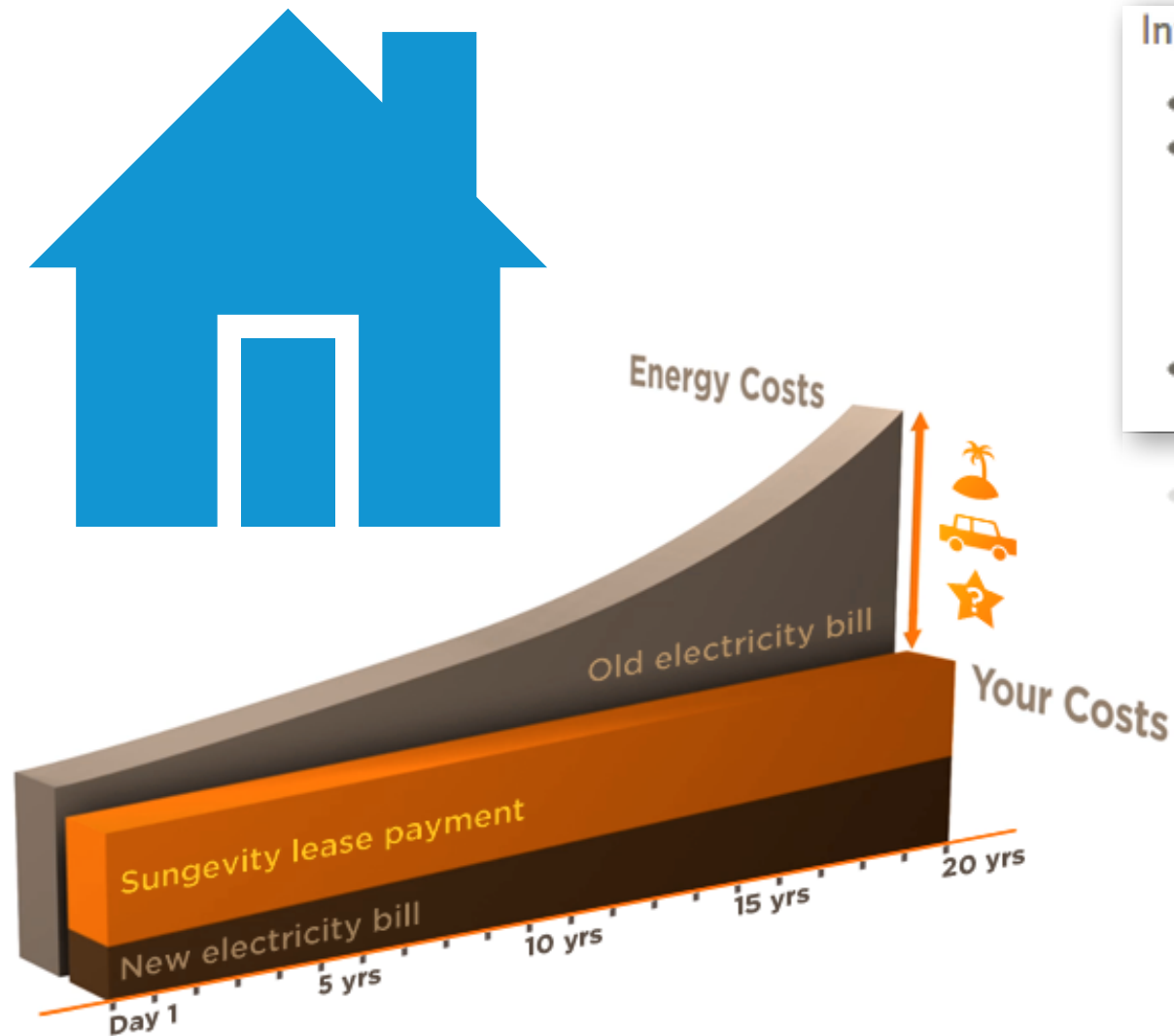




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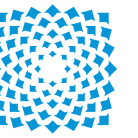
Pitch: "Reduce Your Bill"



Integrated PPA Benefits

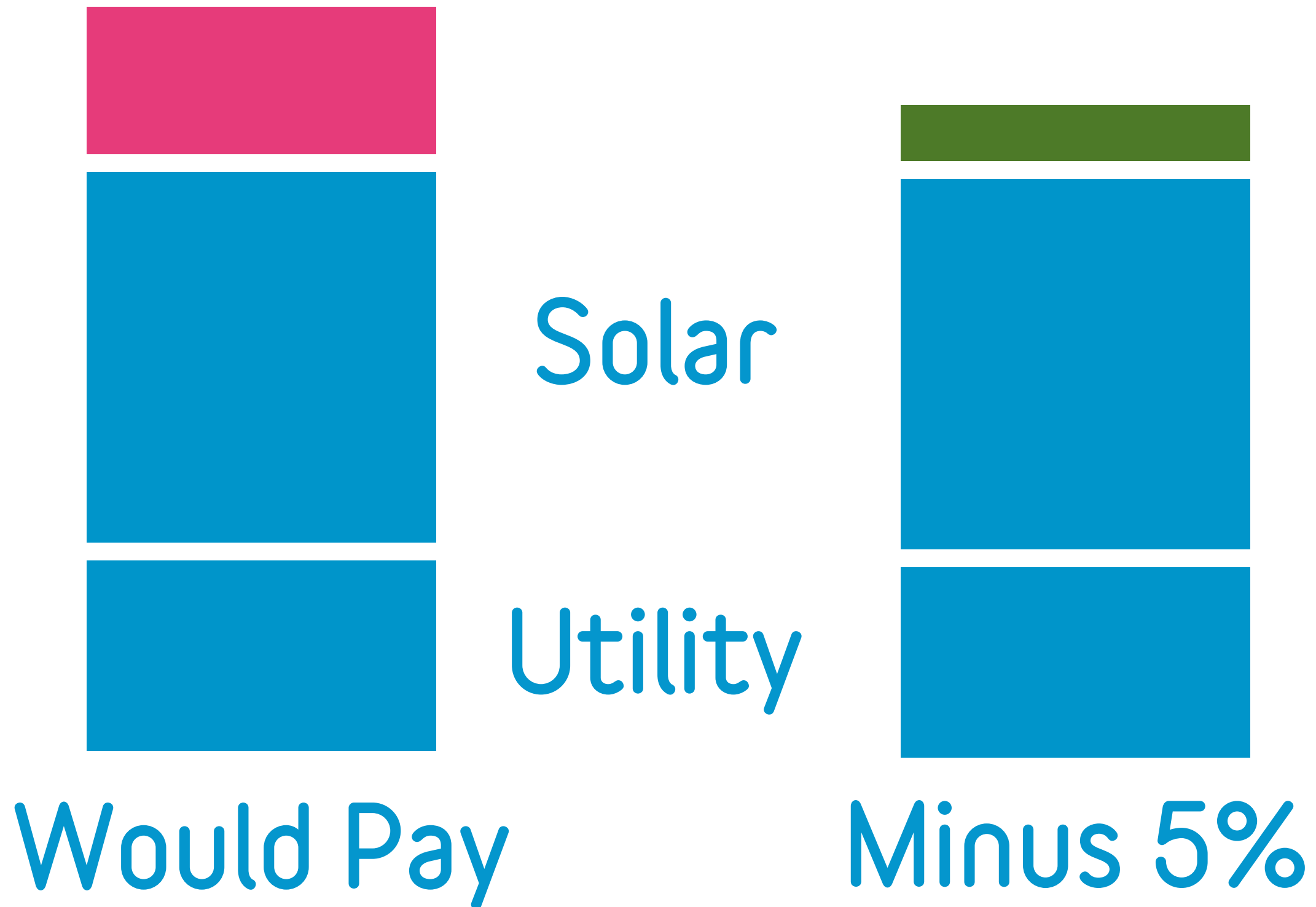
- **Reduced utility bills**—Cash flow positive from day 1 to year 20
- **Protection from escalating energy rates**—Most experts predict that the cost of electricity will continue to increase faster than inflation due to pressure from global demand growth and environmental regulations. Locking in a low rate today will protect you tomorrow, and if prices rise as projected, your savings will increase
- **No production or performance risks**—The risk of a system performing less than projected falls on us
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Reality: Host takes Cost Risk



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“Would Pay Minus 5%”



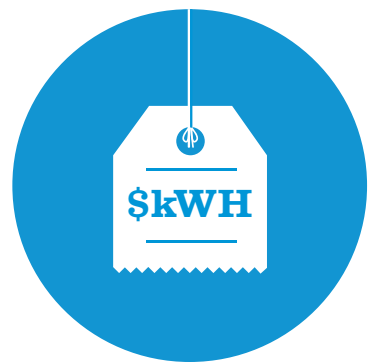


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From Idea to Market



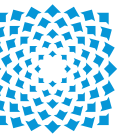
1) Quant. Existing Data



2) Identify the Money



3) Test in Market



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Impact?



Simple.
Guarantee.
Cheaper.



All Solar Savings:
Smaller Tariff
TOU & Tiers
kW, KVar Rates

Bonus: Efficiency, Storage