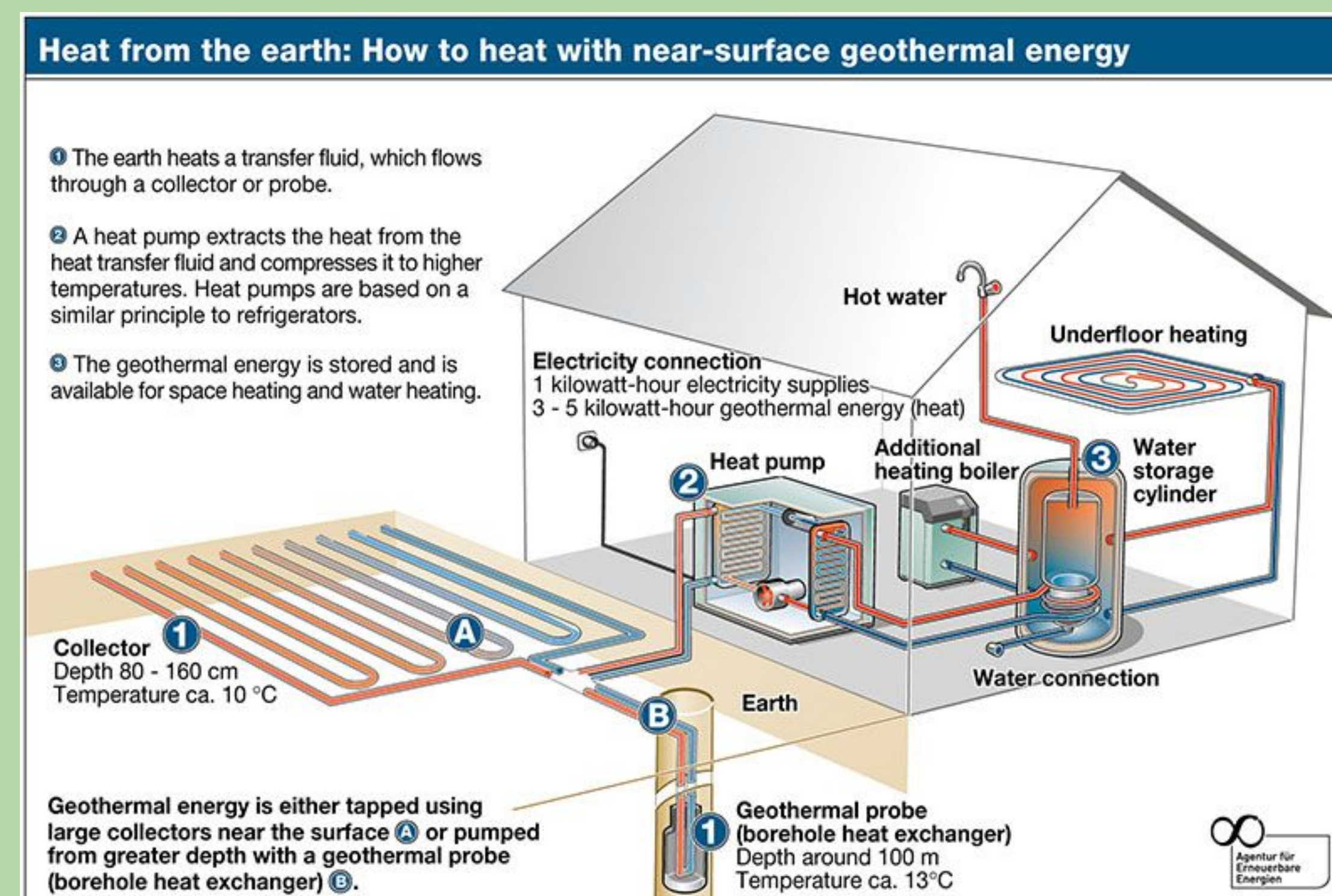


Concept Statement

- Our mission is to make implementing green energy systems in Kentucky more accessible and affordable.



Description

- Our company will partner with construction companies to equip newly constructed homes with geothermal systems, thus making green energy more accessible and affordable for homeowners all across the Bluegrass.
- This will significantly lower the cost of these green energy systems by implementing them during initial construction rather than into previously built homes.

Audience

- Residential sector: As new homes are being built in regions of Kentucky, we are planning to work with the contractors to build geothermal systems in the newly-built homes.
- The residential sector includes single-family or multifamily housing units.

Research

- Kentucky is the 5th largest coal producer in the nation. One-fifth of the nation's coal mines are located in the state.
- Studies show that, within the next 50 years, Kentucky's coal resources will be depleted.
- According to the U.S Energy Information Administration, emissions from coal mining leads to pollution which can lead to increased diseases, global warming, and developmental issues with animals and plants in the area.
- Sadly, the state is ranked 42nd in renewable energy consumption.
- There is currently a a 30% tax credit that lowers the cost of implementing a geothermal system.
- Geothermal energy systems are the most efficient heating and cooling systems available, as they have an efficiency of 300%.

Resources

- Tax incentives improve the viability of implementing a geothermal system.
- A partnership with a construction company would be ideal, as it would drive down the cost to install the system. This would, in turn, make our product drastically more affordable for the consumer.

Marketing

- We will begin our marketing locally. We will work on our own and with the construction and realty companies to advertise through brochures, TV and/or radio commercials, yard signs, billboards, social media platforms, and educational programs.

Possible Risks

- There are high upfront costs of up to \$20,000.
- Large scale damage to earth's surface, underground root systems, and habitats are possible.
- Geothermal energy can only be used in viable locations.
- The payback of installing a geothermal system into a home can take 2-10 years.

Conclusion

- The overall cost of purchasing a home equipped with a Lifeline system will be much more inexpensive than implementing a competitor's system post-construction.
- This lowered cost would make geothermal energy vastly more accessible in the state of Kentucky, thus making the Bluegrass a safer, greener home for us all.

Citations

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