



Investment Proposal

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EXECUTIVE SUMMARY

LiveWire Solutions is an A/V company serving the Austin, Dallas and Houston areas. LiveWire was founded by Rusty and Marshall Jackson. Rusty spent over a decade building contacts and learning all the ropes of the A/V industry throughout east Texas before taking that entrepreneurial leap with, Marshall Jackson, who came from a background in management and customer service. LiveWire was formed in January of 2020 and began as a husband and wife team operating from a home office. Within 6 months, LiveWire hired 2 employees as well as acquired it's first office and showroom space. Despite a worldwide pandemic, the market for A/V specialists and smart home automation continued to flourish, allowing us to grow in a short time with minimal resources. Currently, LiveWire is looking to further growth by expanding our monetary resources. We are hoping to secure an angel investment of \$550,000 for essential equipment, advertising and staff.

LiveWire Solutions specializes in custom home theater and smart automation projects that most of our competitors will not take on, providing us with the opportunity to corner a large gap in an already booming market. We work with numerous independent contractors and designers to ensure each client precisely what they envision. Our competitors stick to predetermined set of options and vendors, taking away those custom possibilities that many clients are looking for nowadays. We will be capable of doing everything our competitors do and much more once we secure a solid investment.

Ultimately, our objective is to grow into the largest custom A/V company in Texas. The first stage of this plan is to build our Austin team and showroom, then we will move on to do the same in Houston and Dallas. LiveWire Solutions puts the client's experience first. We aim to combine fair pricing with the best experience possible during all project phases. Our motto at LiveWire is simple, "Great Prices. Better Installation."

Overall, the demand for quality A/V specialists is constantly growing while the field itself actually has a very poor reputation amongst other industry professionals; we strive to set ourselves apart and take over the market at LiveWire Solutions. We aim to be known as a team that values honesty and transparency just as much as the craft itself. Our competitors are well known for their unexplained delays and price increases, but with no other options known to them, clients don't see another choice. LiveWire's COO worked for several of the area's top performing A/V companies, and was consistently unhappy with the way he was forced to treat clients and with the way he and other employees were treated. This is the reason LiveWire holds such high value in the way we conduct business. Receiving the proper funding will allow us to surpass our competitors and win over their existing client base.

5 Year Timeline

By January 2021, we are striving to be in a position that our 4 person team has just grown to a team of 6. We hope to hire one highly experienced A/V technician, Taylor Kothmann, along with a trainable, entry level assistant technician reporting directly to him. This assistant technician would also be put through the extensive training and education courses offered by our partners with the purpose of future growth. We also aim to hire Robert Burt, a master salesman currently working for one of our top competitors. As of now, LiveWire's biggest need is for a highly experienced sales manager with a built in client base to join our team. We hope to have purchased two company vehicles and all of the equipment these employees need in order to be successful at this point in time. Our expected revenue should begin averaging out to be a minimum of \$75,000 per month by January of 2021, allowing us room for more growth as well as ensure the ability to please our investors.

By January of 2022, we would like to be running two crews of two technicians, 5 days a week. We aim to have hired on another two assistant technicians and promoted the first to a lead by this time. We will have a third sales professional on our team, closing with a sales average of at least \$145,000 per month.

By January of 2023, LiveWire should be moving into a larger showroom and hiring on a full time office assistant/receptionist and two on-call service technicians. LiveWire should have a 24/7 support option for all of our clients around this time. Our goal is to have a monthly sales average of at least \$200,000 per month.

By January of 2024, LiveWire will have paid off the initial investment of \$550,000 as well as the 30% return of \$165,000. We will be working on building or already have a second showroom located in Dallas or Houston, depending on market conditions at this point in time. We will have a highly experienced sales professional and project manager running one crew of technicians at this new location. The sales at this new location will be at least \$50,000 per month while the Austin location increases to a monthly average of at least \$250,000.

By January of 2025, the second location opened in the previous year should have an increased monthly sales average of \$90,000. Austin's sales will increase to a minimum of \$325,000. By 2025, LiveWire will have a staff of around 20 people and have two very well functioning showroom locations. At this point in time, we will likely be working towards opening a third location in either Dallas or Houston.

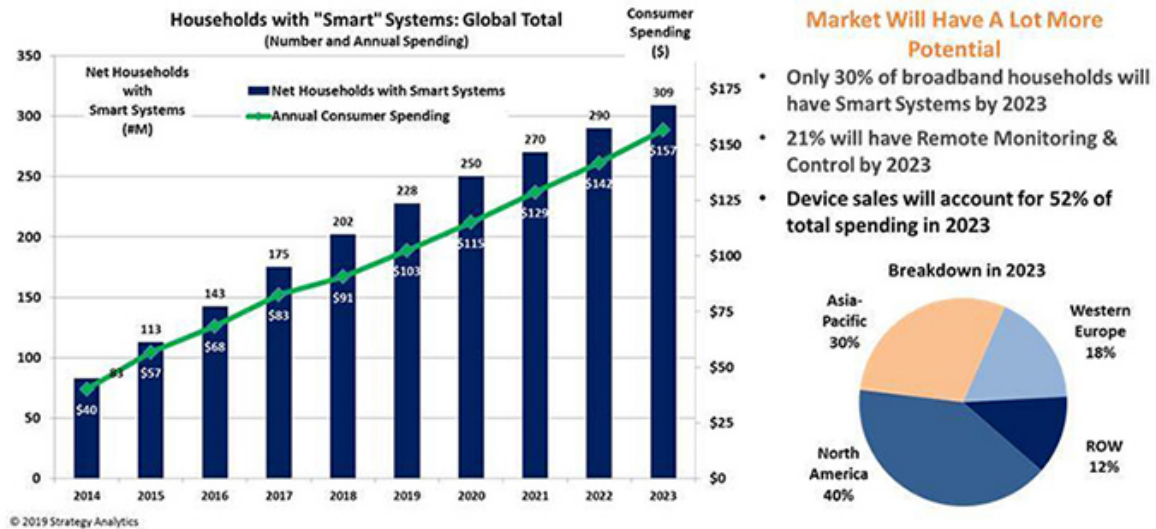
ROI Summary

Original Investment: \$550,000

Expected Return on Investment: \$632,500

Investment Repayment Schedule: 12 monthly payments of \$6,875 beginning on January 01, 2022.

The Global Smart Home Market Will Hit \$157B by 2023

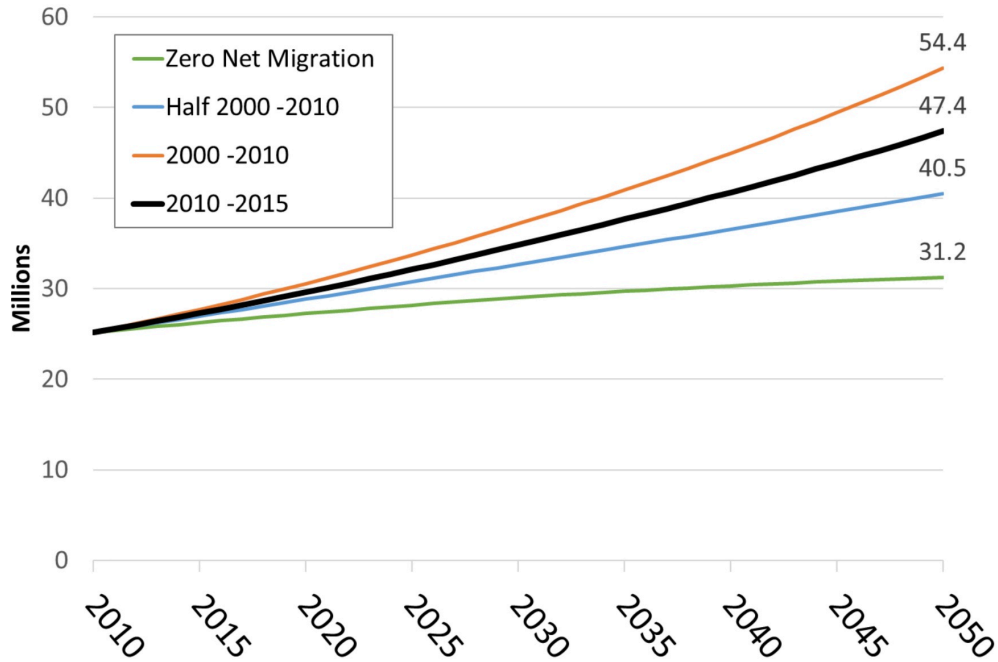


Market Summary

Since 2010, the Austin population has increased every year by roughly 30,000 residents, with only about 7,000 of these transplant citizens being international migrants. Despite a worldwide pandemic, Austin, Texas is expected to grow into one of the ten most populated cities in America by 2021. Austin is expected to be a new hub for several of the country's largest tech companies, supplying new transplant residents with an exorbitant amount of job opportunities in our area over the next few years. Due to the pandemic, the unemployment rates in Austin, Texas are at record highs. This is expected to turn around exponentially due to the many companies migrating to Austin over the next year. Until the end of 2020, the unemployment rate is expected to be roughly 15%, where they are then expected to significantly drop in the next year. By summer of 2021, when these companies will have made their transition, that average should have dropped to roughly 6-8%. By the end of 2021, the unemployment rate in Austin should be below 5%. These companies are bringing tens of thousands of jobs and professionals to Austin, creating a large, potential economic boom for the coming years.

A survey by Zillow, predicts the housing market in Austin and surrounding cities will surpass the rest of the country's housing market in value and growth by the end of 2020. LiveWire works with a network of real estate

Projected Population for Texas 2010 to 2050



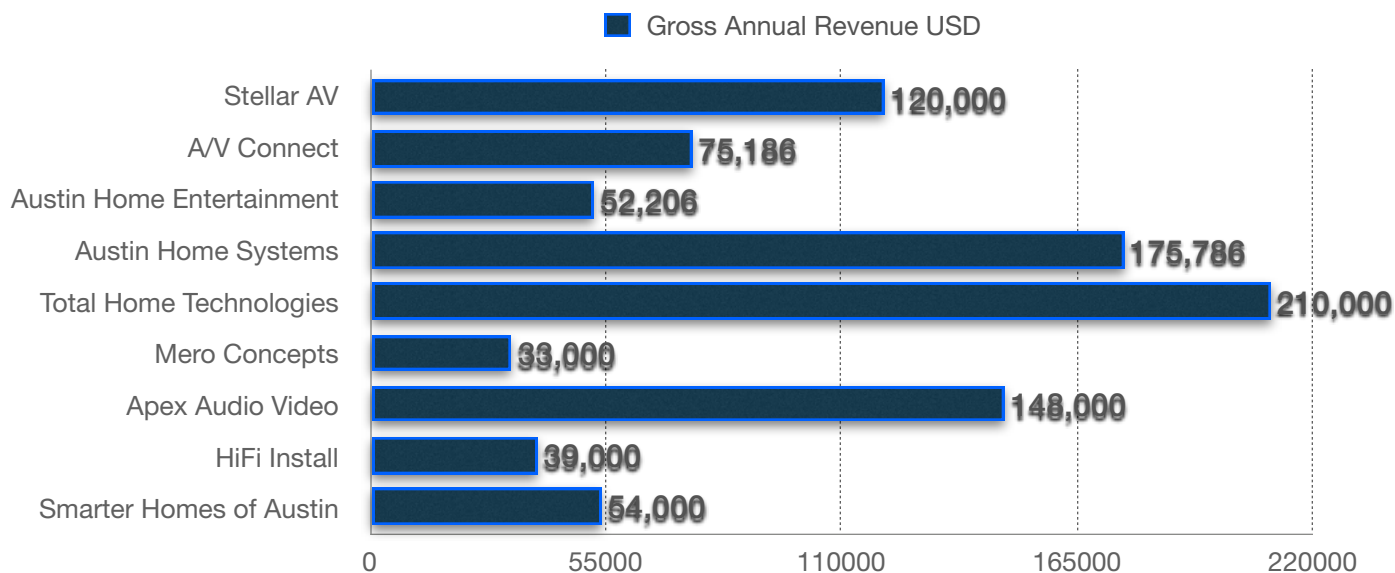
County	Ranking	2010	2050	Numeric Change
Harris	1	4,092,459	7,900,994	3,808,535
Fort Bend	2	585,375	2,254,963	1,669,588
Collin	3	782,341	2,444,316	1,661,975
Denton	4	662,614	2,323,056	1,660,442
Bexar	5	1,714,773	3,343,929	1,629,156
Dallas	6	2,368,139	3,858,686	1,490,547
Tarrant	7	1,809,034	3,184,835	1,375,801
Williamson	8	422,679	1,638,796	1,216,117
Montgomery	9	455,746	1,483,476	1,027,730
Travis	10	1,024,266	1,974,018	949,752
Rusk	245	53,330	47,883	-5,447
Lamar	246	49,793	44,041	-5,752
Navarro	247	47,735	41,970	-5,765
Anderson	248	58,458	52,597	-5,861
Potter	249	121,073	114,659	-6,414
Nacogdoches	250	64,524	57,618	-6,906
Val Verde	251	48,879	41,553	-7,326
Bowie	252	92,565	84,047	-8,518
Wichita	253	131,500	121,337	-10,163

County	Ranking	2010	2050	Percent Change
Karnes	1	14,824	126,431	752.88
Andrews	2	14,786	100,627	580.56
Hays	3	157,107	743,171	373.03
Crane	4	4,375	18,418	320.98
Midland	5	136,872	573,085	318.70
Kendall	6	33,410	138,957	315.91
Williamson	7	422,679	1,638,796	287.72
Fort Bend	8	585,375	2,254,963	285.22
Ector	9	137,130	494,413	260.54
Comal	10	108,472	389,328	258.92
Floyd	245	6,446	4,220	-34.53
Comanche	246	13,974	8,960	-35.88
Lamb	247	13,977	8,867	-36.56
Sabine	248	10,834	6,816	-37.09
Jeff Davis	249	2,342	1,454	-37.92
Hale	250	36,273	22,050	-39.21
Clay	251	10,752	6,309	-41.32
Castro	252	8,062	4,605	-42.88
Parmer	253	10,269	5,757	-43.93

Texas Demographic Prediction by County

agents, home builders, and other similar industry professionals that are vital to anyone migrating to Austin. A hot real estate market provides an amazing opportunity for a growing company like LiveWire Solutions. In the current climate, people need to be able to relax, entertain and work in their homes, more now than ever before. LiveWire Solutions is aiming to be the best option these new home buyers can turn to with their A/V needs.

Competitor Data



Physical Location

LiveWire's first showroom has convenient access to several major highways and many of the top, safest and booming suburban communities surrounding North Austin: home to some of the state's leading cities. It is also home to the beautiful, serene hills and a vast lake that attracts so many residents to the west side. Our current office space is set on the edge of all of these areas. We plan to turn this simple space into a functioning, private showroom for our clients. The first thing clients will notice upon entry of the showroom is a simple, elegant landscape audio system. They will be greeted in a state of the art conference room featuring a 4 Screen Video Display. This conference room will be where we introduce the client to our automation platform. We will show them lighting scenes, speaker selections, surveillance options, and much more. We will also be presenting a private home theater featuring a short throw projection screen and premium, lounge seating. We will have a wide array of equipment featured, including a wall dedicated to Control4 products. We plan to show our clients exactly why they should choose LiveWire by combining amazing products with a warm, comfortable environment. Our goal is

always to treat the client's property and project with the same care and attention to detail as we would our own; this showroom is ready to become just the place to show them what that means.

Pricing, Products and Suppliers

LiveWire Solutions already works with the nations best A/V suppliers and manufacturers. Our goal is to offer clients the best product for their money as well as provide an appropriately priced, excellent service. We offer every client the option to purchase a reasonably priced service plan as well, insuring that even after the job is completed, the client remains happy with their project, likely to return and inclined to refer us another client's way.

Due to the custom work we perform, LiveWire Solutions does not have predetermined price or service list. No job performed will ever be the same as another. After pricing out specific equipment costs, commission rates, and our service rates for each job, we inflate the price to a 52% profit margin. This inflated price is the final cost of the project. This rate allow us to ensure that we remain profitable with every job we take.

While we are in the technology field, our goal is always to keep things as simple as possible for the client. We do accept all forms of payment, however we typically use an invoicing system to allow electronic payments; this is the easiest and most cost effective way for us to accept a client's payment. Each job is typically paid in three invoices. The first invoice, also containing a client contract, fully covers the cost of ordering necessary equipment and is due before any equipment is ordered. The next two invoices are each for 50% of the remaining project total. Once the equipment is received, the client pays the second invoice and the project is put on the calendar. Once the project is completed, the client pays any remaining balances in a final invoice.

Target Audience

Over the next 5 years, the global smart home market is expected to grow from 78.3 billion to 135.3 billion USD. This growth is due to numerous factors; almost anyone can be a consumer. Anyone with disposable income and concerns about energy consumption, pollution, security, comfort or convenience is the perfect client for us. While we do most of our work with home owners and home builders, we also have numerous, less obvious target audiences. Restaurant owners, government agencies, doctors, handicapped, elderly, and many other types of business professionals utilize the products we install. We plan to advertise to every one of these audiences.

Advertising and Marketing

LiveWire Solutions currently employs a digital marketing company to take care of our search engine optimization. The webpage and blog for LiveWire is currently powered by the CFO through GoDaddy. Securing this investment

will allow LiveWire to employ a web designer to professionally re-create the LiveWire website. We will use the rest of the advertising budget for vehicle wrapping, email marketing, and signage as well as to put ourselves in local real estate searches, magazines and radio ads.

Legal Structure and Management

Clinton and Marshall Jackson own LiveWire Solutions LLC as partners. The current ownership is a 90/10 split with Marshall Jackson as the majority partner. When financially beneficial, Marshall and Rusty will convert LiveWire Solutions from a limited liability company to a corporation. Rusty Jackson is the Chief Operating Officer handling all day to day operations while Marshall acts as the Chief Financial Officer. Once we secure the proper funding, Robert Burt will be our sales director and Taylor Kothmann will be our project manager. Both of these men will report directly to Rusty Jackson. Taylor Kothmann will have one assistant technician as a direct report. As LiveWire's staff grows over the next five years, the management pyramid will remain with these four people at the top.

2020 Gross Sales To Date

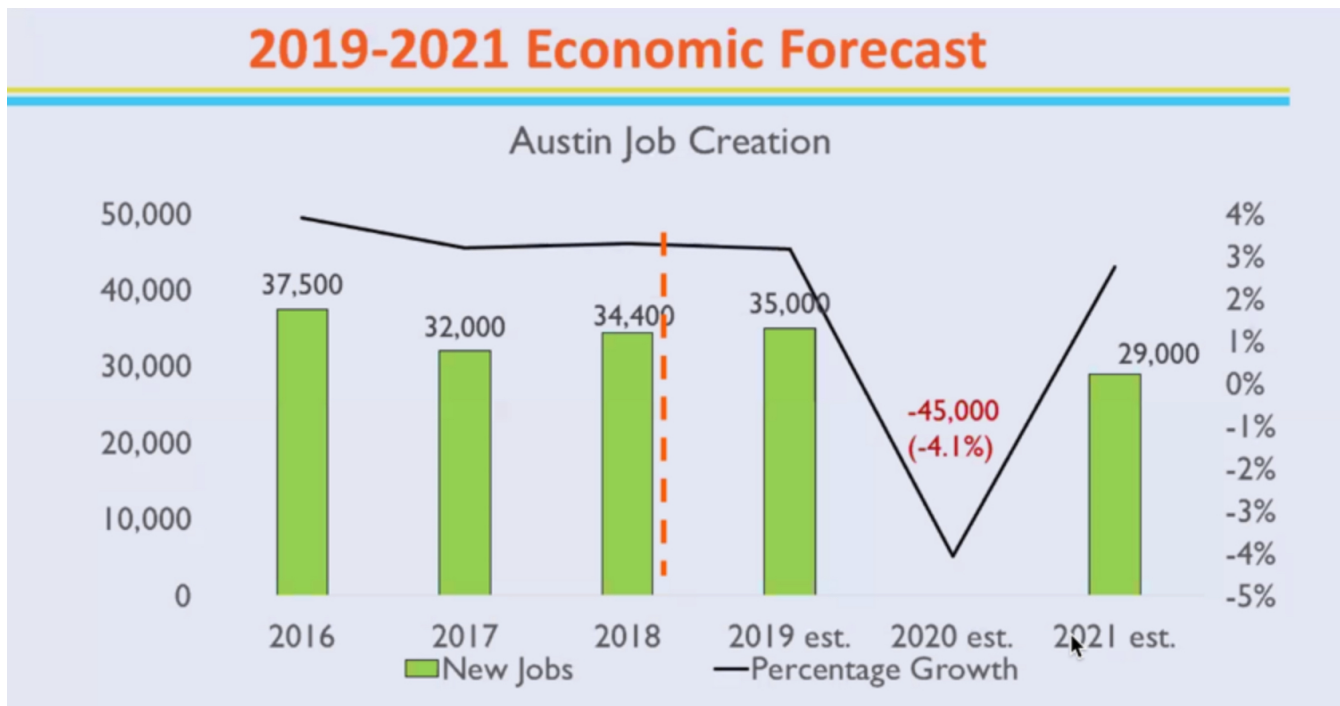
LiveWire Solutions began just over 9 months ago, in January 2020 with no significant start up capital. Since then, LiveWire has been able to significantly grow as well as break even.

Month	Gross Deposits	Total Expenses	Gross Revenue
January	\$0	\$0	\$0
February	\$25,956.35	\$13,097.72	\$3848
March	\$9,141.35	\$12,379.10	-\$3,237.75
April	\$4,730.29	\$2,870.69	\$1,859.60
May	\$22,479.92	\$7,276.64	\$15,203.28
June	\$11,204.03	\$16,341.41	-\$5,137.38
July	\$37,625.48	\$27,736.10	\$9,889.38
August	\$39,576.30	\$46,099.32	-\$6,523.02
September	\$18,847.67	\$31,480.40	-\$12,632.73
ANNUAL TOTALS TO DATE			\$3,269.38

5 Year Sales Forecast

Year	Monthly Deposits	Monthly Expenses	Monthly Profit	Monthly ROI Payments	Annual Profit
2021	\$75,000	\$36,000	\$39,000	\$0	\$468,000
2022	\$145,000	\$69,600	\$75,400	\$6,875	\$822,300
2023	\$200,000	\$96,000	\$104,000	X	\$1,248,000
2024	\$415,000	\$199,200	\$215,800	X	\$2,589,600
2025	\$665,000	\$319,200	\$345,800	X	\$4,140,000

2019-2021 Economic Forecast



Investment Budget

The projected cost of covering all expansion costs for one year:

Description	Number of payments per year	Unit Price	Annual or Total Cost
Robert Burt Salary	12	\$8,333	\$100,000
Taylor Kothmann Salary	12	\$4,875	\$58,500
Ford Transit Cargo Van	1	\$30,619	\$30,619
Ford F-150 XL Supercab RWD	1	\$27,942	\$27,942
Insurance Policy- Vehicle Coverage Included	12	\$1,661	\$19,933
Software	1	\$2,884	\$2,884
Clinton and Marshall Jackson Combined Salary	12	\$8,000	\$96,000
Showroom Equipment	1	\$34,620	\$34,620
Showroom Rent with (Warehouse Space)	12	\$6,000	\$72,000
Assistant Technician Salary	12	\$3,167	\$38,004
Hiring and Training	2	\$2,000	\$4,000
Health Insurance	12	\$3,233	\$38,793
Advertising Monthly Budget	12	\$1,500	\$18,000
Miscellaneous Monthly Bills	12	\$555	\$6,660
Business Coach	1	\$1,000	\$1,000
Memberships	1	\$2,179	\$2,179
Total			\$551,134
