

Neighborhood Sun

Investor Presentation
June 2020



<https://neighborhoodsun.solar>



hello@neighborhoodsun.solar



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

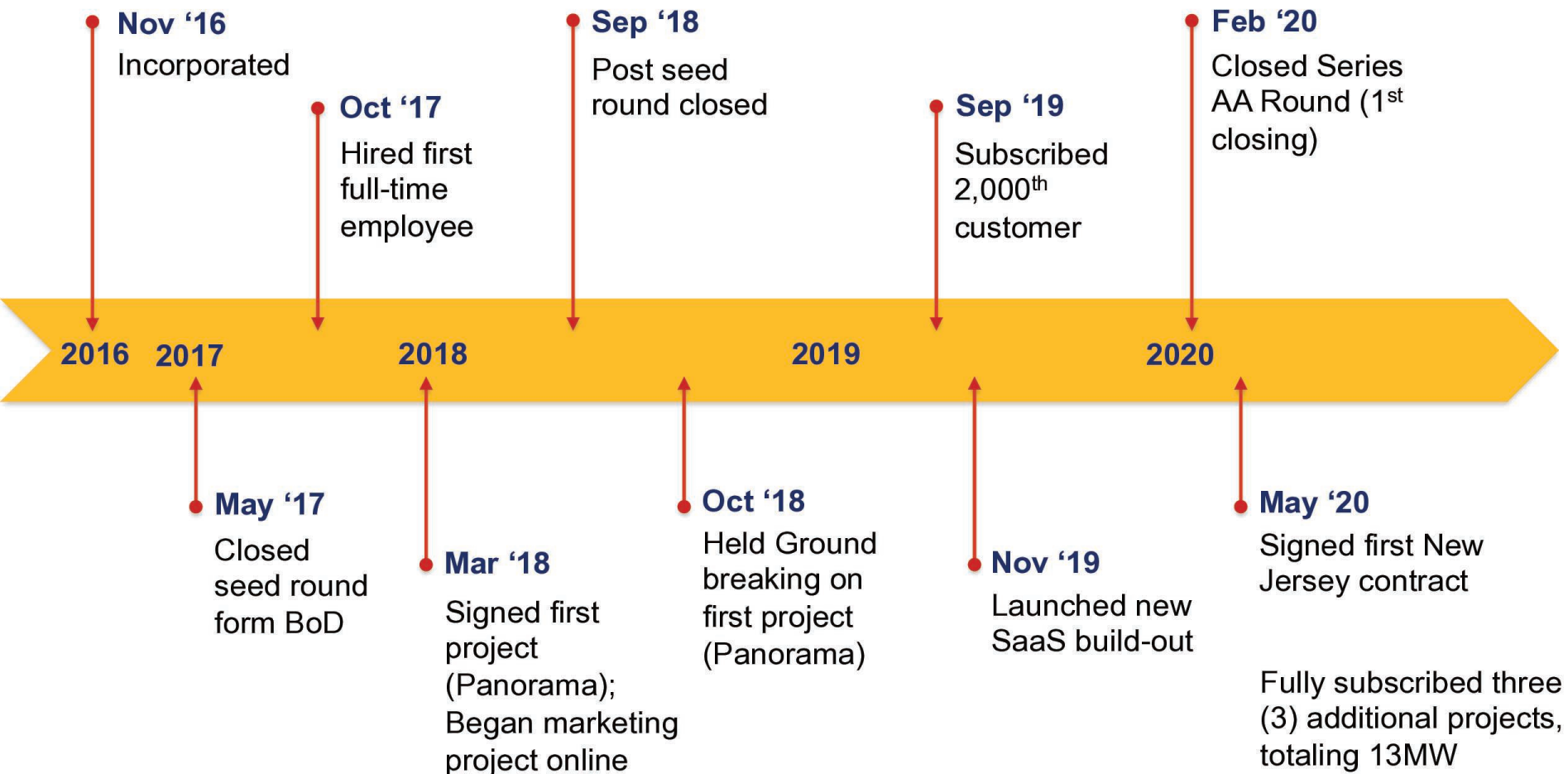
26%

ALL SOLAR
5 YEAR GROWTH

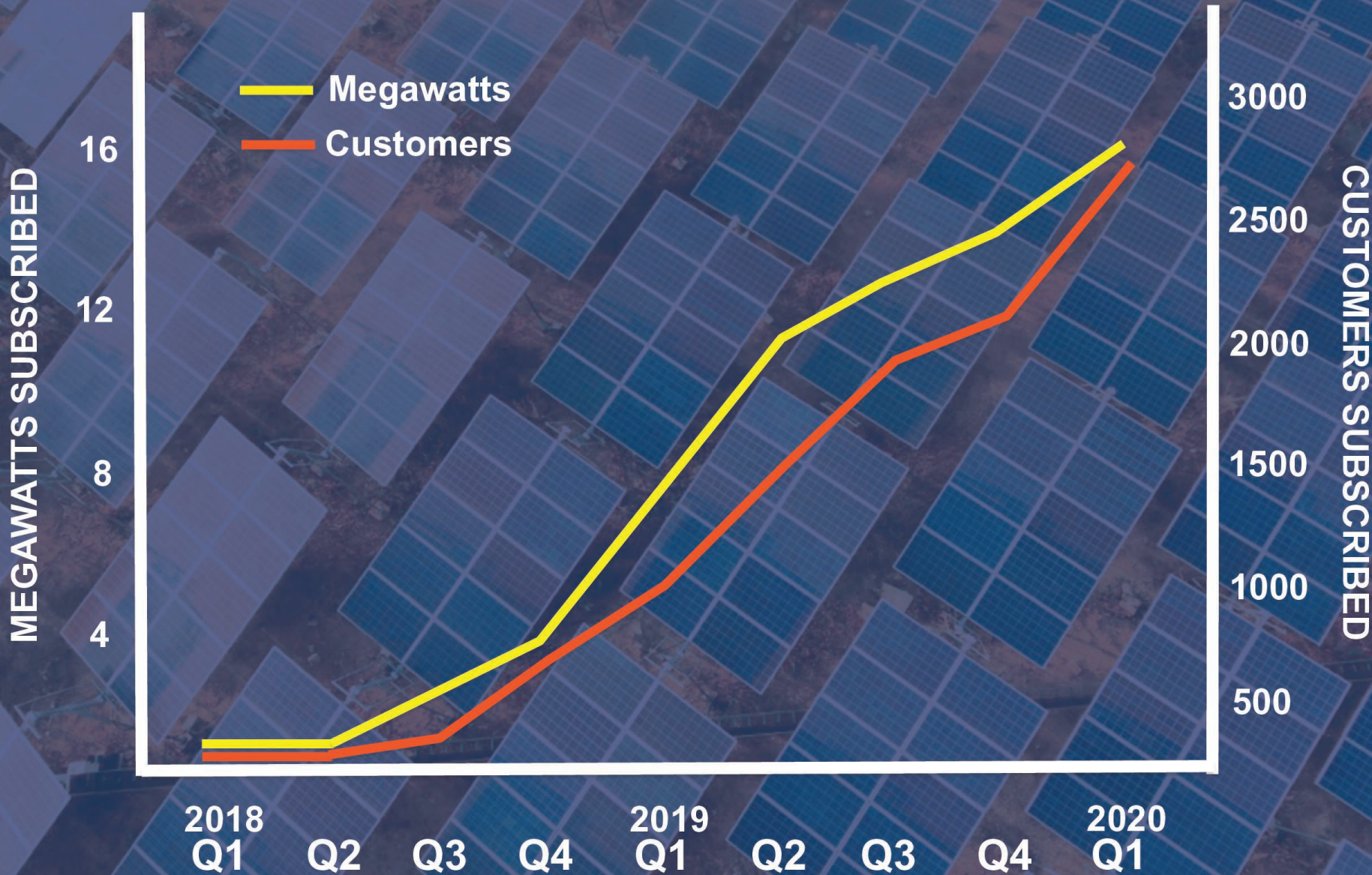


Neighborhood Sun Track Record & Success

Track Record and Milestones



Acquisition Track Record



Example Solar Farm

Panorama Landfill

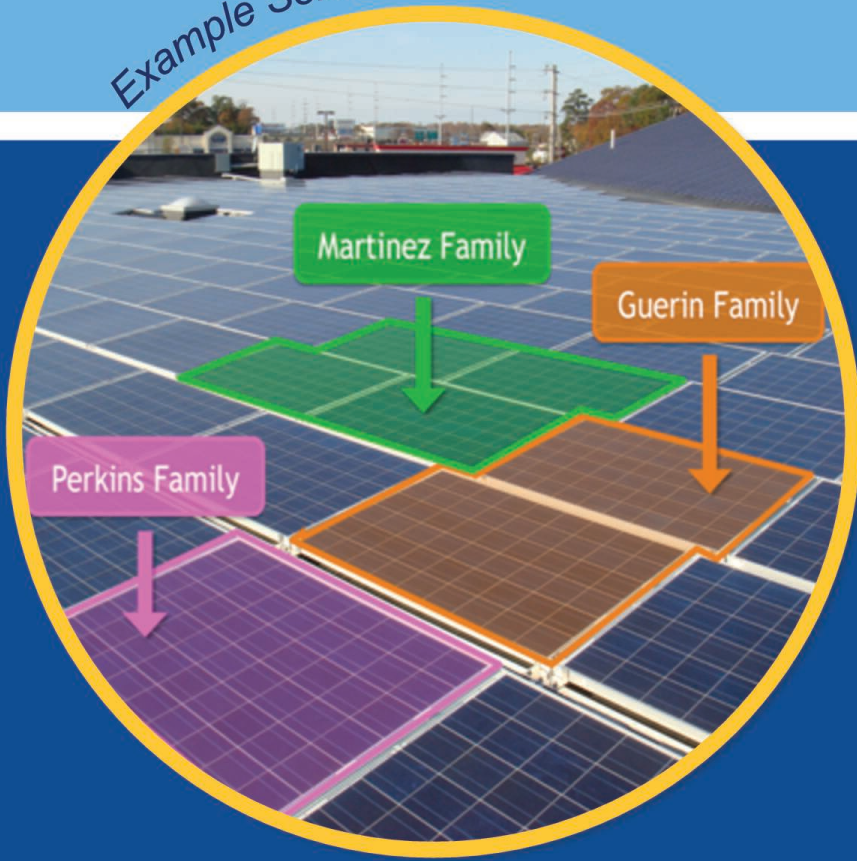


- Started production June 24, 2019
- 6.6 MW capacity
- 1,118 customers

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



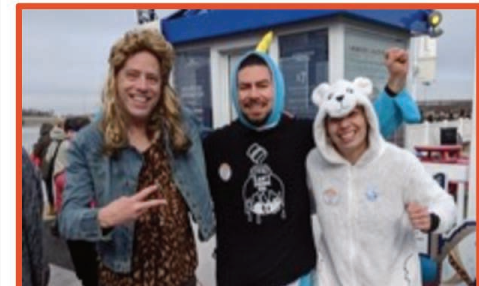
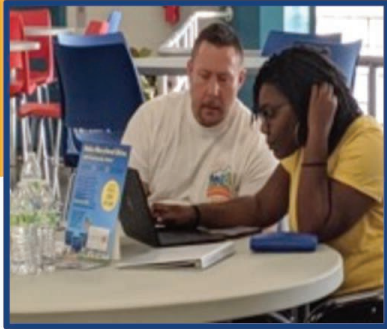
We've received a 400% increase in Google-based interaction since 2019



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.



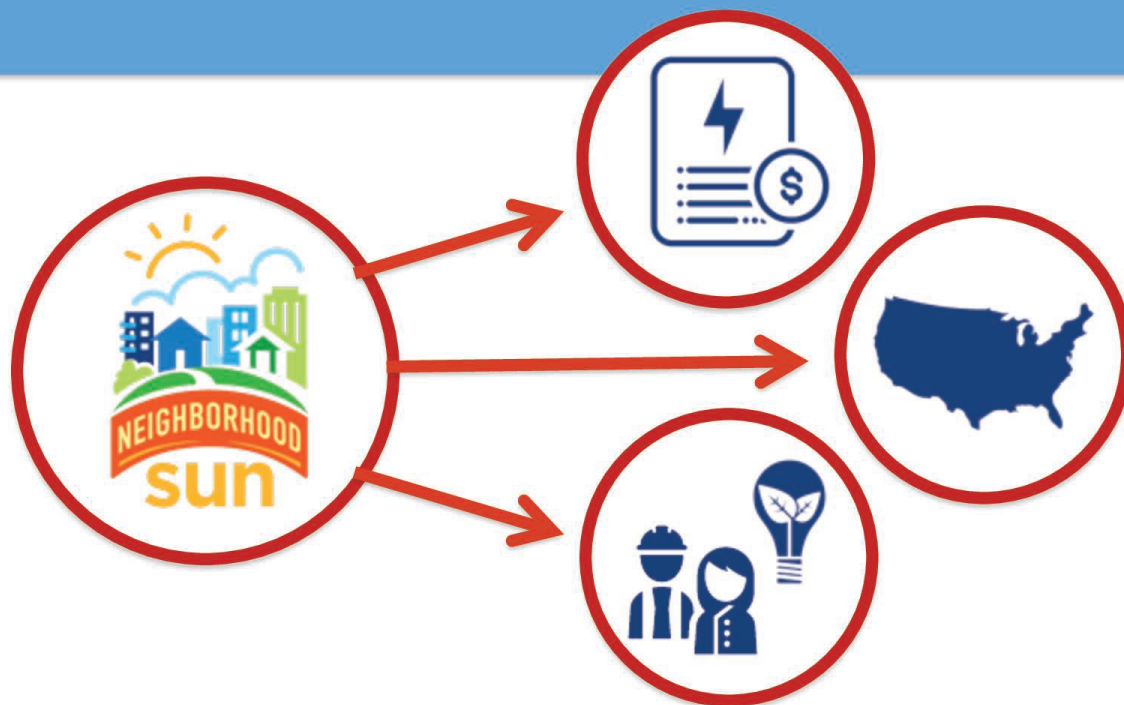
Took real feedback from our customers to make a simplified sign-up process.

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