



BLDC-EAP Business Plan Competition 2023

Electric Light Apparel

Wearable LED Illuminated Textile Graphics

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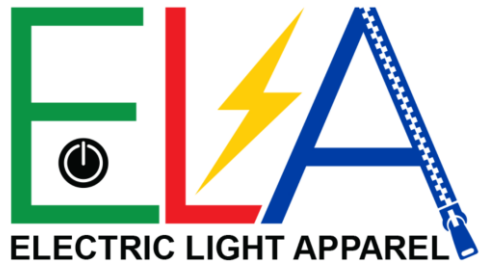
1. **Execution Summary:** Summarizes your entire business plan in one paragraph
2. **Business/Product Description:** What is business/product and who is your target customer
3. **Examples of Product or Service:** Show pictures, images, video as applicable
4. **Market Strategy:** Retail, Online, Social Media, Events, Trade Shows, Advertising...
5. **Business Location:** Loc Advantages, Bus Structure (Sole Proprietor, Partnership, LLC, S-Corp)
6. **Financial Analysis:** Assumptions, Funding Source, Startup Exp, Product Cost Breakdown
7. **3 Yr. Proj:** i) Income Statement (Rev vs. Exp), ii) Cash Flow Statement, iii) Balance Sheet
 - GET HELP! → Liam McMahon, Certified Business Advisor at SBDC

Wearable LED Illuminated Textile Graphics

Executive Summary (150-200 words)

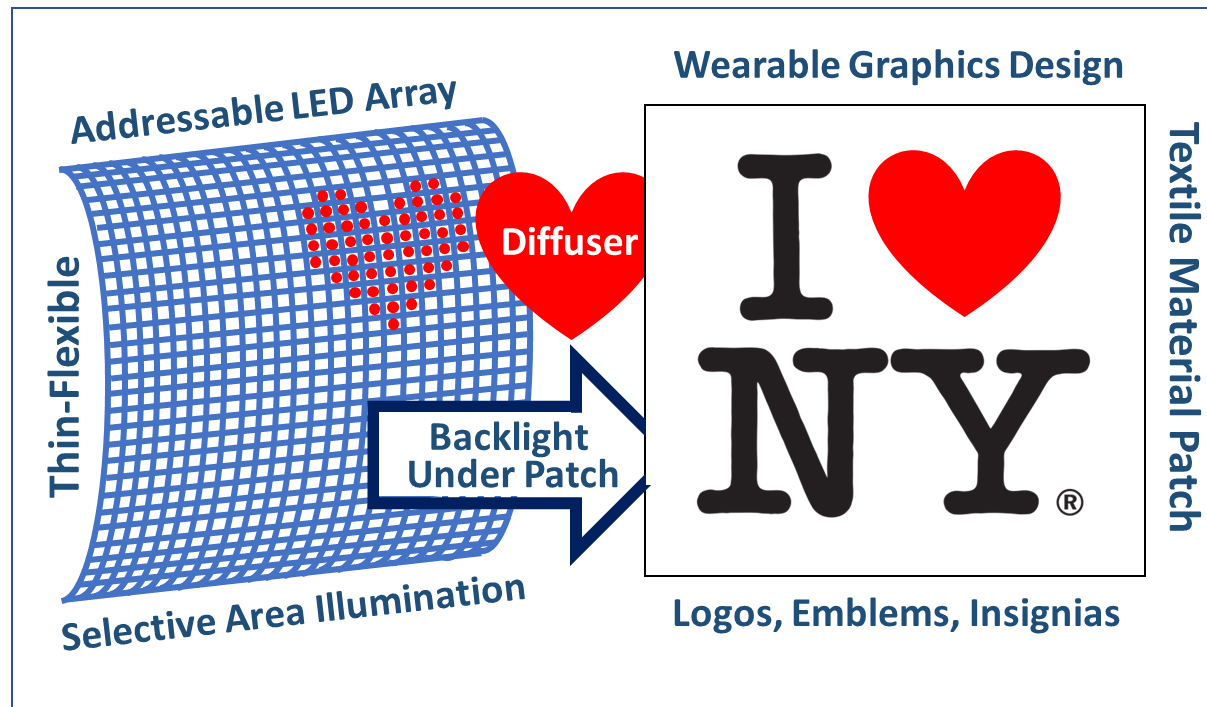
Electric Light Apparel, based in Binghamton NY, aims to provide a unique product to the apparel industry by integrating Flexible Hybrid Electronics (FHE) with textiles to create wearable illuminated graphics. The product uses a thin-flexible micro-LED array and combines it with textile material to selectively illuminate different sections of a graphic design to create lighted apparel designs that are brighter, thinner, and more flexible than conventional solutions. The product targets apparel articles (hats, jackets, backpacks, etc.) using lighted patches to display company logos, organization emblems, and municipal insignias. The business will generate revenue through direct-to-consumer sales, custom designs for companies, organizations, and teams for advertising purposes, and sales to municipal first responders who value safety and visibility in low-light conditions. The startup costs will be \$5,000, and first-year sales are estimated to be \$3,000 with plans to expand as sales and profitability grow. Winning the BLDC competition will help offset startup costs and make available resources to help the company succeed.

Motivation > **Problem** > **Solution** > **Objectives** > **Strategy** > **Significance**



Electric Light Apparel Logo

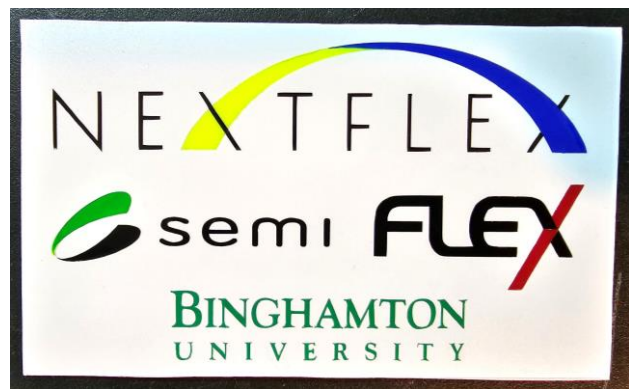
ELA Infographic



VIDEO OF EXAMPLE PATCH

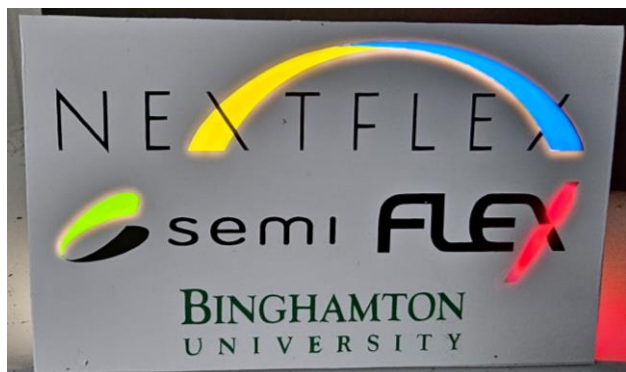


Original
Badge CAD
Design

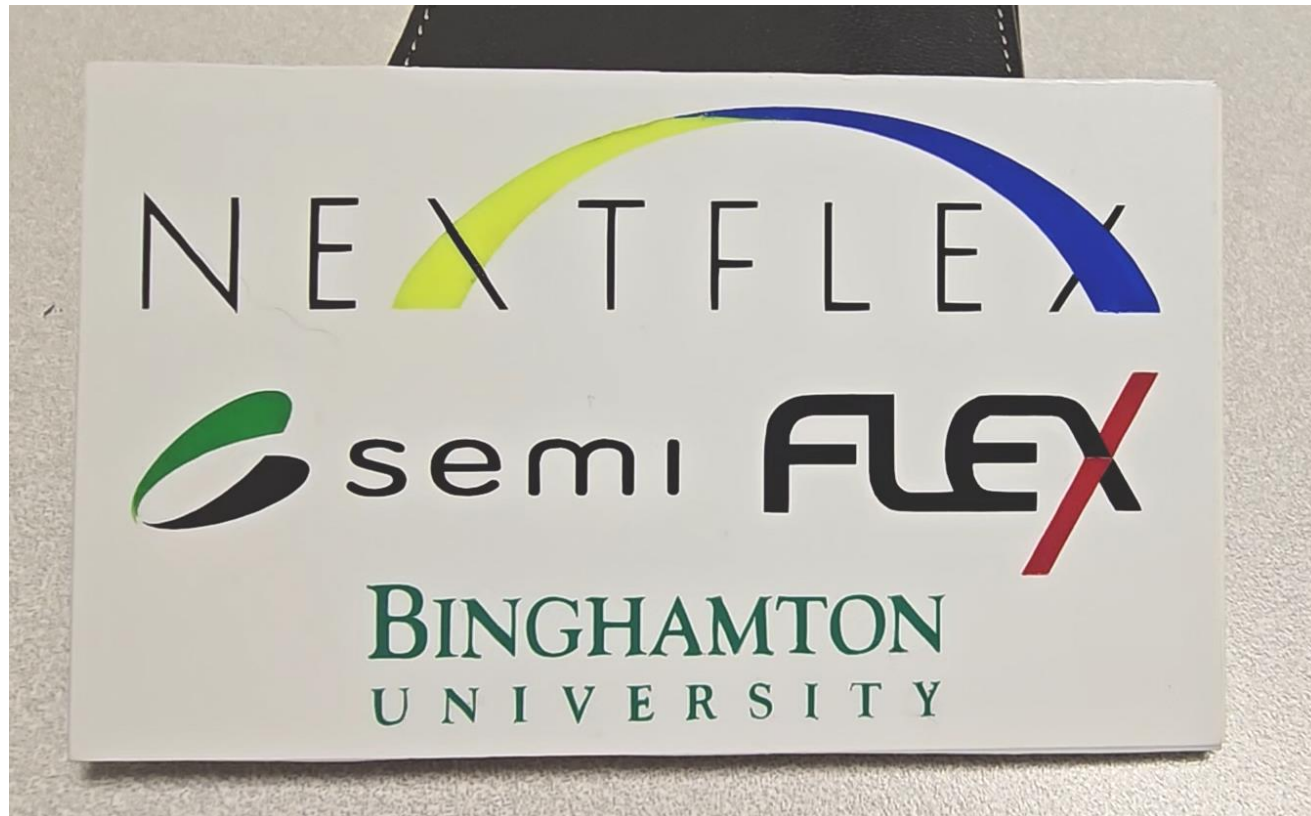


Gadge Proto
(unlit)

Badge Proto
(lighted)



VIDEO

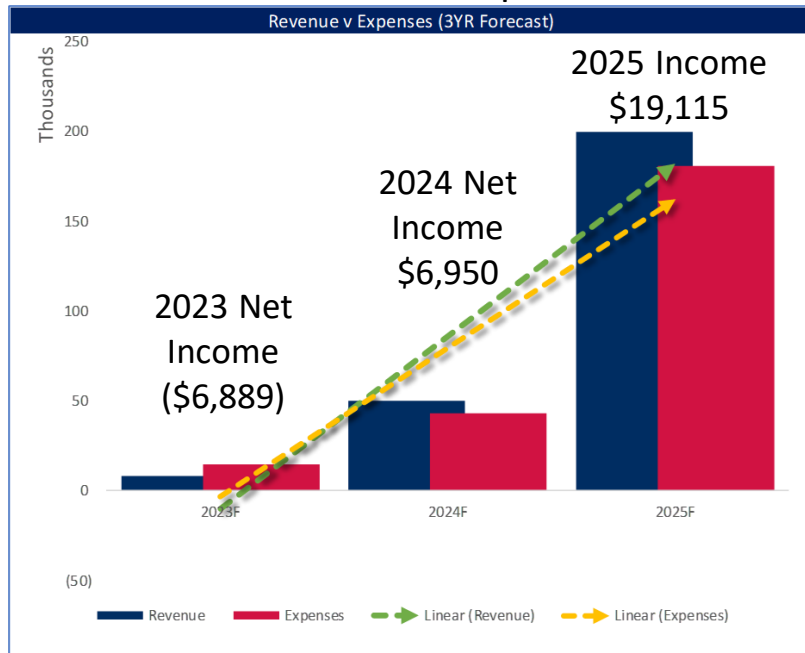


Electric Light Apparel

3 YR FINANCIAL PROJECTION

- First year startup expenses are expected to exceed revenue as business being established
- Second year estimated net income of \$6,950, or \$50,000 in sales → sell 1250 patches (25/wk)
- Third year estimated net income of \$19,115, or \$200,000 in sales → sell 5000 patches (100/wk)

Revenue vs. Expenses



Cash Flow Statement

Statement of Cash Flows Electric Light Appare	2023F	2024F	2025F
Cash Flows from Operations:			
Net Income	(6,889)	6,950	19,115
Depreciation / Amortization	131	143	143
Changes in Working Capital			
Accounts Receivable	(123)	(1,932)	(6,164)
Inventory	(102)	(1,610)	(5,137)
Accounts Payable	123	1,932	6,164
Income Taxes Payable			
Net Cash from Operations	(6,860)	5,483	14,121
Investing Activities			
Acquisitions of Intangible Assets			
Acquisitions of Property & Equipment	(1,000)		
Cash Flows from Investing Activities	(1,000)		
Financing Activities			
Issuance of Common Stock			
Increase/Decrease in Short-term Debt			
Increase/Decrease in Long-Term Debt			
Cash Flows from Financing Activities			
Increase (Decrease) in Cash and Equivalents	(7,860)	5,483	14,121
Cash and Equivalents, Beginning of Period	5,000	(2,860)	2,622
Cash and Equivalents, End of Period	(2,860)	2,622	16,743

Balance Sheet

Balance Sheet: Electric Light Appare	2023F	2024F	2025F
Assets			
Cash & Equivalents	(2,860)	2,622	16,743
Accounts Receivable	123	2,055	8,219
Other Current Assets			
Inventory	102	1,712	6,849
Total Current Assets	(2,635)	6,389	31,811
Non Current Assets			
Property, Plant & Equipment	1,000	1,000	1,000
Less: Accumulated Depreciation	131	274	417
Net Property, Plant & Equipment	869	726	583
Net Intangible Assets			
Total Assets	(1,766)	7,116	32,395
Liabilities and Owner's Equity			
Accounts Payable	123	2,055	8,219
Other Current Liabilities			
Income Taxes Payable			
Short-term Debt			
Total Current Liabilities	123	2,055	8,219
Shareholder's Equity			
Stock and Paid-in Capital	5,000	5,000	5,000
Retained Earnings	(6,889)	61	19,175
Total Shareholder's Equity	(1,889)	5,061	24,175
Total Liabilities and Shareholder's Equity	(1,766)	7,116	32,395



Equity Contribution \$5,000
 BLDC Contribution \$5,000
 Uses (Equip & Capital) \$10,000

Electric Light Apparel

ORAL PRESENTATION SKILLS FOR ENGINEERS

Oral presentations have an element about them that is different from written reports or other forms of communication → *FEAR*

1. Take a deep breath right before you speak, it really does help.
2. Don't read your slides. Use your slides as talking points for your message. Know your material.
3. Look at audience while talking and use pointer to emphasize something on slide.
4. Use photos or diagrams to help describe your talking points and to help audience better understand.
5. Use graphs and tables to show data, make data comparisons and show data trends.
6. Use show-and-tell articles when appropriate to engage audience and emphasize your message.
7. Omit needless and redundant content to streamline presentation for audience.
8. Practice presentation ahead of time by yourself, in front of peers and with colleagues.
9. Memorize what you want to say on title slide to help you get started in your presentation.
10. Be ready for possible follow-up questions from audience that go into more depth.