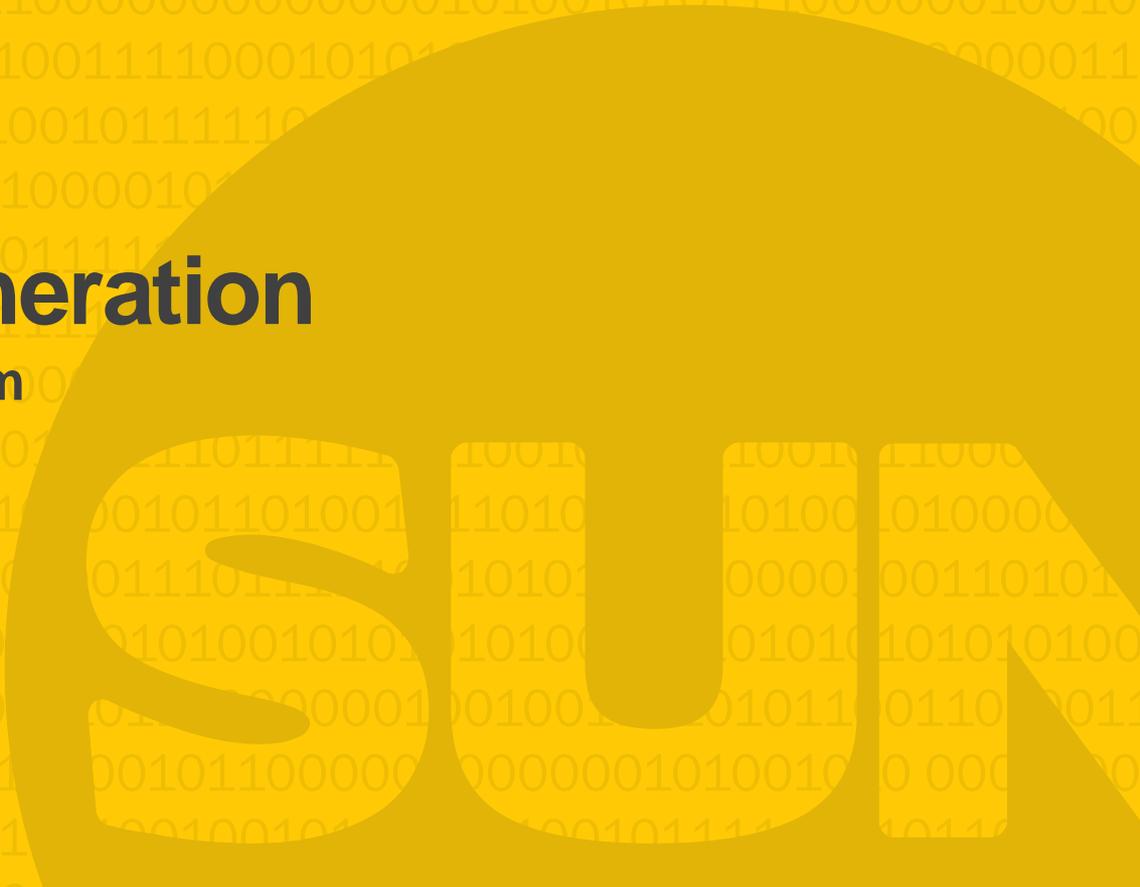




Better Lead Generation

NREL Industry Growth Forum

Nov. 4th 2015

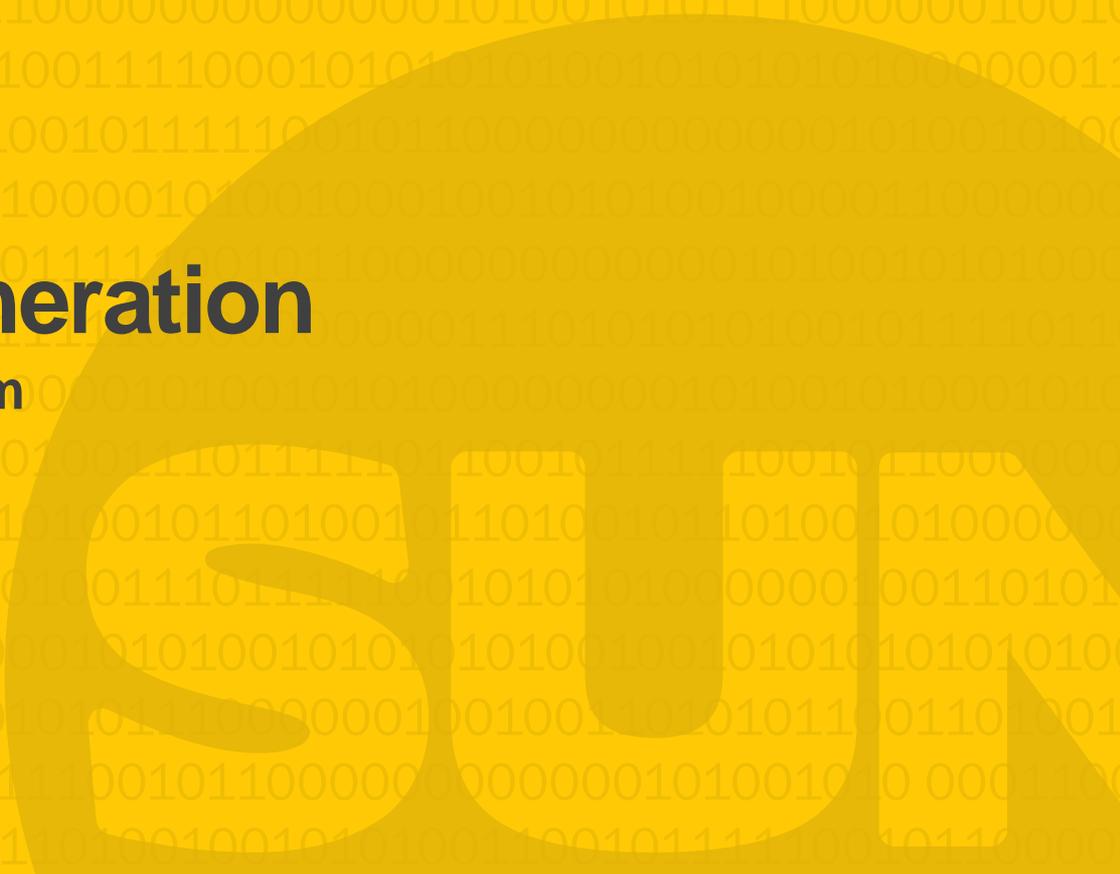




Better Lead Generation

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Nov. 4th 2015



RESIDENTIAL SOLAR PAIN:

Customer Acquisition



Hardware: \$9,000

Customer Acquisition: \$3,300

Labor: \$2,400

Permitting: \$1,200

Other soft costs: \$5,400

Supply Chain: \$3,000

Total: \$24,300

6-7x

Solar industry customer acquisition (CA) costs 6-7x the typical CA costs of the auto industry.

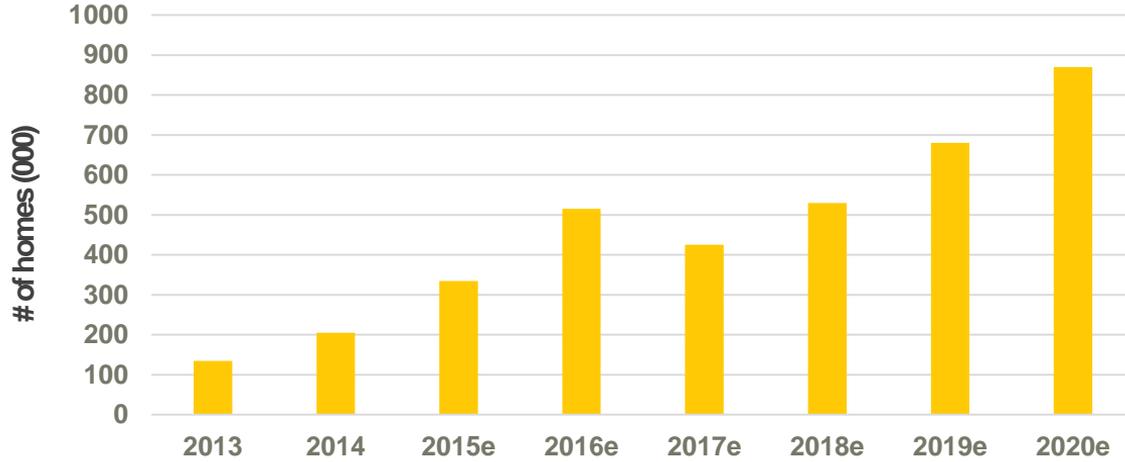
RESIDENTIAL SOLAR PAIN:

Customer Acquisition



**Reducing CA costs
will become critical
if ITC is changed.**

U.S. Residential Solar Market



Source: GTM Research

2015 Customer Acquisition Cost

\$ 1.1B

\$ 2.6B

2020 Customer Acquisition Cost

47%

CAGR



U.S. Solar Market Overview

EASING THE PAIN

Sun Number Qualified Leads



Current Process:

 \$75,000



1000 Leads



25 Customers

With Sun Number

 \$125,000



1000 Leads



125 Customers

EASING THE PAIN

Sun Number Qualified Leads



- Reduce customer acquisition costs from \$3300 to \$1000/installation
- Generate 5x the number of customers
- Increase Gross Profit 100%

With Sun Number

 \$125,000



1000 Leads



125 Customers



Ryan Miller
Co-Founder & CTO

- Architect of the technology for the original city solar maps in 2006
- 10+ years experience developing clean tech software solutions for CH2M Hill and Cisco
- Ph.D. In Geographical Information Systems



David Herrmann
Co-Founder & COO

- 20+ years of sales management experience
- Program manager at CH2M Hill for Dept. of Energy Solar America Cities contract
- BS in Engineering from University of Illinois



Founders

SUN NUMBER

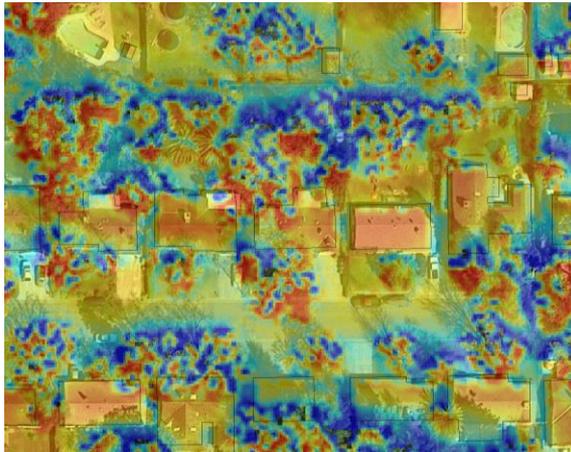
Technology



Automated proprietary software
calculates size, pitch, and
aspect of each roof plane



35m buildings in database



Automated proprietary
software analyzes
shade/square meter

00010
10010
01010
00010

Instant access of data

PLAN	BRONZE	SILVER	GOLD	PLATINUM
Price Per lead				
Rooftop suitable for solar	✓	✓	✓	✓
Household Income	✓	✓	✓	✓
Owner occupied		✓	✓	✓
System Size Filtering		✓	✓	✓
Contact information			✓	✓
System Performance			✓	✓
Electricity Consumption Estimate			✓	✓
Credit Estimate				✓
Preliminary System Design				✓
Rooftop Shade Profile				✓



Sun Number Products

SUN NUMBER

Concierge Services



with Sun Number:



Make initial contact
and educated the
homeowner about solar



Assess the
homeowner's
interest in solar



Review
and verify
information



Perform “warm”
transfer or
schedule a meeting

Targeted Lead Generation



Currently building the largest U.S. database of rooftop and building characteristics and home owner profiles.

Qualified Leads with Panel Layout



Monetizing our database by selling leads or high value added services with a la carte payments or a subscription revenue model.



Business Model & Strategy

CURRENT

Market Impact



U.S. Department of Energy:

\$1.2M Invested



**SunShot 6 Incubator Grant
Completed 6 / 13**

- Proof of Concept grant
- Focus on the development of the automated process



**SunShot 8 Incubator Grant
Completed 8 / 15**

- Commercialization grant
- Expanded coverage to 90 of the largest 100 U.S. cities

Current Customers and Partners



	"IN-HOUSE" SYSTEMS	SUNGEVITY	GOOGLE SUN ROOF PROJECT	SUNNUMBER
Ability to measure size and azimuth	✓	✓	✓	✓
Ability to measure pitch		✓		✓
Integrates shade into rooftop assessment		✓	✓	✓
Highest level of accuracy				✓
Uses 3d information to qualify buildings		✓	✓	✓
Instant results for a building				✓
Increases sales process efficiency				✓
Lead qualification services				✓



Remote Roof Assessment Competition



Making solar more affordable.

David Herrmann

Sun Number
720-320-0090