

Sungevity

Delivering Sunshine Online

Rahus Solar Forum, Pasadena 02.17.2010

JP Ross

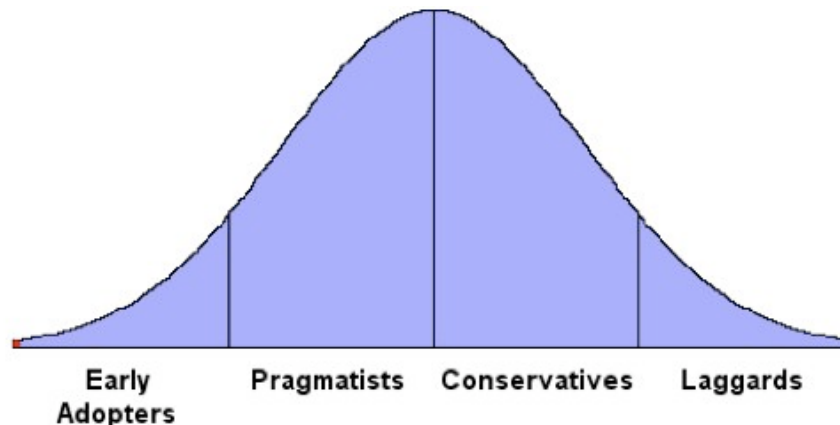
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The Sungevity Difference - Sunshine Online

- First company selling residential solar exclusively online
- Proprietary Remote Solar Design tool to effectively sell solar without a site visit
- 260 sales since launch on Earth Day 2008
- 65% of sales made remotely without a pre-sale site visit
- Scalable business model, inside sales, permitting, R&I
- Building network of Preferred Installers to provide local installation services

Scaling Solar - Understanding the Customer


- Majority of solar is still being sold by technologists to early adopters
- More financing options: Lease, PPA, PACE are clearing one of the major hurdles to solar adoption
- Ambient solar knowledge and awareness are increasing dramatically
- Achieving success as an industry will depend on simplifying the offering
- Customers want fast response and a clear value proposition





The Sungevity iQuote


My iQuote 111 Main St, San Francisco, 94708 California


85% LOWER ENERGY BILLS




 **System D**
5.6 kW STC SAVE \$152/month


 **System C**
4.2 kW STC SAVE \$120/month


 **System B**
2.8 kW STC SAVE \$90/month


 **System A**
1.4 kW STC SAVE \$49/month

[VIEW SYSTEM COMPARISON](#)


Financial


Utility Savings



Technical


Environmental

System D - 32 BP Solar 175W panels

System Pricing	
All inclusive System Cost	\$34,999.00
Less State Rebate	(\$5,027.00)
Amount You Pay	\$29,972.00
Less Federal Tax Credit	(\$8,992.00)
TRUE SOLAR COST	\$20,980.00
Investment return (IRR)	20.49%

Payment vs Savings




Legend: ■ Net Costs ■ Total Electricity Saving

[DOWNLOAD IQQUOTE - SYSTEM D](#)


* This iQuote assumes that you are on a PG&E E1 tariff in baseline territory S. For the most accurate financial forecast please select the

Contact Us




Call 877.257.8648
[Email your Solar Consultant](#)

Pay Your Deposit



You have selected **System D**
[Pay your Deposit online](#)

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Hear from our solar expert




Sungevity/Preferred Installer Roles

■ Sungevity

1. Acquires prospective customers
2. Completes online proposal remotely with satellite software
3. Converts sale remotely with in-house sales team
4. Coordinates site visit with customer/preferred installer
5. Completes permit application
6. Delivers kitted Modules/Inverters, Job Folder
7. Completes Quality Assurance inspection post installation
8. Completes all rebate and interconnection paperwork

■ Preferred Installer

1. Completes site visit to confirm permitting/installation details
2. Submits permit to city
3. Procures BOS/mounting for job
4. Completes Installation
5. Sits for local inspection
6. Gets Paid

Benefits of Working with Sungevity

- Build strong flow of installations to keep crews at capacity
- Set installation prices for differing site conditions to cover costs on a per job basis
- Low equipment carrying costs, Sungevity provides modules and inverters
- No marketing and sales commission costs on Sungevity jobs
- Receive training to lower costs on all jobs with installation best practices
- Eliminate paperwork nightmare, Sungevity completes rebate and interconnection applications
- Get paid quickly, as soon as installation is complete and data is uploaded to Sungevity