

# SOLAR COLA BUSINESS PROPOSAL: THE COLA OF CLEAN ENERGY ADVENTURES

Brand: Solar Cola (Registered Trademark)

Tagline: "The Cola of Clean Energy Adventures"

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## EXECUTIVE SUMMARY

Solar Cola presents a unique investment opportunity at the nexus of the global soft drink market and the burgeoning consumer demand for sustainable, healthier, and story-driven products. We are not merely launching a beverage; we are launching a fully integrated Intellectual Property (IP) marketing ecosystem.

The core value proposition is the establishment of a premium cola brand with a significantly healthier formula (cane sugar, natural kola nut caffeine) that is indelibly tied to the high-adventure, eco-centric "[John Storm](#)" media franchise. The centerpiece of this strategy is the Elizabeth Swann trimaran, the world's fastest solar/hydrogen vessel, which serves as a \$6 million, live, floating billboard and experiential marketing platform.

Our conservative market penetration target of 0.001% of the global soft drink market demonstrates a Year 5 revenue potential of \$145 million annually, offering investors access to a challenger brand with protected IP in a \$500 billion sector. We seek \$7 million to secure the production start and fully fund the construction of the Elizabeth Swann as the ultimate promotional asset.

## 1. INTRODUCTION & BRAND VISION

The [Solar Cola](#) brand is built on authenticity, adventure, and sustainability. The visual identity, anchored by the registered Solar Cola trademark and the high-performance aesthetic of the [Elizabeth Swann](#) trimaran, immediately differentiates us from legacy competitors. This is the Cola of the Future, intrinsically linked to the narrative of clean energy innovation and high-stakes exploration documented in the John Storm adventure series.

## 2. PROBLEM STATEMENT: The Market Gap

The global soft drink market, valued at approximately \$500 billion annually, remains dominated by legacy players who rely heavily on outdated and increasingly criticized formulas:

**Health Concerns:** High Fructose Corn Syrup (HFCS) and undisclosed synthetic caffeine sources alienate health-conscious consumers.

**Sustainability Deficit:** Consumers actively seek brands that authentically champion sustainability, a commitment lacking in incumbent market leaders.

**Narrative Fatigue:** Current challenger brands fail to create a compelling, cross-platform cultural narrative that drives loyalty beyond flavour profile.

There is a clear market vacuum for a premium, healthier cola with an authentic, embedded eco-narrative.

### 3. SOLUTION – SOLAR COLA

Solar Cola fills this void by offering a product and a promotional platform that are inseparable from a clean energy future.

#### Healthier Formula & Premium Offering

The product is engineered to be a clear, premium alternative:

**Sweetener:** Exclusively uses natural Cane Sugar, avoiding HFCS.

**Caffeine Source:** Derived naturally from the Kola Nut, ensuring a cleaner energy profile.

- **Positioning:** Targeted as a premium, artisan soft drink, justifying a higher price point and higher profit margins compared to bulk competitors.

#### Eco-Alignment & Promotion

The product's identity is intrinsically linked to the John Storm adventures:

**Floating Billboard:** The [Elizabeth Swann](#) trimaran, built at a projected cost of \$6 million, functions as a high-visibility, global advertisement. As the world's fastest solar/hydrogen vessel, it is a tangible symbol of the brand's commitment to clean energy.

**IP Integration:** Every facet of the brand is protected by the registered trademark and integrated into the John Storm novels and forthcoming film scripts, creating seamless, organic product placement.

### 4. MARKET OPPORTUNITY & SIZING

The sheer scale of the global soft drink industry provides a massive addressable market, allowing even minimal penetration to yield substantial revenue.

**Market Size:** Global soft drink market at ~\$500 billion annually.

**Unit Volume Benchmark:** Coca-Cola currently moves approximately 32 billion unit cases (calculated at 192 ounces per case) per year globally.

**Target Market Share:** Our conservative target is 0.001% of this total market volume. This equates to an annual volume of 32 million litres per year (approximately 96.9 million bottles/cans at 330ml).

**Revenue Projection:** Assuming a profitable wholesale price of \$1.50 per 330ml bottle/can, achieving the 0.001% target yields a projected annual revenue of ~\$145 million.

## 5. PRODUCT AND DISTRIBUTION STRATEGY

### Launch and Scaling

**Initial Focus:** Launch with boutique production runs in the UK/EU, focusing on premium perception and quality control.

**Scaling:** Production will scale in line with media exposure and demand generated by film releases and Swann voyages.

### Packaging and Retail

**Packaging:** Commitment to premium, fully recyclable glass bottles for launch to emphasize quality and sustainability credentials. Moving to aluminium cans for supermarkets and local stores.

### Distribution Channels

**Direct-to-Consumer (DTC) / Online:** Amazon and dedicated e-commerce platform.

**Boutique Retail:** Independent retailers, high-end food halls, and specialized eco-shops.

**Experiential Sales:** High-margin event-based sales tied to the Elizabeth Swann port calls, boat shows, film festivals, and sustainability expos.

## 6. INTEGRATED PROMOTIONAL ASSETS (IP Strategy)

The brand's primary competitive advantage is its embedded IP synergy, eliminating traditional advertising costs and replacing them with organic, narrative-driven content.

**John Storm Adventure Franchise:** Solar Cola is integrated as an organic element within the existing John Storm novels and scripts, including titles like [Kulo-Luna](#), [Cleopatra’s Curse](#), and [Operation Neptune](#). This is product placement that is structurally essential to the story world.

**The Elizabeth Swann:** The \$6 million build cost is an asset acquisition, not an expense. The vessel is a global, mobile, and photogenic brand ambassador, generating media exposure at every port.

**Film Options:** Revenue generated from option fees and production deals with Hollywood/Canadian studios will be strategically reinvested to fund the construction and maintenance of the Swann, creating a self-sustaining marketing loop.

**Cross-Media Exposure:** Synergy across books, films, comics, and live experiences (boat tours, festivals) ensures continuous brand relevance and consumer engagement.

7. COMPETITIVE ADVANTAGE

Factor	Solar Cola	Legacy Cola Brands (Coke/Pepsi)
Formula	Cane Sugar + Natural Kola Nut Caffeine (Healthier)	HFCS + Synthetic Caffeine (Traditional)
Narrative	Deeply embedded eco-adventure and IP synergy.	Generic mass-market lifestyle advertising.
Marketing Platform	Elizabeth Swann (Live, Experiential, Sustainable Symbol).	Static billboards, TV/Digital (High-cost CPI).
Brand Protection	Registered Trademark + Extensive Novel/Script IP.	Trademark only.

8. FINANCIAL PROJECTIONS

Startup Capital Requirement

A total capital goal of \$7 million is required to activate the full-scale marketing and production strategy.

Category	Cost (USD)	Notes
Product Development & Initial Bottling	\$500,000	Secures initial large-scale production run.
Marketing IP Tie-ins	\$250,000	Integration into current scripts, packaging design finalization.
Distribution Setup & Logistics	\$250,000	Establishing warehouse and initial supply chain partners.
Strategic Asset Acquisition: Elizabeth Swann Build	\$6,000,000	Funding the construction of the primary marketing platform.
Total Capital Ask	\$7,000,000	

Revenue and Volume Projections (Based on \$1.50/330ml Wholesale)

Metric	Year 1	Year 3	Year 5
Volume (Litres)	1 Million	10 Million	32 Million
Volume (Cases)	~3,030 Cases	~30,300 Cases	~96,960 Cases
Projected Annual Revenue (USD)	~\$4.5 Million	~\$45 Million	~\$145 Million
Note: Year 5 projection represents 0.001% market penetration.			

## 9. PARTNERSHIPS & DISTRIBUTION

The Solar Cola strategy leverages existing partnerships and established channels for rapid IP scaling:

**Publishing:** Ongoing sales through Amazon/Kindle generate steady IP engagement.

**Film Studios:** Leveraging ongoing discussions with Hollywood and Canadian studios to secure option fees that de-risk the Swann build investment.

**Retail/Distribution:** Targeting high-end boutique distributors and specialty eco-shops to maintain premium brand identity during the scale-up phase.

## 10. INVESTMENT ASK & CALL TO ACTION

We are seeking \$7,000,000 in total investment capital.

This investment is the critical catalyst to transition Solar Cola from a high-potential concept into a market reality, unlocking the full promotional power of the John Storm IP.

Investors gain immediate access to:

1. A challenger brand positioned in a \$500 billion market sector.
2. A product with superior health and sustainability credentials.
3. A marketing strategy backed by an integrated, fully protected, cross-platform media franchise (IP).
4. A tangible, world-class promotional asset (Elizabeth Swann).

Vision: Join us in making Solar Cola the flagship eco-cola, propelling a new era of sustainable adventure and riding the unprecedented wave of the John Storm franchise into global prominence.