



# Sestar Technologies, LLC

Revolutionary Solar Energy Products

Sestar Technologies, LLC (SESTAR) is developing revolutionary solar energy products that will be integral components in the ultimate solution to the world's current and future energy programs. It will lead to paradigm shifts in a number of solar and other industries, including military, emergency, outdoor recreation, artificial turf, and solar cell industries as well as related LED and LCD flat screen industries. They will all benefit by the collateral technologies that are being developed in addition to the polymer-based photovoltaic (PV), which is at the root of SESTAR's solar products.

## Technology

The universal demand for energy is continually escalating while the use of its primary sources is becoming increasingly impractical and undesirable. Sestar's core inventions, polymer PV materials and High Conductivity Transparent Electrodes are being developed into products for three markets: 1) SolarTurf, a synthetic grass product laced with PV cells that turns a high maintenance yard into a beautiful, care-free lawn capable of generating eco-friendly electricity; 2) SolarFabrics for use in military tents, camouflage, and other fabric applications; 3) SolarRec Equipment where camping gear incorporates the same capabilities as outlined above; and 4) High Conductive Transparent Electrodes that not only transfer the electricity from the polymer PV products mentioned above to the "grid" but also introduce a revolutionary patented process and application that will transform flat screen TV technology.

## Market Potential

Electricity consumption world-wide continues to grow rapidly, creating environmental and economic challenges. Additionally, demand for fossil fuels has frequently been the source of national conflicts, and the plausible disruption of their supply could have significant adverse effects on the security and economic well-being of many countries. Moreover, fossil fuel reserves are estimated to be depleted within 50 to 100 years, and as their supply diminishes, consumer prices will inherently rise. Thus, developing products to cost-effectively generate electricity using renewable energy sources is quickly becoming a necessity. Annual sales projections for year five of production are: \$83 million for Solar Turf, \$100 million for Solar Fabrics and \$100 million for High Efficiency Transparent Electrodes.

## Strategy

SESTAR plans to target Florida, California, Nevada, and Arizona as locations for testing initial rollouts of its technologies for several reasons. First, all of these states receive large quantities of sunlight year round. Secondly, water and energy conservation is of primary concern to these state governments and they offer various incentive and rebate programs to their constituents to remove natural grass, adopt solar energy, or both. California offers a plan to add solar power to one million homes over the next 10 years. Third, as a result of these government incentives and climate conditions, people in these regions have already been leading the country in artificial landscaping and solar energy consumption. Finally, the research facilities and corporate offices of Sestar are located in Florida making alpha and beta testing in this state logistically practical.



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## Strategy (cont.)

To be an attractive energy alternative, SESTAR will work to develop its technologies so that they can be priced competitively in the marketplace. With consumers paying an average of \$8,000 for pre-installed turf and as much as twice that for solar energy systems, SESTAR believes it has sufficient margins for competitive pricing, especially when considering government incentives.

## Management Team

### **Mike Starks, Founder and CEO**

In 2001, Mr. Starks founded TourTurf Holding, LLC with other partners that were former executives of the PGA Tour. The company acquired the rights to distribute nationally FieldTurf synthetic turf products for the golf and residential and commercial landscaping markets. During his 13 years with the Tour, Starks held executive positions in finance, strategic planning and player communications. Before his employment with the PGA Tour, he was vice president of finance and general manager of Planned Cable Systems, a multi-system cable television owner and operator located in Dallas, Texas. He graduated from the University of Kentucky in 1975 with a Bachelor of Science degree in accounting.

### **Stephen Sesnick, Inventor and Founder**

Mr. Sesnick, co-founder and vice president of product development for SESTAR, has more than 40 years experience as an innovator, inventor and marketer. He is the chief inventor of SESTAR conceptual innovations. Sesnick applied his creativity to developing events centered on the game of golf and green events. One of the first concepts he originated was the highly successful "Skins Game" which has aired on ABC television for more than 25 years. Since that time, Sesnick has been active as a consultant and entrepreneur working with organizations and companies including Golf 20/20 and The First Tee.

### **Bill Carr, VP of Marketing**

Mr. Carr is a search and management consultant for intercollegiate athletics and was University of Florida's athletics director from 1979 to 1986. He has extensive knowledge of the artificial turf industry.

## Contact Information

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