

Business Plan

HeavyTech, Inc.
Fort Wayne, Indiana
April 1st, 2025

Executive Summary

HeavyTech, Inc., incorporated in Indiana, is poised to revolutionize the heavy-duty, off-highway vehicle industry with its cutting-edge hybrid and electric compact vehicles tailored for the construction, farming, and ranching markets. The company's mission is to deliver fuel efficient, high-performance vehicles that meet the rigorous demands of rural and industrial environments, bridging the gap between traditional work vehicles and the future of eco-friendly transportation. With manufacturing operations set to begin in Fort Wayne, Indiana, HeavyTech combines advanced technology with a focus on durability, performance, and cost efficiency.

The leadership of HeavyTech, Inc. is its cornerstone. The company is directed by a board of industry experts, each with a proven track record in the automotive, construction, and clean energy sectors. These directors guide all aspects of the company's operations, from strategic planning and product development to sales and manufacturing. Their combined expertise ensures HeavyTech is well-positioned to navigate the complexities of the market, tackle technical challenges, and deliver vehicles that exceed customer expectations. By leveraging their collective industry insights, the board is steering the company toward becoming a leader in hybrid-electric work vehicles.

HeavyTech's product lineup focuses on hybrid and electric compact vehicles designed for rugged applications, addressing a market need for reliable and environmentally friendly equipment. These vehicles prioritize hybrid technology to reduce reliance on charging infrastructure, making them ideal for rural areas and industries with limited access to charging stations. The initial production plan includes the development of prototypes by late-2025, with scaled manufacturing operations planned for early 2026. By maintaining an agile and efficient production strategy, HeavyTech will rapidly bring its innovative solutions to market.

The company is currently raising up to \$1.5 million in capital through a dual strategy of equity crowdfunding (Reg CF) and an accredited investor offering (Reg D 506C). These funds will enable the acquisition and renovation of the Fort Wayne facility, the development of prototypes, and the scaling of operations. With a robust financial plan and a clear vision, HeavyTech anticipates achieving profitability by 2028 and capturing significant market share in the compact work vehicle segment.

In a market increasingly demanding efficient solutions, HeavyTech's hybrid vehicles offer a practical and immediate answer to the challenges faced by rural and industrial operators. With a strong leadership team, an innovative product line, and a strategic approach to funding and manufacturing, HeavyTech is set to lead the transition to productive, more efficient work vehicles, ensuring long-term growth and a lasting impact on the industry.

Target Market

HeavyTech, Inc. is strategically positioned to serve a diverse yet interconnected target market that spans small business operators and private landowners. At the forefront are smaller contractors, landscapers, and construction companies that require reliable, versatile vehicles to manage their day-to-day operations. These businesses often operate within tight budgets and timelines, making durability, cost efficiency, and productivity critical factors in their purchasing decisions. HeavyTech's hybrid and electric compact vehicles address these needs by offering dependable performance with reduced fuel consumption and maintenance costs, empowering these operators to meet their goals with fewer operational barriers. In addition to professional contractors, HeavyTech also caters to private landowners who own and manage anywhere from a few acres to several hundred acres of property. These individuals, who use their land for recreation, hunting, or small-scale farming, demand vehicles that can handle diverse terrains and tasks. Whether it's transporting equipment, clearing trails, or managing wildlife, HeavyTech's compact vehicles are engineered to deliver power and adaptability. By providing vehicles that balance utility and eco-conscious technology, HeavyTech appeals to landowners seeking both practicality and modern innovation.

Another critical segment of HeavyTech's target market includes commercial farms and ranches that support operations such as livestock management, crop production, dairies, and plant nurseries. These enterprises often operate large-scale facilities that require dependable, heavy-duty vehicles to transport supplies, manage herds, or handle maintenance tasks across vast properties. With hybrid capabilities and rugged designs, HeavyTech's vehicles are tailored to endure the demands of agricultural operations while lowering operational costs through improved fuel efficiency and reduced emissions. The company's commitment to sustainability aligns with the growing emphasis on eco-friendly practices within the agricultural sector, making HeavyTech an attractive partner for progressive farms and ranches.

By focusing on these market segments, HeavyTech captures a broad yet cohesive audience that shares common needs for durable, efficient, and versatile vehicles. Through its hybrid-electric solutions, the company provides an ideal blend of innovation and practicality, empowering contractors, landowners, and agricultural professionals to achieve their goals while reducing their environmental footprint.

Production Plans

HeavyTech, Inc. is launching its manufacturing operations in collaboration with a cutting-edge hardtech innovation hub located at Electric Works in Fort Wayne, Indiana. This facility, developed in partnership with the Northeast Indiana Economic Partnership, and Indiana Tech, serves as a ramp-up factory designed to help startups like HeavyTech rapidly prototype, refine, and begin initial production. The innovation hub's state-of-the-art equipment and supportive ecosystem provide the perfect foundation for HeavyTech to bring its hybrid and electric compact vehicles to market efficiently and effectively. The close collaboration with local partners underscores HeavyTech's commitment to leveraging community resources and fostering regional economic growth.

As production scales, HeavyTech plans to transition into a dedicated manufacturing facility in the Northeast Indiana region. This strategic location offers unparalleled access to a robust network of suppliers, manufacturers, and logistics providers, enabling the company to optimize its production pipeline. The region's established industrial ecosystem ensures that HeavyTech can source critical components, including steel frames, electronic systems, and hybrid drivetrain parts, with minimal lead times and at competitive prices. This proximity to suppliers, combined with advanced manufacturing practices, supports HeavyTech's commitment to lean operations and cost-effective production.

The company's approach to manufacturing integrates modern, efficient techniques to maximize productivity while minimizing waste. HeavyTech will adopt advanced automation, precision assembly

processes, and a just-in-time inventory system to maintain flexibility and responsiveness to market demands. By embedding innovation into every aspect of production, HeavyTech ensures its vehicles are competitively priced without compromising on quality or performance. This model not only keeps operational costs low but also aligns with the company’s overarching goal of delivering sustainable, high-value products to its target markets.

Through strategic partnerships and a focus on advanced manufacturing, HeavyTech is well-positioned to scale production while contributing to the economic vitality of Northeast Indiana. The company’s production plan reflects its vision to create a sustainable, cost-efficient manufacturing operation that supports local industry while meeting the needs of contractors, landowners, and agricultural professionals across the country.

Projected Production Targets

<i>Year</i>	Number of Units Sold	Avg. Unit Price	HeavyTech Sales Revenue
2025	3	\$ 100,000	\$ 1,015,000
2026	50	\$ 95,000	\$ 4,200,000
2027	445	\$ 95,000	\$ 40,371,000
2028	750	\$ 95,000	\$ 72,500,000
2029	2,275	\$ 70,000	\$ 158,750,000
2030	5,275	\$ 70,000	\$ 373,284,500

Projected Vehicle Price Targets and Vehicle Models

Compact Excavator Model Number: HT-1



	Eco E-Engine V1-0	E-Engine V1-1	E-Engine V1-2
<i>Operating Weight (With Cab)</i>	7,950 lbs	8,075 lbs	8,150 lbs
<i>Horsepower (kW)</i>	60 (45)	100(75)	121 (90)
<i>Aux Hydraulic Flow</i>	N/A	15 gpm	30 gpm
<i>Aux Hydraulic Pressure</i>	N/A	3,300 psi	3,300 psi
<i>Estimated Sale Price</i>	\$38,500	\$47,750	\$52,900

Compact Track Loader
Model Number: HT-2



	Eco E-Engine V1-1	E-Engine V1-2	E-Engine V1-3
<i>Operating Weight (With Cab)</i>	8,600 lbs	8,700 lbs	8,800 lbs
<i>Horsepower (kW)</i>	120 (90)	177 (132)	201 (150)
<i>Aux Hydraulic Flow</i>	N/A	30 gpm	41 gpm
<i>Aux Hydraulic Pressure</i>	N/A	3,300 psi	3,300 psi
<i>ROC</i>	TBD	TBD	TBD
<i>Reach</i>	TBD	TBD	TBD
<i>Hinge Pin Height</i>	TBD	TBD	TBD
Estimated Sale Price	\$80,500	\$85,500	\$95,000

Compact Articulated Loader
Model Number: HT-3



	Eco E-Engine V1-0	E-Engine V1-1	E-Engine V1-2
<i>Operating Weight (With Cab)</i>	4,100 lbs	4,150 lbs	4,250 lbs
<i>Horsepower (kW)</i>	60 (45)	100(75)	121 (90)
<i>Aux Hydraulic Flow</i>	N/A	15 gpm	30 gpm
<i>Aux Hydraulic Pressure</i>	N/A	3,300 psi	3,300 psi
<i>Tipping Load</i>	TBD	TBD	TBD
<i>Lift Capacity</i>	4,050 lbs	4,050 lbs	4,050 lbs
Estimated Sale Price	\$19,500	\$28,500	\$38,900

Pro-Forma Financial Statements

As a newly incorporated startup, HeavyTech, Inc. recognizes the importance of financial discipline and strategic planning in its early stages. Our financial projections, including a detailed 3-year Profit and Loss Statement (P&L) and a 3-year Balance Sheet, have been carefully prepared to reflect our anticipated growth and operational goals. These projections are based on conservative estimates and informed assumptions about market demand, product development timelines, and revenue generation.

Our approach is rooted in the principles of a lean startup, ensuring that we prioritize efficient resource allocation while minimizing unnecessary overhead. By leveraging our team's in-house expertise and focusing on strategic partnerships, we aim to maximize operational efficiency and maintain tight control over expenses. This strategy positions us to achieve profitability early while reinvesting in product development, scaling, and market expansion.

HeavyTech is committed to delivering shareholder value by maintaining financial transparency and adhering to sound fiscal management practices as we establish a strong foundation for sustainable growth.

		2024	2025 TOTAL	2026 TOTAL	2027 TOTAL	2028 TOTAL	2029 TOTAL	2029 TOTAL
HeavyTech, Inc. Pro-Forma P&L		Q4						
Revenue								
	HT-1 - Compact Excavator	Units			20	50	300	775
	All Models	-	100,000	-	900,000	4,275,000	19,125,000	54,000,000
	HT-2 - Compact Track Loader	Units		40	350	600	1,000	2,500
	All Models	-	100,000	3,800,000	33,250,000	57,000,000	95,000,000	225,000,000
	HT-3 - Compact Loader	Units		10	75	100	975	2,000
	All Models	-	100,000	350,000	1,400,000	2,500,000	24,375,000	50,000,000
	MRO/Parts	-		35,000	4,656,250	8,550,000	16,620,000	39,480,000
	Fleet Management	-	-	15,000	165,000	165,000	3,615,000	4,800,000
	Total Revenue	-	300,000	4,200,000	40,371,250	72,490,000	158,736,975	373,284,500
	COGS		255,000	2,730,000	26,241,313	46,393,600	98,416,925	223,970,700
	Gross Profit		45,000	1,470,000	14,129,938	26,096,400	60,320,051	149,313,800
	GM%		0	35%	35%	36%	38%	40%
Operating Expense								
	Sales & Marketing	10,000	90,000	525,000	2,825,988	5,074,300	9,524,219	18,664,225
	General & Administrative	5,000	165,000	2,160,000	6,055,688	10,873,500	23,810,546	55,992,675
	R&D	-	700,000	1,375,000	8,074,250	7,973,900	12,698,958	22,397,070
	Other / Consulting	5,000	60,000	125,000	375,000	700,000	1,000,000	1,400,000
	Total Operating Expenses	20,000	1,015,000	4,185,000	17,330,925	24,621,700	47,033,723	98,453,970
Headcount - Operations & Admin								
	Executive	-	1	5	5	8	10	12
	Engineering	-	1	5	8	16	36	50
	Marketing	-	1	3	5	8	16	20
	Operations	-	1	8	12	20	50	70
	Admin / Support Staff		2	6	9	12	18	22
Cumulative Headcount (Minus Fellows & Board)		-	6	27	39	64	130	174
	Beginning cash balance	30,000	10,000	490,000	1,775,000	4,573,983	6,048,704	19,335,032
	Cash from operations	(20,000)	(970,000)	(2,715,000)	(3,200,988)	1,474,700	13,286,328	50,859,830
	Cash from fundraising activities	0	1,450,000	4,000,000	6,000,000	-	-	-
	Ending cash balance	10,000	490,000	1,775,000	4,573,983	6,048,704	19,335,032	70,194,862
Operating Income		(20,000)	(970,000)	(2,715,000)	(3,200,988)	1,474,700	13,286,328	50,859,830
EBITDA			-323%	-65%	-8%	2%	8%	14%