of existing hardware. • The company has one utility and three design patents. • Design and parts sourcing enables EcoFit to price its product significantly lower than competitors. • Preferred vendor with PG&E. <p>Challenges:</p> <ul style="list-style-type: none"> • Economic crisis leave local government with few resources to purchase even mandated products. 				
<p>COMPANY INFORMATION:</p>	<p>EcoFit Lighting 8527 Bluejacket Lenexa, KS 66214 943-839-9449 www.ecofitlighting.com</p>			<p>Cason Coplin CEO/Founder</p>	