



BATTERY SERVICES INTERNATIONAL

BATTERY SPECIALISTS

GUIDE WHEN TALKING TO BATTERY RESTORATION COMPANIES

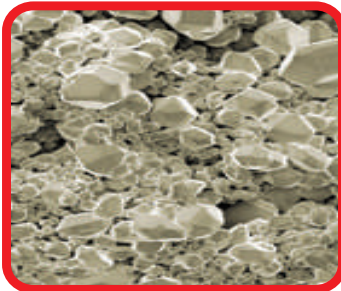
This guide is offered to help you gather relevant information that will inform your investment decision to enter in the market of battery replacement. No doubt this is a very valid pursuit as this market offers an incredible opportunity to have a highly profitable business. Some financial estimates of the lead acid battery replacement market suggest that is strong over \$20 billion USA dollars yearly with an annual growth of 6%. A share of that market can be yours if you make the right investment decision.

KEY CONCEPTS

BATTERY REPLACEMENT MARKET - refers to the amount of new batteries sold yearly that are going to replace current old batteries. The battery replacement market includes both primary and secondary batteries. The battery replacement market is estimated on \$50 billion USA dollars worldwide. The secondary battery replacement market is estimated on \$20 billions worldwide. The battery replacement market differs from what is known as OEM (Original Equipment Manufacturer) products.



TYPES OF BATTERIES - batteries are classified as primary and secondary. Primary batteries are those that can not be recharged. Secondary batteries are batteries that you can recharge. They are divided into two segments: cranking or SLI (for Starting, Lighting, and Ignition) and deep cycle or storage batteries. This last category is also divided into two branches: stationary and traction. Stationary batteries are largely used with Uninterruptible Power Supply (UPS) systems. Traction deep cycle batteries are used on motive power equipment such as forklifts, electric hand trucks, golf carts, and many other.



SULFATION - this is considered the number one killer of batteries. It is estimated that eight of every ten batteries die due to sulfation built up inside the battery. The chemistry of the lead acid battery can precipitate sulfation built up. When a battery discharges the sulfuric acid mixes with lead and forms lead sulfates. This reverses when charging the battery. If battery is not charged promptly, the lead sulfate hardens as crystals coat the plates. Because of this, batteries die do to lost capacity to generate lead sulfates. (You can gain more knowledge in our website www.batteryrejuvenation.com about sulfation. Also look information in the Internet. This is an important subject matter for you investment decision).

BATTERY RESTORATION PROCESS - this is a process that some companies use to reverse sulfation built up. It seems there are two types of approaches. Some companies are able to stop sulfation and reverse it with batteries currently in use. This companies focus is mainly maintenance and treatment. The second approach is to reverse sulfation in batteries that are completely dead. Typically, a combination of electronic equipment and chemical additives is used in battery restoration process. Thus, technology and battery additives become important elements in the reconditioning of a weak or dead battery. It is important to be aware that the success of a battery restoration process that claims to restore or treat sulfated batteries will depend to what state of charge they can treat with their technology and restoration process. Can they revive a dead battery in zero volt?

PULSE TECHNOLOGY - this refers to an emerging electronic device that attempts to protect batteries against sulfation built up utilizing an electric algorithm of high frequency with low amperage. Pulse technology helps eliminate battery failure in the following ways: (1) prevents sulfation buildup; (2) enables the battery to have more active material in the electrolyte; and (3) prevents physical degradation of the battery plates.

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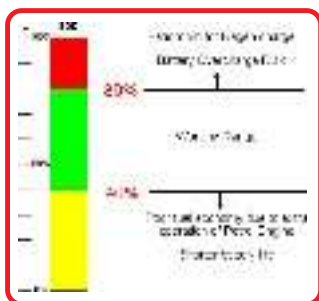
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TECHNOLOGY – refers to electronic equipment used for the restoration process and charging of batteries. There are various applications available. One is the restoration of batteries using what is called pulse technology that consist of high frequency voltage with low amperage dosage. Other technology utilizes restoration algorithms using slow charging load to the battery. Another attempt is to use an algorithm combined with various charging mode. When talking to companies that claim they have a recipe to restore dead batteries or to treat sulfated batteries, inquire about their electronic equipment and there capacities. An important question is At what state of charge can they revive batteires? Can they treat or restore batteries that are completely dead regardless of age? This question refers to how many batteries you will be able to do daily with the battery restoration process given to you.

BATTERY ADDITIVES – there are various battery additives in the market. Each of them claim that can desulfate lead acid batteries. Some are environmentally friendly others are hazardous. A battery additive is an important component of a battery restoration process. It seems that a battery additive alone can not revive a dead battery. It can only protect it against sulfation built up. It is of the outmost relevancy to know how many batteries you can treat with one gallon of the additive and at what cost. Remember that the amount of batteries that you will be able to recondition affects your business operation in terms of revenue making, profit, and return on investment ratios.



STATE OF CHARGE (SOC) — this is a measure of the amount of electrochemical energy left in a cell or battery. Usually expressed as a percentage of battery capacity. The SOC is the opposite of the Depth of Discharge (DOD) in that 60% SOC = 40% DOD.

STATE OF HEALTH – is a measurement that reflects the general condition of a battery and its ability to deliver the specified performance compared with a fresh battery. It takes into account such factors as charge acceptance, internal resistance, voltage and self-discharge.

RETURN ON INVESTMENT (ROI) — it is a measurement used to help make capital investment decisions or to grade how well a company is managed. It is calculated with the formula: $(\text{annual profit})/(\text{investment capital})$. In this equation, the annual profit is the expected annual profit from the business operations. Thus, when pursuing investment of your capital on a business opportunity, you need to have a clear idea how soon can you recuperate the money invested. After all, the purpose of businesses is to make profits or money.



REVENUE POTENTIAL — also referred traditionally as revenue growth. This is a useful measure of how fast a company's business is expanding and how fast can produce revenues. Revenue growth shows the annualized rate of increase (or decrease) in a company's revenue or sales growth. In making your investment decision you must have a very clear idea of much money you can make and how much growth potential the business strategy you are investing can offer for you. Revenue growth potential is tie to price of product or service, cost of operation, marketing and sales strategy.



BUSINESS STRATEGY — usually contained in the business plan of the organization where a description of how a business organization intents to achieves its goals and mission. Some businesses have a strategy of business to business (B2B) and others of business to consumers (B2C) or a mix of both.

QUESTIONS TO ASK DURING CONVERSATION WITH COMPANIES

The following questions are offered as a general guideline when talking to companies with battery restoration business opportunity. You are welcome to expand this list with your own questions. Take notes during the interview. The information that you collect will aid you to compare other companies and make your final investment decision. Begin with:

How long have been in business?
How your business offers take advantage of the battery replacement market?

About technology:

- How your battery conditioners technology works?
- Are you the sole proprietary of the technology?
- How many batteries can I recondition with your chargers simultaneously?
- How many batteries can I treat with your chargers simultaneously?
- How long it takes it to recondition batteries?
- What types of batteries can I do? Cranking? Deep cycle?
- What about forklift batteries?
- What states of charge can your technology do?
- Can you do batteries completely dead? In zero volt state of charge?
- What about batteries that are zero volt and five years old?

About battery restoration process consider the following:

- How your battery restoration process works?
- Are you the sole proprietary owner of the process?
- How long it takes it to recondition batteries with your process?
- What types of batteries can I do? Car? Forklift batteries?
- How long it takes to recondition a car battery discarded as dead?
- How long it takes to recondition a forklift battery discarded as dead?
- What states of charge can your technology do?
- Can you do batteries completely dead? In zero volt?
- What about batteries that are zero volt and five years old?
- How long does battery, car or forklift, lasts after your process intervention?

About their battery additive:

- What can you say about your battery additive?
- How it works?
- How does your additive combats sulfation built up?
- Does it stay permanently inside the battery? Does it evaporate?
- What guarantees can I give to customers? 12 months? More?
- What kind of batteries can I used it for?
- Is it environmentally friendly?
- How many cars batteries can I treat with one gallon?
- How many forklift batteries can I treat with one gallon?
- How much does it cost per gallon?

About business strategy: Remember, business strategy is about how to make money with their business model. Thus, asks things like:

- What is the business strategy for a battery shop?
- How am I going to be able to make money with your offering?
- What type of services can I offer? Products?
- What about revenue making? How much money can I make yearly?
- Do you have a business plan for the shop you are offering?
- What is the marketing strategy?
- How do you know I can provide that service here where I live?
- What protections you give me if I buy? What guarantees?
- Is any territorial rights?

About corporate support:

- Do you offer any training?
- What is the technical support you offer?
- Website?

Write other questions to ask company representatives when you talk with them.
Good luck in your pursue to financial success.