



## **Two Page Business Plan Summary**

Titan Brick seeks to manufacture a water resistant, interlocking brick for homes and other buildings.

Brick properties:

- Can resist category 5 hurricane wind pressures
- Virtually no mold or mildew
- More cost effective than building with wood or concrete.
- Energy savings of up to 60% from a high thermal mass insulation
- Is fireproof to 1,800 degrees (typical house fire is 1,200 degrees)
- No insect damage and sound resistant
- Easy to use, saves money with unskilled labor
- Could potentially last a few hundred years

### **CUSTOMER PROBLEM**

Homes built today are being destroyed by hurricanes, tornados, fires, floods and insects. Wood homes burn, mold, rot, can be infested with destructive insects, and waste huge amounts of energy. After rigorous testing on the bricks properties, management feels that the Titan interlocking, water resistant bricks potentially solve all of these problems and more, potentially eliminating all of the products which fail in storms, fires and floods.

### **TARGET MARKET**

The green building industry is listed in Time Magazine's top ten fastest-growing industries in America. The green homes market is expected to increase five-fold by 2016. In fact, there was only 3 billion in green building in 2005. Just 6 years later it exploded to 58 billion in 2011. Plus, the green share of the construction market will be over 20% by this year (2013) and predicted to jump to 303.7 billion by 2017! Housing starts are also up 57%.

### **MANAGEMENT**

- CEO: Don Blalock (Contractor for 35 years)
- Chairman: Corey Park (Business Executive for over 20 years)
- COO: Marion Alley (an executive serving the building materials industry for over 34 years)
- Vice President of Training and Implementation: Lanny Park (Contractor for over 20 years)



## **COMPETITORS**

The most common building material is wood (at 94% of all building construction in the U.S). Concrete comes in second at about 4% and all of the other materials only add up to around 2%. As can be seen from the footage of the damage caused by Hurricane Sandy, wood and concrete bricks are no match for wind and water. Management has not found any other brick with properties like the Titan Brick or that even come close to the PSI or exact edges. .

## **COMPETITIVE ADVANTAGE**

A green building material that is more cost effective than building with wood or concrete. Yet it's apparently better than other materials in most every way. Titan Brick is virtually mold proof, fire proof, mildew proof, termite proof, provides 50% energy savings and can handle sustained hurricane 5 force winds. Both consumers and government regulations are driving a strong demand for green building materials.

## **CUSTOMERS**

Many factors are driving the green homes market, with “higher quality” and “increases in energy costs” topping the list, indicating that today’s green home buyer is not just a green consumer. Buyers are aware that green homes have lower bills due to higher building performance. Govt regulations and tax incentives are driving up demand for green materials. In addition to new federal regulations, 45 states have passed green building legislation.

## **SALES/MARKETING STRATEGY**

Management has detailed plans and is engaging key consultants to help maximize sales through all of the primary sales and distribution channels. Due to its key advantages and uniqueness, Distributors, dealers, big box retailers and builders may want to carry Titan to receive more foot traffic or sell more homes. Plus, these channels prefer to carry unique products that can offer strong margins. In addition, many regulations / programs also exist that provide builders with strong incentives to serve this market.

## **BUSINESS MODEL**

Titan will profit from the manufacture and sale of its new brick invention. Titan will also profit from add-on sales, joint ventures, strategic alliances or sponsorship opportunities with other potential sales channels or strategic suppliers. Titan will up-sell other green products that may be added as part of our complete LEED building system. Such as metal or concrete roof systems; energy efficient windows, tank-less water heaters, etc.