

Executive Summary

With record growth in the wind energy industry and the increasing discussion of its role as a viable energy source, we at *Vento* determined that the educational market offered a strong opportunity to not only utilize our innovative turbine design but also to educate our younger population about the benefits and utility of renewable wind energy. *Vento*'s plan is to offer an educational kit that gives the buyer everything they might need in order to learn about the clean energy, all while having access to learning materials and software that will aid in their experience. We are hoping to promote STEM research in high school aged students and to broaden the horizons for students enrolled in college curriculum. *Vento* believes that educating the upcoming generations on clean energy production will make for a greener future.

Vento's growth strategy starts by focusing on introducing out turbine kits in Idaho to the 703 high schools and 23 colleges in the state. We believe that this market is a smart place to start as it builds on the state's interest in renewable energy, potentially leverages several initiatives in the state to promote science, technology, engineering, and math (STEM) programs, and offers a close market to test the product introduction. In addition to various state supported initiatives, *Vento* plans to capitalize on federal government-sponsored programs that advocate STEM and energy education.

The competitive advantage of *Vento*'s wind turbine kit is based on the quality of our product and the cost advantage that it offers in the market. Comparing *Vento* products to the competition shows that we hold a solid price advantage with a higher quality and more durable turbines than other kits on the market. In addition, *Vento* expects to enjoy an early stage growth advantage with its focus on Idaho and surrounding states as its starting point.

Vento's startup costs are relatively low, giving *Vento* an advantage. Its focus on Idaho as its initial market offers potential program funding from organizations such as the Idaho Technology Council, the Idaho Department of Education, and the Idaho Department of Commerce. We at *Vento* believe that through education we can prepare upcoming generations to create cleaner communities and eventually a cleaner earth.