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SUNSHINE ENERGY CORP - COMPLETE TRANSFORMATION PARTNERSHIP

Full Business Transformation + Solar Charging International Expansion

Prepared for: Sunshine Energy Corp

Prepared by: WAIMI.xyz Team

Date: November 4, 2024

Scope: Complete Business Transformation (11 Initiatives) + Solar Charging Expansion

SPECIAL PARTNERSHIP OFFER

Why This Matters

Holly Rivera has spoken so highly of Sunshine Energy Corp - your commitment to excellence, your 10+ years of solar expertise, and your vision for growth. Based on her strong recommendation and our confidence in your business, **we're offering a special partnership structure** that reflects our belief in your success.

COMPLETE TRANSFORMATION SCOPE

What's Included in This Partnership:

PART 1: Core Business Transformation (11 Strategic Initiatives) Phase 1 - Immediate Priorities (Months 1-3): 1. **Customer Communication Enhancement** - Fix 6-month communication gap - Departmental questionnaire - 7-phase improvement plan - Communication templates and touchpoint calendar

2. **CRM Training & Optimization**
 - Insightly optimization (currently underutilized)
 - Team training programs
 - Workflow automation
 - Data management systems
3. **Basic Training Programs**
 - Contractor training
 - Sales training
 - Technical training
 - Customer service training
4. **Change Management**
 - Support for Esteban's initiatives
 - Internal buy-in strategies
 - Stakeholder management
 - Cultural transformation
5. **Financial Optimization**
 - Real-time job costing system
 - Pricing optimization models
 - Cash flow management
 - Profit maximization frameworks

Phase 2 - Growth Initiatives (Months 4-6): 6. **Operational Efficiency** - 7-phase project management system - Crew optimization - Quality control frameworks - Process standardization

7. **Digital Transformation**
 - Technology stack implementation
 - Automation systems
 - Mobile strategy
 - Data analytics
8. **Sales Process Optimization**
 - Structured sales process
 - Lead generation systems
 - Conversion optimization
 - Pipeline management

Phase 3 - Market Expansion (Months 7-12): 9. **Marketing & Brand Positioning** - Fire underperforming agency (\$18K/year waste) - Hire in-house marketer - Scale community outreach (10x budget increase) - Digital marketing optimization

10. **Employee Training & Development**
 - Comprehensive training programs
 - Career path development

- Retention strategies
 - Performance management
11. **Supply Chain & Vendor Management**
- Diversified supplier network
 - Procurement optimization
 - Risk management
 - Cost reduction strategies
-

PART 2: Solar Charging International Expansion (NEW)

12. **Portable Solar Charging Products**
- 9 SKUs across 3 product categories
 - Car charging solutions (\$29-\$499)
 - Phone charging solutions (\$24.99-\$99.99)
 - Laptop charging solutions (\$249-\$799)
13. **International Market Entry**
- North America (USA, Canada)
 - Europe (UK, Germany, France, Spain, Italy)
 - Latin America (Mexico, Brazil, Colombia)
 - Asia Pacific (Year 2)
 - Middle East & Africa (Year 2)
14. **E-Commerce & Distribution**
- Multi-channel strategy (Amazon, website, retail)
 - International logistics
 - 3PL partnerships
 - Fulfillment infrastructure
15. **International Marketing**
- Digital advertising campaigns
 - Influencer partnerships
 - Content marketing
 - Trade show participation
-

STANDARD WAIMI PRICING vs. YOUR SPECIAL OFFER

Our Standard Pricing Model:

Typical clients pay: - **Upfront:** 7-10% of current revenue - For \$4M revenue = \$280,000 - \$400,000 - **Monthly Retainer:** \$5,000 USD/month - **Success Fee:** 15% of Year-over-Year revenue increase

Standard Year 1 Investment: \$340,000 - \$460,000 (before success fees)

YOUR EXCLUSIVE HOLLY-REFERRED PRICING

Because of Holly's Strong Recommendation:

We're offering:

Upfront Investment: \$75,000 USD

**Includes on-site visit from WAIMI staff
Complete transformation strategy (all 15 initiatives)
All deliverables and documentation
Initial training and setup
Supplier sourcing for solar charging products
Marketing campaign development**

Savings: \$205,000 - \$325,000 vs. standard pricing

Monthly Retainer: \$3,000 USD

**Ongoing strategic support for ALL initiatives
Monthly performance reviews
Marketing optimization
Operational consulting
Problem-solving and adjustments
Unlimited email/chat support**

Savings: \$2,000/month vs. standard pricing

Success Partnership: 15% of Total Revenue Increase

**15% of Year-over-Year revenue growth
Applies to BOTH existing business improvements AND new solar charging revenue
Transparent, easy to calculate
Aligned incentives - we succeed when you succeed**

Structure: We're taking the gamble on the back end because we believe in you

COMPLETE FINANCIAL PROJECTIONS

Current State (Baseline):

- **Current Revenue:** \$4,000,000
 - **Current Net Profit:** \$320,000 (8% margin)
 - **Current Projects:** 60-84/year
 - **Employees:** 20
-

Year 1 Optimized State:

Existing Business Improvements:

- **Optimized Revenue:** \$6,200,000 (from \$4M)
- **Revenue Increase:** \$2,200,000
- **Improved Net Margin:** 15% (from 8%)
- **Net Profit:** \$930,000

Improvements from: - Customer communication fixes - CRM optimization - Operational efficiency - Sales process improvements - Marketing optimization - Financial optimization

NEW Solar Charging Business:

- **Year 1 Revenue:** \$1,760,000
 - **Gross Margin:** 62%
 - **Net Profit:** \$684,200
-

COMBINED YEAR 1 TOTALS:

- **Total Revenue:** \$7,960,000
 - **Total Revenue Increase:** \$3,960,000 (from \$4M baseline)
 - **Combined Net Profit:** \$1,614,200
 - **Net Margin:** 20.3%
-

Your Investment & Returns (Year 1):

Your Fixed Investment: - Upfront: \$75,000 - Monthly: \$36,000 (12 months) - **Total Fixed: \$111,000**

WAIMI Success Fee: - Revenue Increase: \$3,960,000 - Success Fee (15%): \$594,000

Your Total Year 1 Investment: - Fixed: \$111,000 - Success Fee: \$594,000 - **Total: \$705,000**

Your Year 1 Returns: - Total Profit Increase: \$1,294,200 (from \$320K to \$1,614,200) - WAIMI Investment: \$705,000 - **Your Net Gain: \$589,200 - ROI on WAIMI Investment: 84%**

3-Year Partnership Projections:

Year	Total Revenue	Revenue Increase	WAIMI Fee (15%)	Your Net Profit*	Your Net Gain**
Year 1	\$7,960,000	\$3,960,000	\$594,000	\$1,614,200	\$589,200
Year 2	\$14,700,000	\$10,700,000	\$1,605,000	\$4,410,000	\$2,485,000

Year	Total Revenue	Revenue Increase	WAIMI Fee (15%)	Your Net Profit*	Your Net Gain**
Year 3	\$22,300,000	\$18,300,000	\$2,745,000	\$6,690,000	\$3,625,000
TOTAL	\$44,960,000	\$32,960,000	\$4,944,000	\$12,714,200	\$6,699,200

*After all costs including WAIMI fees

**Net gain after WAIMI investment vs. current trajectory

Breakdown by Business Line (Year 1):

Existing Solar Installation Business: - Current: \$4,000,000 revenue, \$320,000 profit - Optimized: \$6,200,000 revenue, \$930,000 profit - **Improvement: \$2,200,000 revenue, \$610,000 profit**

New Solar Charging Business: - Year 1: \$1,760,000 revenue, \$684,200 profit - **New Revenue Stream: \$1,760,000, \$684,200 profit**

Combined Impact: - Total Revenue Growth: \$3,960,000 - Total Profit Growth: \$1,294,200 - After WAIMI Investment: \$589,200 net gain

WHAT'S INCLUDED IN YOUR PACKAGE

Upfront Investment (\$75,000):

Core Business Transformation: Complete Strategy Development (11 Initiatives) - Customer communication enhancement plan - CRM optimization and training program - Operational efficiency roadmap - Financial optimization systems - Sales process development - Marketing strategy overhaul - Digital transformation plan - Training program development - Supply chain optimization - Change management strategy

Solar Charging Expansion Strategy - 100+ page comprehensive strategy - Market analysis (5 international markets) - Product portfolio development (9 SKUs) - Supplier sourcing and vetting - International marketing plans - Distribution channel strategy - Financial projections and models

On-Site WAIMI Team Visit - 3-5 day intensive working session - Meet your team and assess operations - Hands-on strategy refinement - Training and knowledge transfer - Relationship building - Operational assessment

Implementation Roadmaps - Detailed 12-month timeline for all initiatives - Month-by-month action plans - Milestone definitions - KPI frameworks - Success metrics

Marketing & Branding - Brand positioning strategy - Marketing campaign plans (existing + new business) - Content marketing frameworks - Social media strategies - Influencer partnership plans - Community outreach scaling

All Documentation & Templates - Implementation checklists - Operational procedures - Marketing materials - Financial models - Reporting templates - Training materials

Monthly Retainer (\$3,000/month):

Strategic Advisory (All Initiatives) - Monthly strategy calls - Performance review meetings
- Course corrections and adjustments - Problem-solving support across all areas

Marketing Optimization - Campaign performance analysis (existing + new) - Ad spend optimization - Content strategy refinement - Conversion rate optimization

Operational Consulting - Process improvement support - Efficiency optimization - Quality control monitoring - Team productivity enhancement

Supplier Management (Solar Charging) - Ongoing supplier relationship support - Quality control monitoring - Negotiation assistance - Alternative supplier identification

Financial Monitoring - Monthly financial review (all business lines) - KPI tracking and reporting
- Budget optimization - Cash flow management support

Team Training & Support - Ongoing team training - Best practices sharing - Industry updates
- Competitive intelligence

Change Management Support - Support for Esteban's initiatives - Internal stakeholder management - Cultural transformation guidance - Resistance management

Unlimited Email/Chat Support - Quick questions answered - Document reviews - Strategic guidance - Resource sharing

Success Partnership (15% of Revenue Increase):

Aligned Incentives - We only win when you win - No cap on our support - Motivated to maximize your success - Long-term partnership mindset

Transparent Calculation - Simple: 15% of total Year-over-Year revenue increase - Includes improvements to existing business - Includes new solar charging revenue - Easy to track and verify
- Monthly reporting

Comprehensive Coverage - Applies to all revenue growth - Both business lines included - Clear documentation - No confusion or disputes

WHY THIS STRUCTURE MAKES SENSE

For Sunshine Energy Corp:

Dramatically Lower Upfront Risk - \$75K vs. \$280K-400K standard - Preserve cash for operations and inventory - Test the partnership with lower commitment

Affordable Monthly Investment - \$3K/month vs. \$5K standard - Predictable, manageable expense - Comprehensive support at reasonable cost

Performance-Based Partnership - We're betting on your success - Aligned incentives throughout - We work harder because we share the upside - Only pay more when you're making more

Complete Transformation Package - Nothing held back - All 15 strategic initiatives - Full strategy and implementation - On-site visit included - Ongoing support and optimization

Massive Growth Potential - \$4M → \$22.3M in 3 years - \$320K → \$6.69M profit in 3 years - Two revenue streams (existing + new) - International market access

For WAIMI:

Long-Term Partnership Potential - Building relationship, not just transaction - Opportunity to prove our value - Foundation for future collaboration

Holly's Referral Value - Honoring a trusted relationship - Demonstrating our commitment - Building referral network

Confidence in Success - Strong fundamentals (10+ years, \$4M revenue) - Clear market opportunities (existing + new) - Proven execution capability - Strategic fit with multiple initiatives

Upside Participation - 15% of potentially \$33M+ increase over 3 years - Motivated to maximize your success - Shared risk, shared reward

WHY WE'RE MAKING THIS OFFER

1. Holly's Strong Recommendation

Holly has been an incredible advocate for Sunshine Energy Corp. Her confidence in your team, your vision, and your execution capabilities means everything to us.

2. Your Proven Track Record

- 10+ years in solar industry
- 30,000+ panels installed
- 450 completed projects
- \$4M current revenue
- Strong reputation in Costa Rica

3. Perfect Strategic Fit

Both the core business optimization AND the solar charging expansion leverage your existing expertise while opening massive new opportunities.

4. Our Confidence in Success

We're betting on the back end because we genuinely believe this will be transformational. The opportunities are clear, and you have the foundation to execute.

5. Long-Term Partnership Vision

We're not looking for a quick transaction. We want to build a lasting partnership where we grow together as you transform and expand internationally.

COMPARISON: WHAT YOU'RE GETTING

Standard Consulting Engagement:

High upfront fees (\$280K-400K)
High monthly retainers (\$5K+)
Limited scope (usually 3-5 initiatives)
Transactional relationship
No on-site visits included
Success fees on top of high fixed costs

Your WAIMI Partnership:

Low upfront investment (\$75K)
Affordable monthly retainer (\$3K)
Comprehensive scope (15 initiatives)
True partnership relationship
On-site visit included
Success-based model with aligned incentives
Savings of \$229K-349K in Year 1 alone

IMPLEMENTATION TIMELINE

Phase 1: Foundation (Months 1-3)

Core Business Priorities: - Fix customer communication gap (URGENT) - Optimize Insightly CRM - Implement basic training programs - Begin change management support - Launch financial optimization systems

Solar Charging Launch: - Secure funding and suppliers - Develop branding and website - Apply for certifications - Place first bulk order

Phase 2: Growth (Months 4-6)

Core Business Expansion: - Operational efficiency improvements - Digital transformation implementation - Sales process optimization - Marketing agency transition

Solar Charging Market Entry: - Launch North America (USA, Canada) - Start marketing campaigns - Begin Amazon sales - Gather customer feedback

Phase 3: Scale (Months 7-12)

Core Business Optimization: - Marketing & brand positioning - Employee training programs - Supply chain optimization - Full system integration

Solar Charging Expansion: - Launch Europe and Latin America - Establish retail partnerships
- Optimize based on data - Prepare Year 2 expansion (Asia Pacific)

FREQUENTLY ASKED QUESTIONS

Q: Why is this offer so much better than your standard pricing?

A: Three reasons: 1. **Holly's recommendation** carries tremendous weight with us 2. **Your proven track record** reduces our risk 3. **Our confidence in the opportunity** - we're betting on the back end

Q: What if the business doesn't grow as projected?

A: That's exactly why we structured it this way. Your fixed investment is only \$111K in Year 1 (vs. \$340K-460K standard). If revenue growth is lower than projected, you pay less in success fees. We share the risk with you.

Q: Does the 15% apply to ALL revenue or just the increase?

A: Only the INCREASE. We calculate Year-over-Year revenue growth and take 15% of that increase. Your baseline \$4M is untouched.

Example: - Year 1: \$4M → \$7.96M = \$3.96M increase - WAIMI Fee: $15\% \times \$3.96M = \$594K$ - Your Net Revenue: \$7.96M - \$594K = \$7.366M

Q: What happens after Year 1?

A: The partnership continues with the same structure: - Monthly retainer: \$3,000/month - Success fee: 15% of Year-over-Year revenue increase - Ongoing support and optimization - No additional upfront fees

You can adjust or end the partnership with 30 days notice if you're not satisfied.

Q: What if we want to end the partnership?

A: You can end the monthly retainer portion with 30 days notice. However, the 15% success fee continues for initiatives/markets launched during our partnership period (typically 3 years, then renegotiated).

Q: Is the on-site visit really included?

A: Yes! The \$75K upfront includes a 3-5 day on-site visit from WAIMI team members. We'll work directly with your team, refine strategies, provide training, and build the relationship foundation.

Q: How do you calculate the revenue increase?

A: Simple Year-over-Year comparison: - **Baseline:** \$4,000,000 (current) - **Year 1 Actual:** [Your actual revenue] - **Increase:** Year 1 Actual - \$4,000,000 - **WAIMI Fee:** 15% of Increase

We use audited financials or agreed-upon accounting methods. Completely transparent.

Q: Can we negotiate the terms?

A: This is already a heavily discounted offer based on Holly's recommendation. However, we're open to discussing: - Payment schedule for the upfront fee - Specific deliverables or priorities - Timeline adjustments - Additional services or support

THE BOTTOM LINE

Standard WAIMI Client Investment:

- **Year 1:** \$340,000 - \$460,000 (fixed) + 15% success fee
- **3-Year:** \$520,000 - \$640,000 (fixed) + success fees
- **Typical Scope:** 3-5 initiatives

Your Holly-Referred Investment:

- **Year 1:** \$111,000 (fixed) + \$594,000 success fee = \$705,000 total
- **3-Year:** \$183,000 (fixed) + \$4,944,000 success fees = \$5,127,000 total
- **Your Scope:** 15 comprehensive initiatives

Your Savings on Fixed Costs: \$337,000 - \$457,000 over 3 years

Your Projected Returns:

- **Year 1 Net Gain:** \$589,200 (after all WAIMI fees)
 - **3-Year Net Gain:** \$6,699,200 (after all WAIMI fees)
 - **ROI on WAIMI Investment:** 84% Year 1, 131% over 3 years
-

OUR COMMITMENT TO YOU

We're not just consultants - we're your partners in this transformation. When you succeed, we succeed. We're putting our money where our mouth is by:

Reducing upfront fees by 73-81%
Cutting monthly retainer by 40%
Taking the risk on the back end
Including on-site visit at no extra charge
Providing comprehensive support across 15 initiatives
Unlimited support and optimization

We believe in Sunshine Energy Corp. We believe in these opportunities. And we believe in building something extraordinary together.

READY TO MOVE FORWARD?

Contact Information:

WAIMI.xyz Team

Email: [Contact Email]

Website: WAIMI.xyz

Coaching: CoachWolf.services

Your WAIMI Team: - Holly Rivera - Your Advocate & Field Intelligence - Craig Gaghigh - Strategic Planning - Brian Wolf - Operations & Technology - Tony Wolf - Business Process & Implementation

ATTACHED DOCUMENTS

1. **CORRECTED_FINANCIALS_SUMMARY.pdf**
 - Complete financial analysis with \$4M baseline
 2. **UPDATED_MASTER_SUMMARY.pdf**
 - All 11 core initiatives overview
 3. **SOLAR_CHARGING_INTERNATIONAL_EXPANSION_STRATEGY.pdf**
(100+ pages)
 - Complete solar charging strategy
 4. **SOLAR_CHARGING_EXECUTIVE_SUMMARY.pdf**
 - Quick reference for solar charging opportunity
 5. **IMPLEMENTATION_GUIDES** (270+ pages total)
 - Detailed implementation for all initiatives
 6. **Partnership Agreement Template** (To be provided upon acceptance)
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FINAL THOUGHT

Holly believes in you. We believe in you. The opportunities are real: - **Core business:** \$4M → \$16M+ (optimized operations) - **Solar charging:** \$0 → \$6.8M+ (new market) - **Combined:** \$4M → \$22.3M+ in 3 years

Your expertise is proven (10+ years, 30,000+ panels). The timing is perfect. The market is ready.

Let's build something extraordinary together.

This offer is valid for 30 days from the date of this proposal.

Special pricing based on Holly Rivera's referral and our confidence in Sunshine Energy Corp's success.

Prepared by: WAIMI.xyz Team

For: Sunshine Energy Corp

Date: November 4, 2024

Status: Awaiting Your Decision

LET'S TRANSFORM SUNSHINE ENERGY TOGETHER!