

# Neighborhood Sun

## Investor Presentation June 2020



<https://neighborhoodsun.solar>



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Neighborhood Sun



@Neighborhoodsun





# Our Company

We have developed a successful model for acquiring & managing customers for community solar projects.

Poised to replicate that process in a digital platform that can scale to multiple states.


We are the market leaders in Maryland.

# Value Proposition



Community solar  
combines the market  
dynamism of retail  
electric choice  
with the long term  
value of rooftop solar

We save customers ~10/15% on their electric bills and bring solar to the 80% of the market which can't get solar (i.e., apartments, roofs or shade makes solar hard, or can't afford up-front investment, i.e. low and middle income among others).



Project owners:  
need to plug in to a software  
platform to manage customers  
for the **25 year lifespan**  
of the project.

We fill critical sales role  
for owners



# Welcome to the new world of Solar!

The Skulnik  
Family Share



Gary Skulnik



Our CEO, Gary in front of his actual share of the Panorama Landfill Solar Farm





# Community Solar is the *hottest* vertical in the solar space

53%

**COMMUNITY SOLAR**  
5 YEAR GROWTH

- The Opportunity is US\$8-16 billion according to the US DOE's National Renewable Energy Lab
- 12 States have community solar regulations that support the market

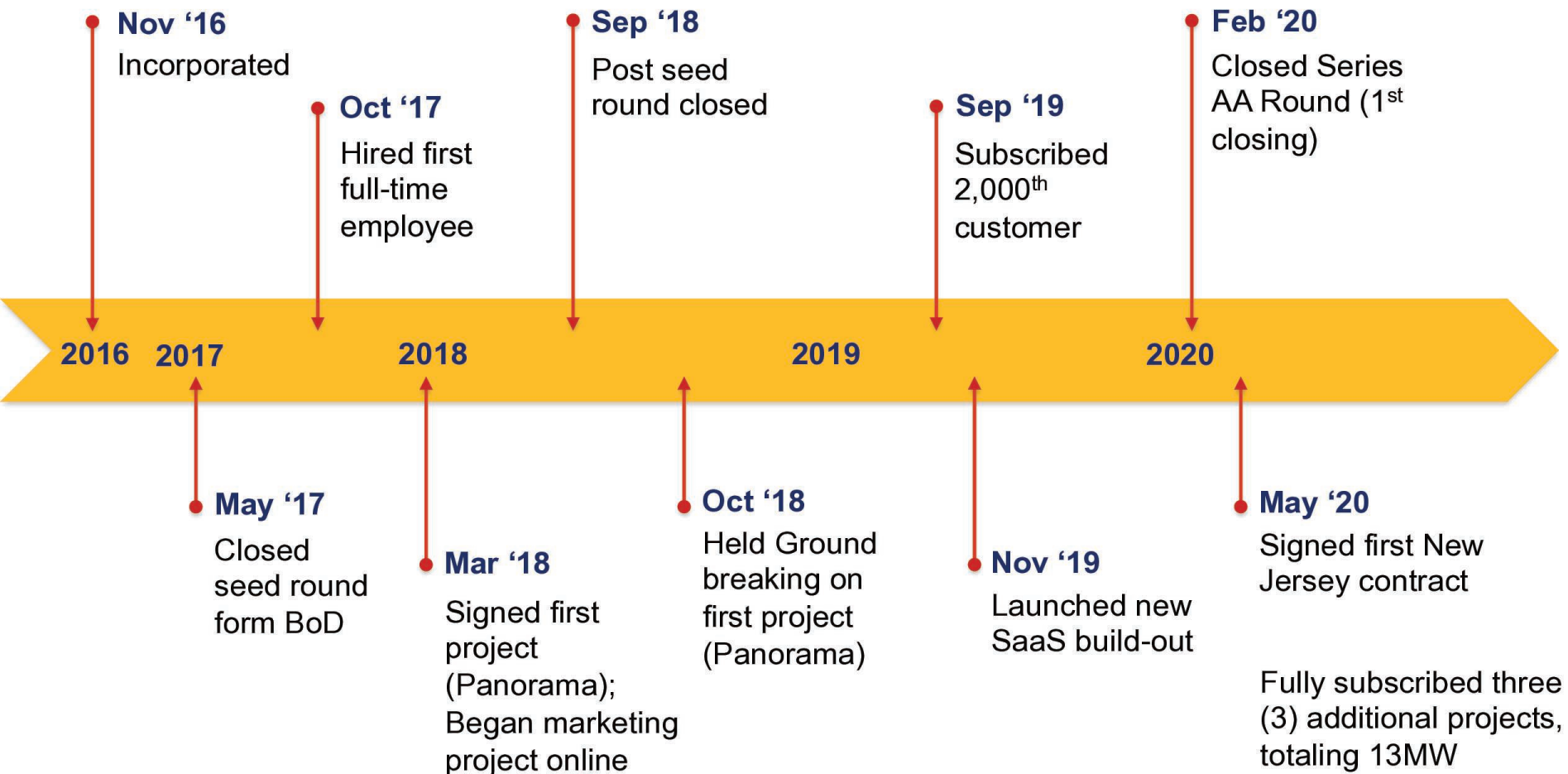
26%

**ALL SOLAR**  
5 YEAR GROWTH



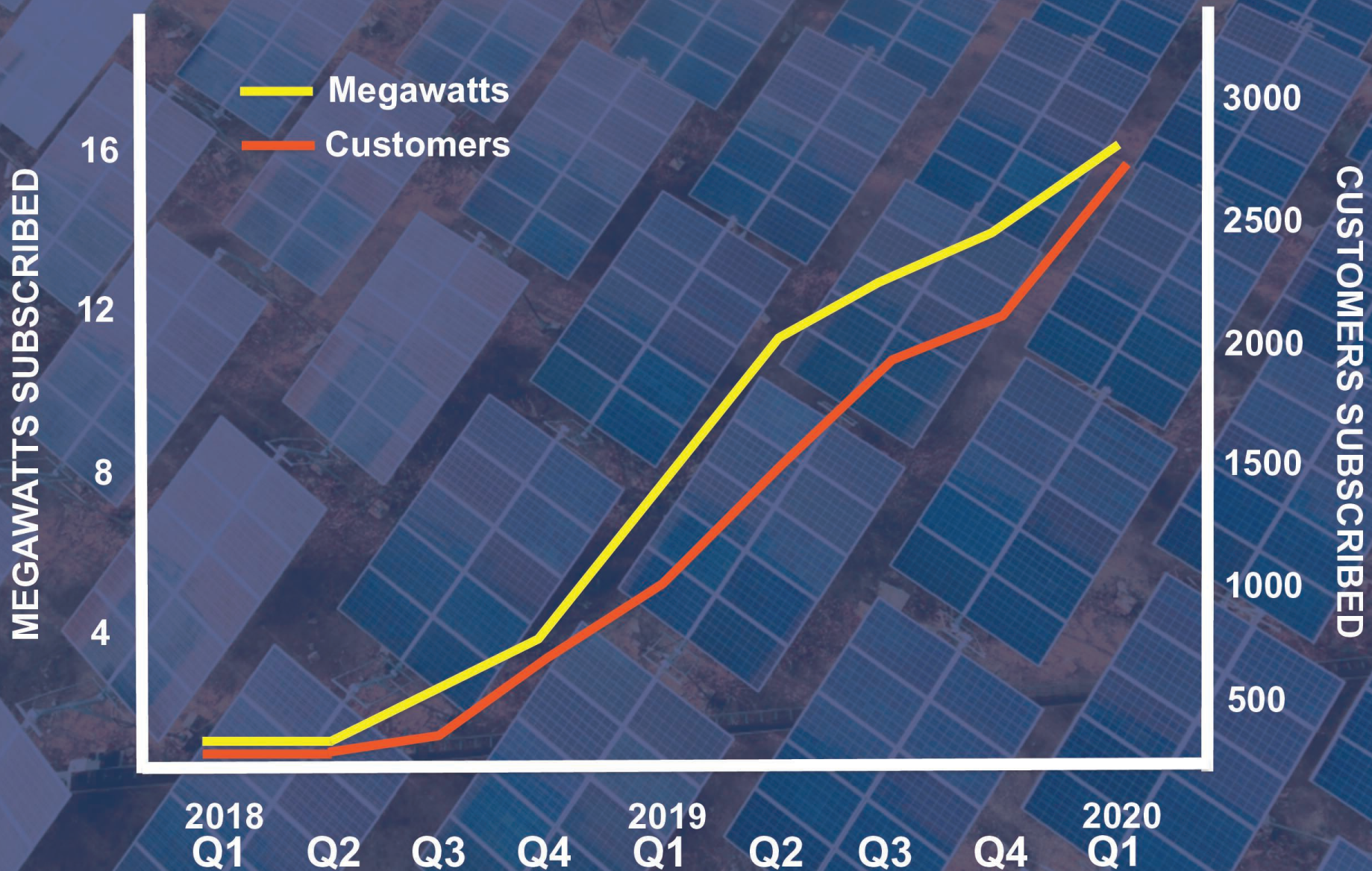
# **Neighborhood Sun Track Record & Success**

# Track Record and Milestones





# Acquisition Track Record





Example Solar Farm



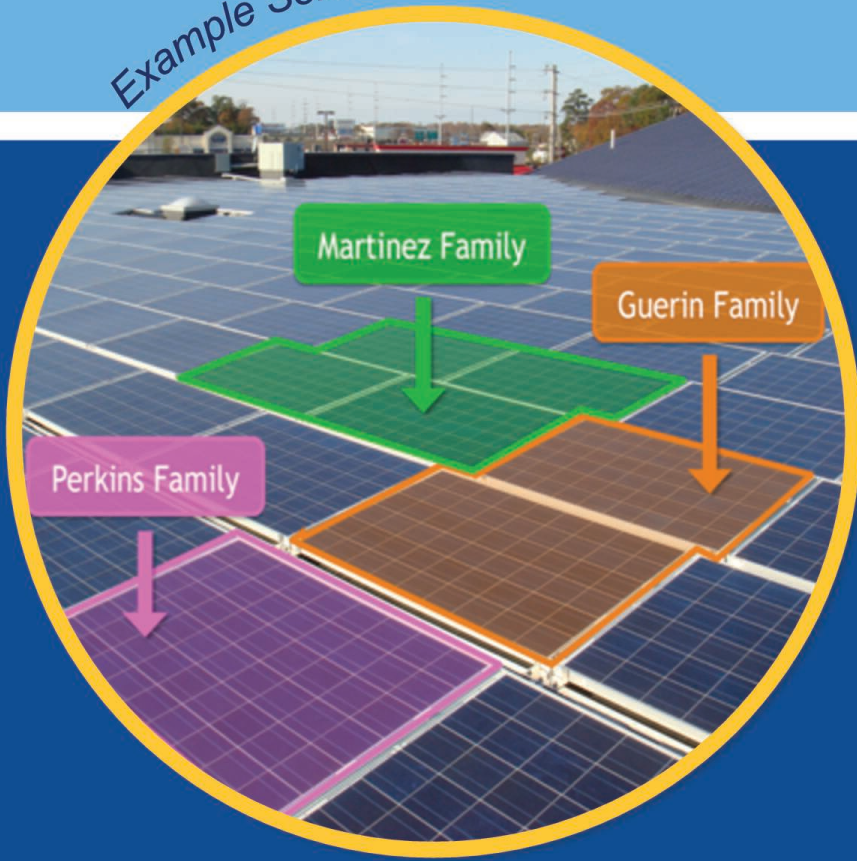
# Panorama Landfill

- Started production June 24, 2019
- 6.6 MW capacity
- 1,118 customers

***Fun Fact:*** *The Panorama Landfill project is the largest privately-own residential community solar project in the country!*

Example Solar Farm

# Oxon Hill



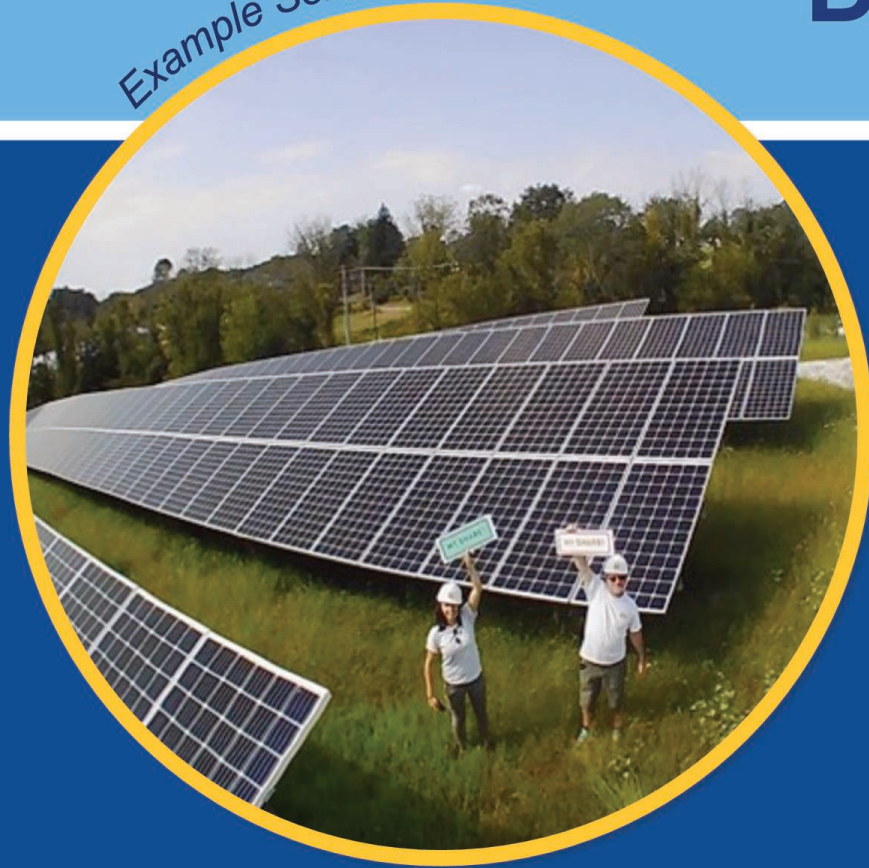
- Started production approx. April, 2019
- 0.5 MW capacity
- 168 customers

***Fun Fact:*** The Oxon Hill project was the first community solar project to begin generating power in the Pepco territory



Example Solar Farm

# Dogwood/Old Court



- Started production October 3, 2019
- 4.0 MW capacity
- 599 customers

**Fun Fact:** During construction, invasive plants and trees were removed and have been replaced with indigenous species around the fields.

# Our Impact: The Planet

Annualized with New & Current Projects

## Our projects have:

Generated  
**52,369,300 kWh**

Saved our customers  
**\$974,900**

## Our customers have avoided:



**91,878,890**

miles driven by  
an avg. fuel-  
burning car

OR



**40,798,885**

pounds of coal  
*not* extracted &  
burned

# Our Impact: The Community

**74%**

of our LMI customers  
live in underserved  
communities

**51%**

of all our Baltimore  
Gas & Electric  
customers

Average number of Low- to Moderate-  
Income (LMI) residents

**1,104**

Total annual savings passed on to LMI residents

**\$58,575**

Average annual savings for an LMI household

**\$213**





# **Key Sales & Marketing Strategies**

# Digital Approach:

Our strategic marketing & sales put to work

## Continuously expanding our online reach



Engagement and  
page likes have  
increased  
exponentially



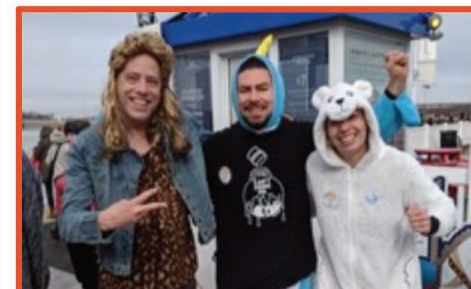
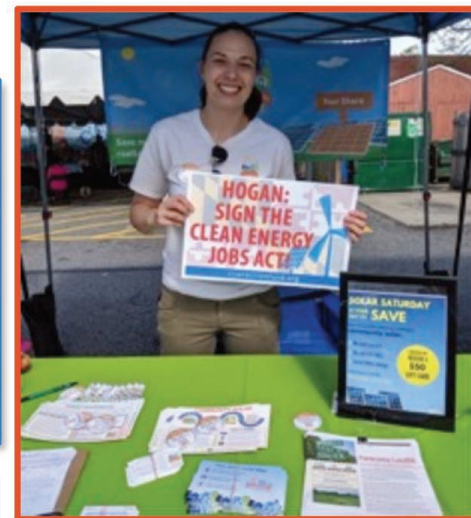
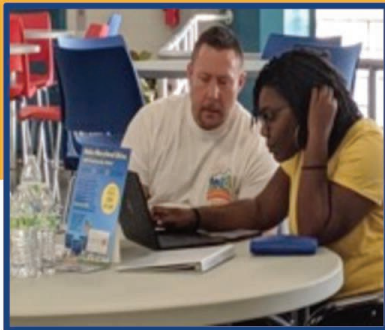
We've received a  
400% increase in  
Google-based  
interaction since 2019



We have over  
5,500 views of  
our YouTube  
videos

# In-Person Approach:

Word-of-mouth, events, & grassroots partnerships drive our success

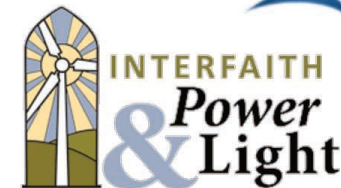




# Grassroots Approach:

Building stronger communities & key partnerships

We work with over 50 partners and have donated more than \$30,000 to these local organizations to help them forward their missions



# True Engagement with our Communities

*Customer Advocacy Board*



**Dedication to our customers**

*NS Event at Shake & Bake*



**Hyper local events**

*Adat Shalom faith organization*



**Partners with a passion**

***The goal is to create more community, not more consumers***



# **Market Opportunity & Plans for Growth**



# 2020 Plan for Growth

We still have big goals for 2020, and we're excited for you to be a part of it!

New SaaS Platform

New Projects coming  
online



Becoming a Retail Electric supplier

Entering new states  
and markets

# Market Opportunity:

Next Five Years



**BY 2029**

**SUBSCRIBERS SERVED**

**6.4 to 8.8**  
million

**BY 2029**

**LOW + MODERATE INCOME  
HOUSEHOLDS SERVED**

**3.5 to 4**  
million

# Market Opportunity:

States over next few years

**IL**

37,167 MW  
\$3.7 BN

**NY**

42,500 MW  
\$4.3 BN

**MA**

16,667 MW  
\$1.7 BN

**MD**

22,500 MW  
\$2.3 BN

**MN**

18,083 MW  
\$1.8 BN

**DC**

20,833 MW  
\$2.1 BN

*Extraordinary potential in  
the Northeast and Midwest*

Source: Company forecast



# Entering New States:

Go-To-Market starts in NJ next

Our top targets being the East Coast, with New Jersey as number one.

*Current Market Share in MD*

**24%**

**16.5 MW**

*Projected Market Share in MD*

**36%**

**50% increase**

**25 MW**



*Tri County Landfill Solar Farm:  
Delanco, NJ - 3.5MW*

# Timeline - 2020

Finish SaaS IT platform build-out

Get license & set-up to become a retail electric provider (REP) in MD & NJ

Launch comprehensive marketing efforts in MD, including PR

Hire additional staff

Raise equity through Reg CF

Open NJ Office

Acquire strategic sales partners in 3-5 states.

Begin selling SaaS platform to developers & other CS subscribers

Begin REP sales  
Jul - MD | Sep - NJ

Mar

Apr

May

Jun

Jul

Aug



# New IT Platform:

## Built In-House

Customer access to  
billing details,  
account info,  
environmental  
impacts, solar project  
status, etc.

Ability to white-label and  
sell/share with other  
community solar  
companies & subscriber  
organizations.

Took real feedback from  
our customers to make  
a simplified sign-up  
process.

Improved sales-  
agent tracking &  
customer  
management.

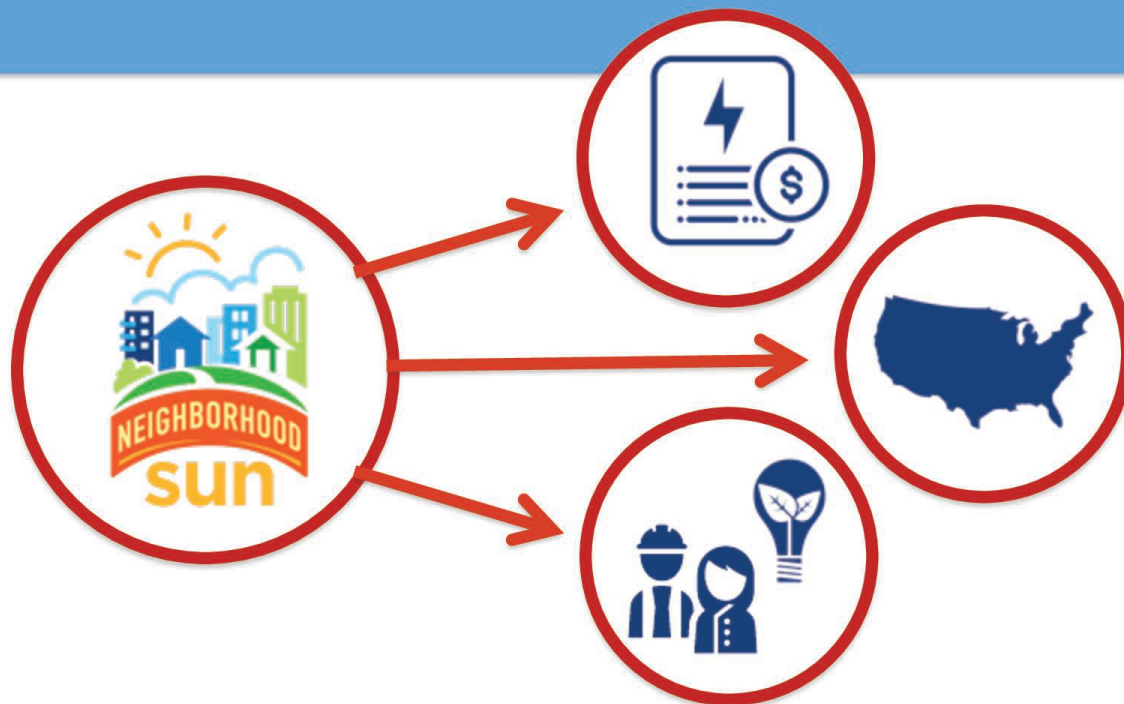
Easy customization to  
manage numerous  
assets & teams.





# Becoming a Retail Electric Supplier

Becoming a supplier would mean an easier signup process for our customers, a smoother billing process, and a greater ability to seamlessly enter new markets.





**We Sit Apart  
From The Crowd**

# Competition & the Market

*Neighborhood Sun = Unique “end-to-end” solution provider, lower Customer Acquisition Cost (CAC)*





## Team Members



**Gary Skulnik**  
*Founder & CEO*



**Emily Tokarowski**  
*Operations &  
Marketing Director*



**Henry P. Aszklar Jr.**  
*Advisor*



**Sean Roddy**  
*Advisor*



**Harry A. Warren**  
*Advisor*

## Key Board Members



**William Bumpers**  
*Attorney*



**Aleisha Khan**  
*Energy Executive*



**Ian Sneed**  
*Energy Executive*



**Stacy A. Swann**  
*CEO + Founding Partner  
Climate Finance Advisors*



**John Paul Moscarella**  
*Observer +  
Serial Entrepreneur*

# Staff Members



**Kristal Hansley**

*Sales*



**Armando Gaetaniello**

*Sales*



**Carolyn Ricketts**

*Sales*



**Mathew Guerin**

*Marketing*



**Robyn Jacobs**

*Marketing*



**Randi Orlow**

*NJ Manager*



**Zach Perkins**

*Customer Engagement*



**Barbara Martinez**

*Customer Engagement*

# Revenue Streams



## Customer Acquisition

One time fees paid for acquiring customers

## SaaS Platform

Licensing white-labeled platform to developers and other subscriber orgs.

## Program Management

Residual payment for managing customers

## Supplier Revenue

Retail electric provider  
(Recurring Revenue streams)



# Acquisition & Management Revenue

Revenue from Acquisition

**\$540**

per customer

Recurring Revenue from Customer Management

**\$60**

per customer / year



**\$600**

per customer / 10 years

Becoming a retail electric supplier will add another recurring revenue stream.

# Funds Raised to Date

Initial Seed Round (2016-2019):

**\$710K**

26 Angel  
investors

Series AA Round (current):

**\$600K**

3 Investors

## Institutional/Strategic Investors

- **Chesapeake Bay Seed Capital Fund (Mtech)**  
Maryland fund investing in innovative solutions to environmental issues.
- **Galt Power**  
Wholesale energy provider, servicing retail electric suppliers.

# **Our Ask:**

## **Series AA Round**



**We are raising \$1mm  
to \$1.5mm**

**Expand our SAAS  
platform and bring  
Sales and Marketing  
into New Territories**

- Build out IT Platform and infrastructure to manage customers
- Open new markets in other states
- Hire CTO or COO