BLU OPPORTUNITY

Disrupting the solar loans market through an innovative lending platform

bluopportunity.com Berkeley, CA Technology Fintech & Finance B2C

Highlights

1. Revolutionizing solar loans! Ending predatory practices, boosting residential solar adoption

2. Backed by Blu Banyan, a solar software leader – setting industry standards with U.S. Dept. of Energy

3. Massive 2024 pipeline: $6.5B in solar projects lined up with Blu Banyan clients

4. Strong momentum: Installers soft commit $300M+ for 4,500+ solar projects in 2024

5. Proven platform: Blu Banyan's SolarSuccess powered $4.6B solar projects in 2023

6. U.S. residential solar market soaring! $17B+ by 2030, only 3% of homes powered, financing vital

7. Committed to rewarding you: Planned dividends and growing share value

8. Expert team: Decades of experience in solar, tech, and finance industries

Our Team

Jan Rippingale Co-Founder & CEO

Founder & CEO at Blu Banyan, driving the digital transformation of the solar industry. Co-Chair, Orange Button Workgroup - US Department of Energy Orange Button Initiative. Member Board of Directors - SunSpec Alliance. 10+ years in the solar industry.

John Cheney Co-Founder & Director

CEO & Co-Founder, Enera Power & Silverado Power - among the largest solar developers in the US with 3GW pipeline (400mw PPAs). Sold control of the portfolio to FirTree (holding co. FTP Solar dba sPower) for $920M; led to the sale of AES/AIM Co. for $1.66B

Sriram Das Co-Founder & Director

Managing Director at Das & Co, a New York based family office, specializing in

sustainability, technology, and emerging markets. Manages real estate fund in India investing over $200M in the last 10 years.

Ben Bassett Chief Operating Officer

With technology sales leadership for the last 15 years, Ben is an industry expert in tech sales and partnership execution. He has led channel partner initiatives at companies such as Paystand and Quantum.

Matthew Kronwald Chief of Staff

Matthew is the Chief of Staff at Blu Opportunity. Most recently he served as both CRO and COO for Titan Solar Power (#1 Residential Rooftop Solar Contractor in the US). Grew Titan from $300 million to $1 billion+ in 2021 and 2022.

Invest in the mission to Deploy More Solar Faster.

Our Mission

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Blu Opportunity is on a mission to make residential solar financing more affordable for homeowners, and support solar installers in deploying more solar faster.

This will help the U.S. get back on track to meet its commitment to the Paris Climate Agreement for reducing energy emissions.

Investment Opportunity

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What We Do

Offer fair and competitive residential solar loans without hidden fees, **disrupting predatory lending practices** and driving solar growth.

U.S. Residential Solar Market Size:

$7.45B in 2023, projected to reach $17.68B by 2030

Huge growth potential: only 3.2% of homes have solar

Financing is key: 85% of projects rely on it

Sources:

U.S. Solar Market Insight | SEIA

U.S. Residential Solar PV Market Size & Share Report, 2030

Traction:

Backed by Blu Banyan, U.S. solar leader

Blu Banyan's SolarSuccess platform, used by 50+ installers, enabled $4.6 billion in solar projects executed in 2023

~$300M in soft commit loans secured for 4,500+ projects in 2024

Key Insight

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- The residential solar loan market is dominated by large lenders with hidden fees and deceptive interest rates.
- This creates distrust, eroding consumer confidence and hindering solar adoption despite the massive market potential.

Blu Opportunity disrupts the status quo with ethical lending – no hidden fees, competitive rates, and clarity for borrowers.

This model appeals to homeowners and installers, fueling growth in the solar market.

Blu Opportunity Inc. | Confidential & Proprietary | www.bluopportunity.com

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Revolutionizing Residential Solar Financing for a More Sustainable Future

$0 Dealer Fees | Competitive Interest Rates | Installer Friendly

Our Market Penetration Approach

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- Partnership with Blu Banyan's solar installer clients to secure their pipeline of residential solar projects.
- Approx. $4.6B projects were executed on Blu Banyan's SolarSuccess platform in 2023.

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Our Core Team

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Jan Rippingale
Co-Founder & CEO
Blu Banyan Founder & CEO, is a solar

John Cheney
Co-Founder & Director
CEO & Co-Founder of Enera/Silverado

Sriram Das
Co-Founder & Director
Heads Das & Co, a sustainability-

industry thought leader co-chairing the DOE's Orange Button initiative. 10+ years of solar technology experience.

major U.S. solar developers (3GW pipeline). Led successful exits, including FirTree ($920M) and AES/AIM Co ($1.66B). Founded MMA Renewable Ventures.

focused family office. Manages $200M India real estate fund. Launched low-income housing project in Jamaica.

Ben Bassett

Chief Operating Officer

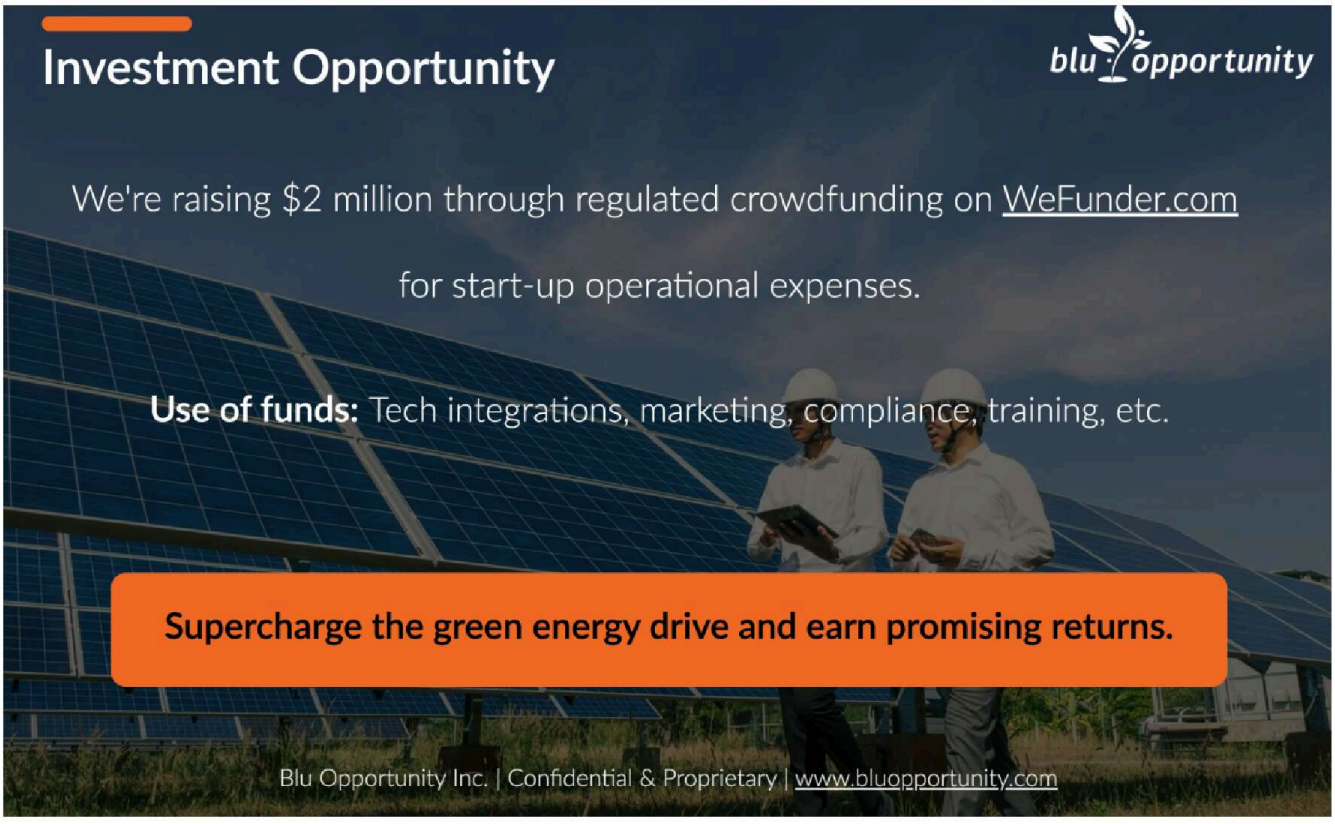
Brings 15 years of tech sales leadership, driving partnerships at Paystand and Quantum.

Matthew Kronwald

Chief of Staff

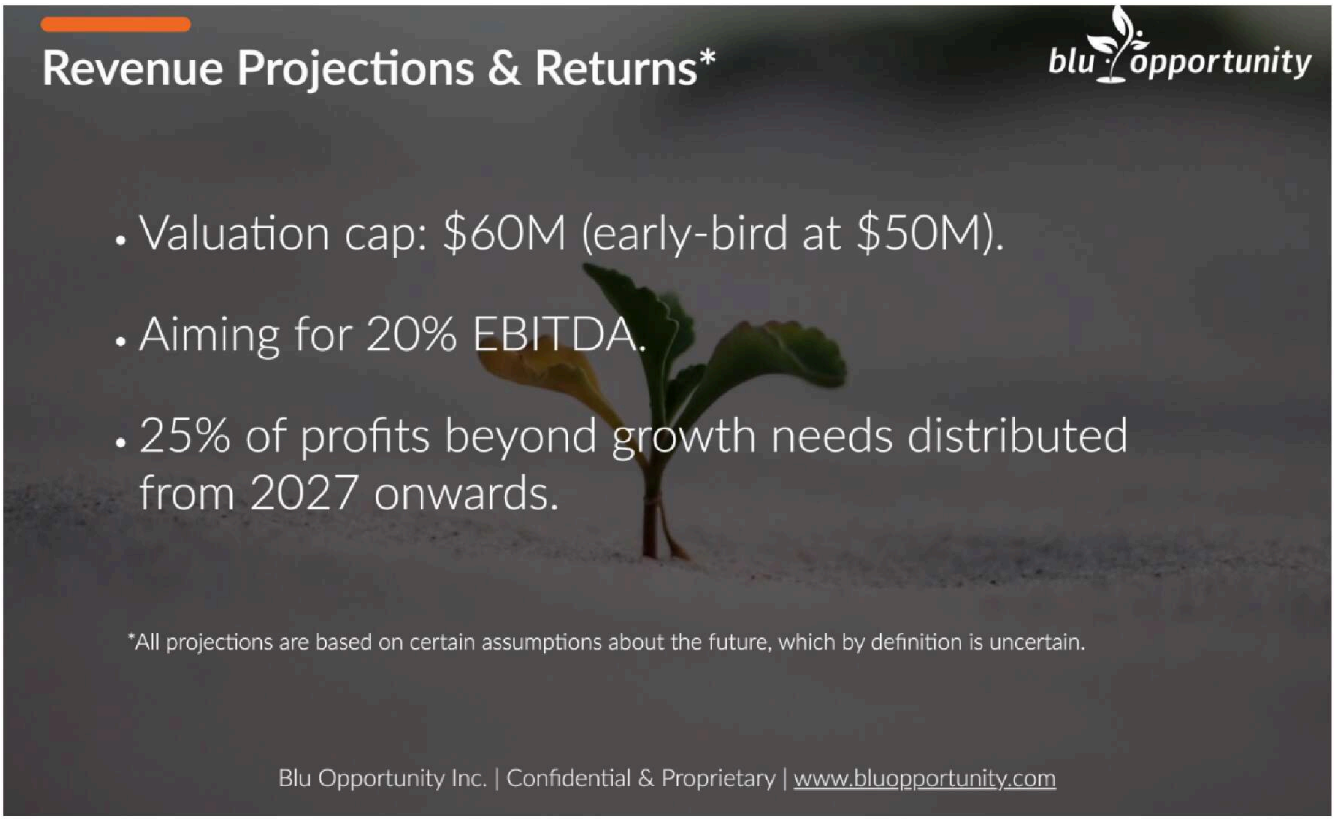
As Titan Solar's CRO/COO, he led the #1 US rooftop solar company to $1B+ in revenue growth.

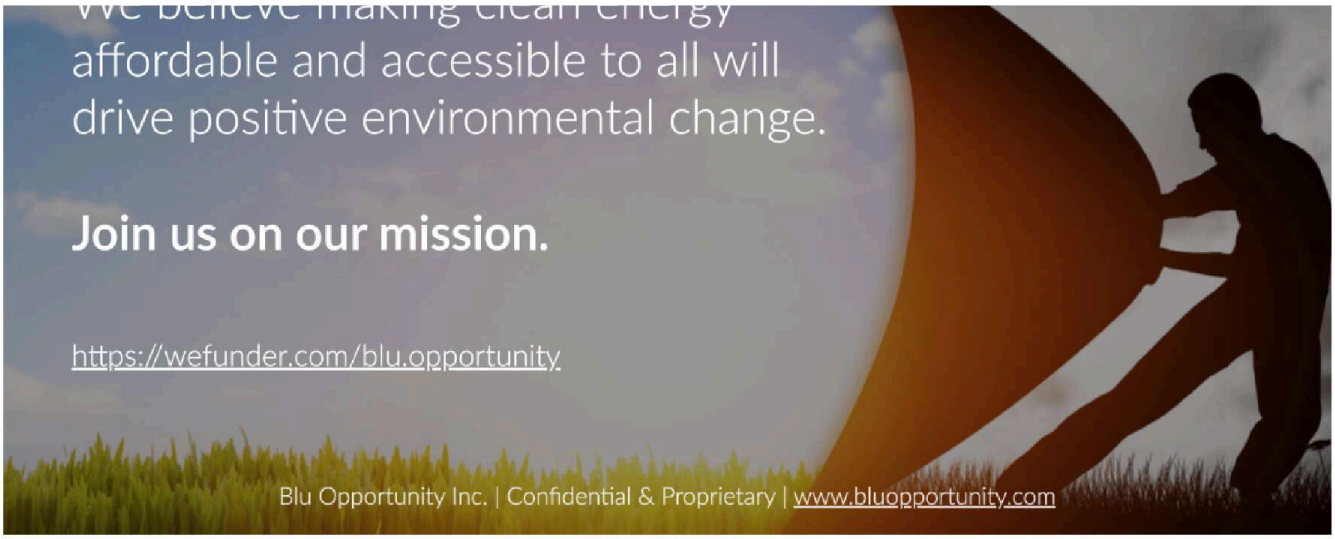
What we're offering, and why.



We want to give our most important stakeholders and small investors a chance to own a piece of Blu Opportunity, and share in the upside of this valuable business we are building together.

For as little as $100, we enable investors to supercharge our efforts to build a better tomorrow – and give them a chance to earn a healthy return in the process.





About this Opportunity (long version):

Backed by **Blu Banyan Inc.** — Blu Opportunity is majority owned by Blu Banyan - an industry pioneer with leading market share in the U.S. solar industry through its SolarSuccess product.

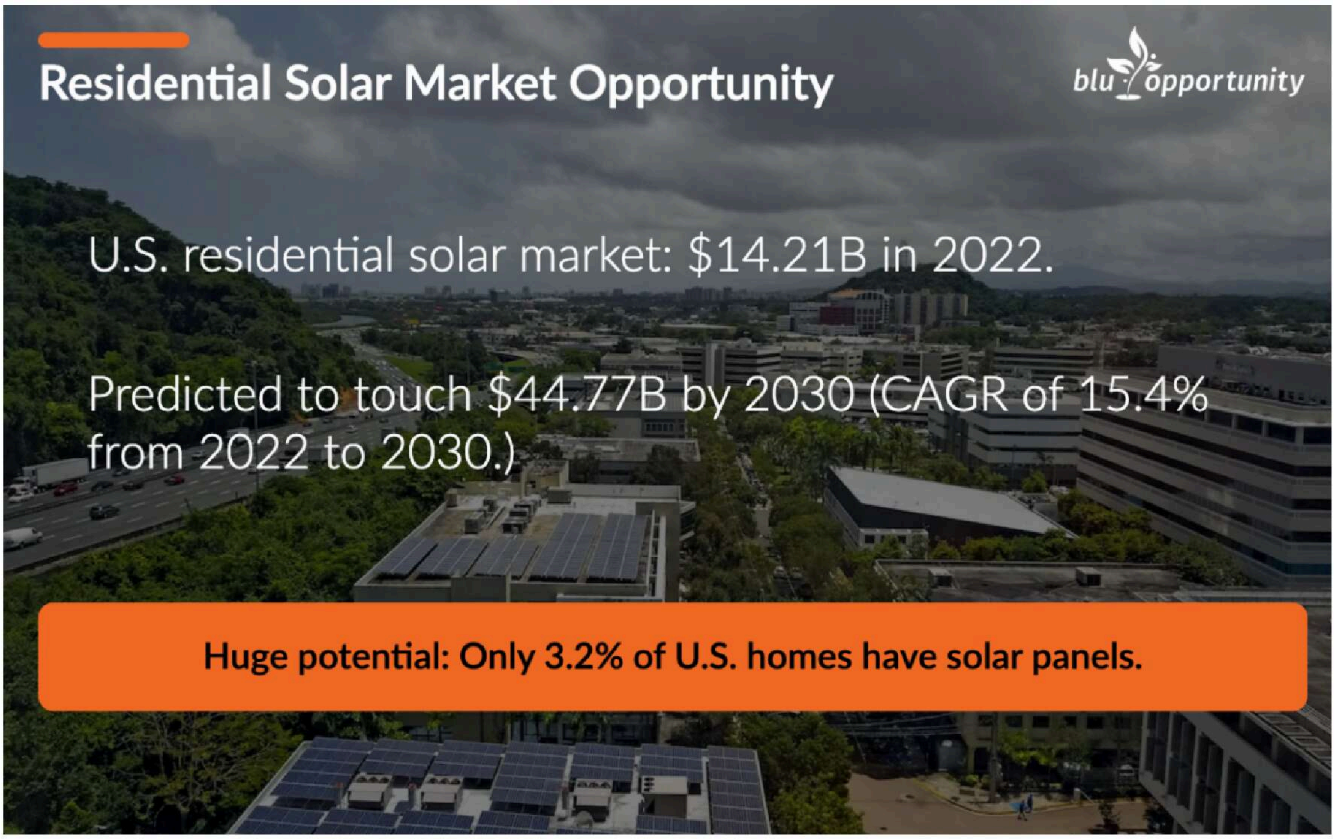
We present a compelling investment case:

- **Solar industry experience and impact:** Blu Banyan is a lead player with the U.S. Department of Energy's Orange Button Initiative, setting industry standards, targeting reductions in soft costs across all solar projects. Initiatives like the AHJ Registry and Orange Button API are already accelerating solar deployment, with more innovations imminent.
- **Blu Banyan's SolarSuccess—A Game Changer:** Recognized as the leading solar business and project management system, SolarSuccess is proven in its ability to minimize soft costs in the solar sector. Blu Opportunity's clients benefit from the embedded financing solution and automation on SolarSuccess.
- **Existing customer base:** Over 50 U.S. solar installers, many ranked among 2023's Top Residential Solar Contractors, are on the SolarSuccess platform. Together, they've delivered over 85

gigawatts of solar power.

- **Substantial Transaction Volumes:** In 2023, solar projects worth $4.6B were executed via SolarSuccess. This is projected to rise to over $6.5B in 2024.
- **Immediate Traction:** Leveraging Blu Banyan's existing clientele, we've already secured $300M in soft commit loans for 4,500+ residential solar projects in 2024, with a growth trajectory to hit $2B by 2026**.

Your investment fuels the future of solar.



Our Immediate Traction...

Blu Banyan's solar installer clients are already drawn to Blu Opportunity's solar loans program.

They've soft committed over 4,500 residential projects for $300M loan agreements in 2024, and aiming to scale to $2B in loan volume by 2026.

The Problem we're solving...

- Solar panels made up 4.7% of U.S. electricity generation in 2022. (*Source: U.S. Department of Energy's Energy Information Administration (EIA) in their Electric Power Monthly report, which includes data up to December 2022.*)
- To meet our decarbonization goals under the Paris Climate Agreement, solar needs to account for 40% of our electricity by 2035.
- To achieve this, we need solar deployment to grow at more than four times its current rate.

This energy transition is critical to mitigating climate change

This energy transition is critical to mitigating climate change, protecting human health, and revitalizing the U.S. economy.

Residential solar is crucial for scaling.

In 2022, the residential solar segment in the U.S. grew by 40%, with a record 700,000 homeowners installing rooftop solar.

Despite the growth, only a small percentage (3.2%) of all homes in the U.S. have solar panels installed.

(Sources: 1. https://www.seia.org/research-resources/solar-market-insight-report-2022-year-review ; 2. https://usafacts.org/articles/how-much-solar-energy-do-homes-produce/)

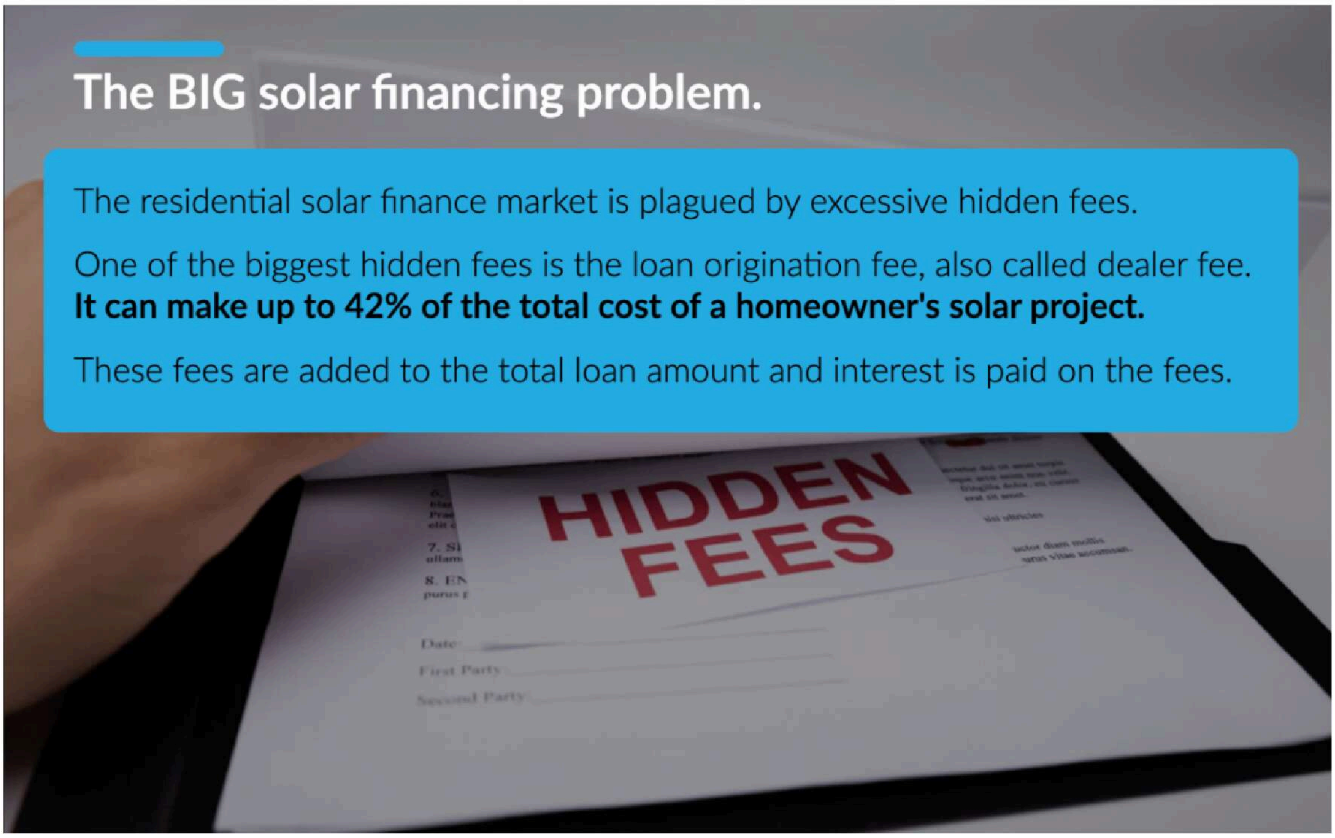
The residential solar market growth in the U.S. is strongly linked to the availability of affordable financing options.

Financing is necessary for scaling residential solar.

85% of residential solar projects depend on financing.

The solar loans market is dominated by a handful of big players.

The top five players financed 71% of the entire residential market in 2022.



Sources:

1. https://www.energy.gov/eere/solar/residential-solar-energy-guide-finance-professionals

2. https://www.woodmac.com/news/opinion/us-residential-solar-finance/

3. https://www.solarreviews.com/blog/how-to-find-the-best-solar-loan

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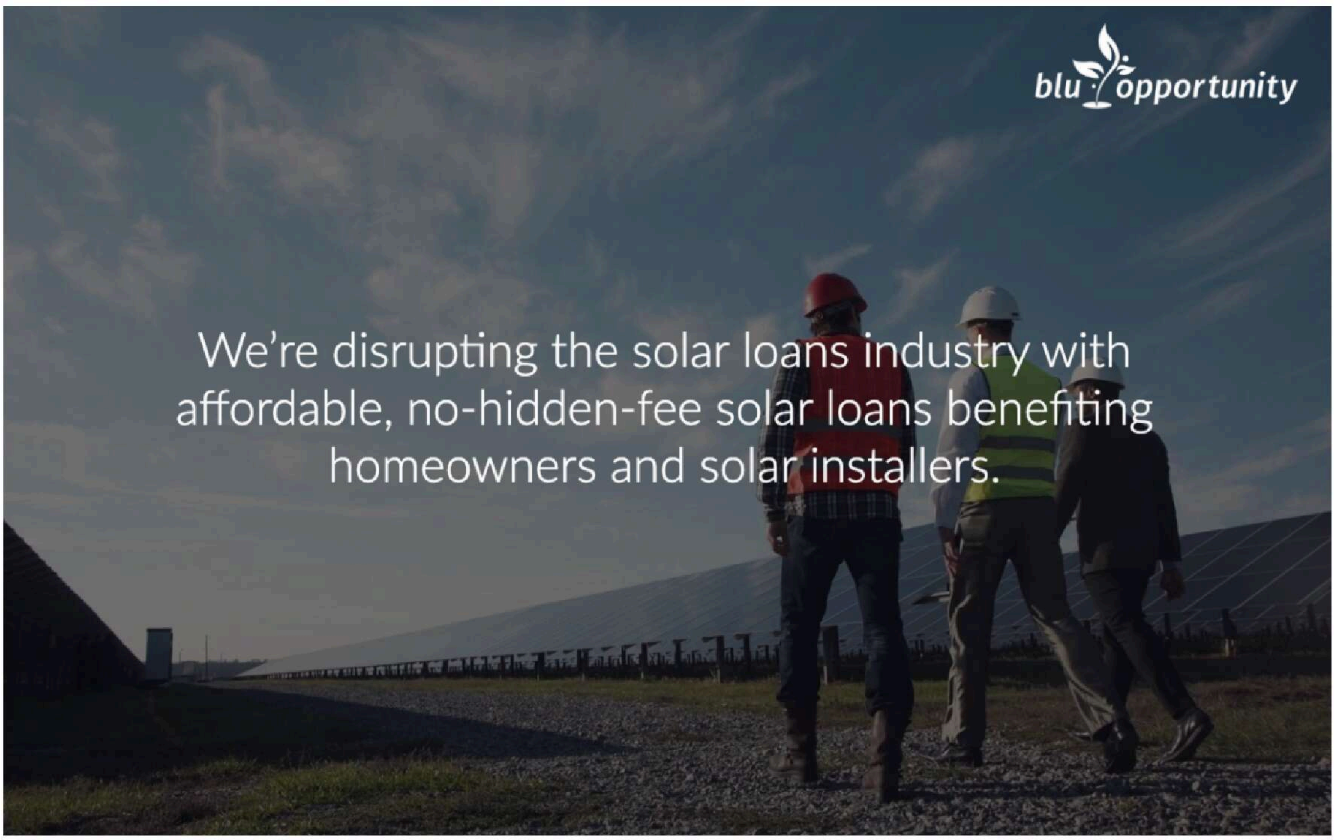
We're disrupting the solar loans industry...



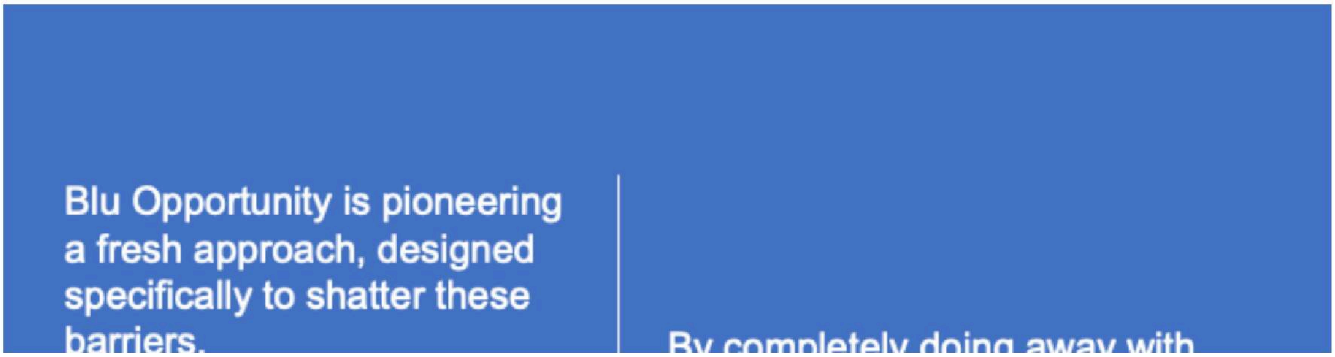
- Affordable financing of residential solar projects enable homeowners to accelerate the shift to green energy.

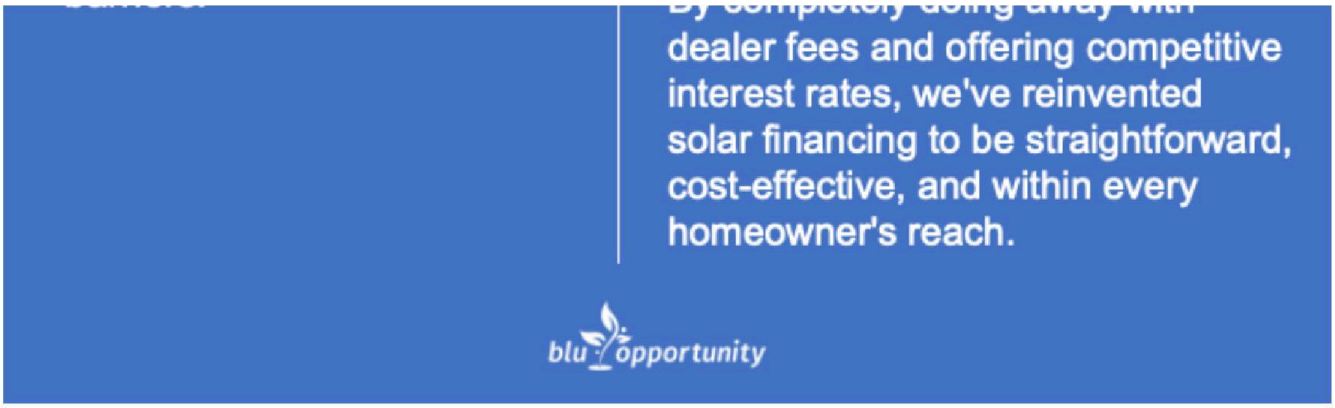
- Fast approvals & payments disbursements to solar installers help them scale their business with improved cash flow and enable faster deployment of solar power.

Solar power for every homeowner...

We get it. Transitioning to solar can seem like a steep climb for homeowners, especially when traditional financing models pile on those pesky origination or dealer fees which can bloat homeowners' solar project's cost by up to 42%.

It's not just about the pinch on individual pockets – it also slows down our nation's collective stride toward tackling climate change.





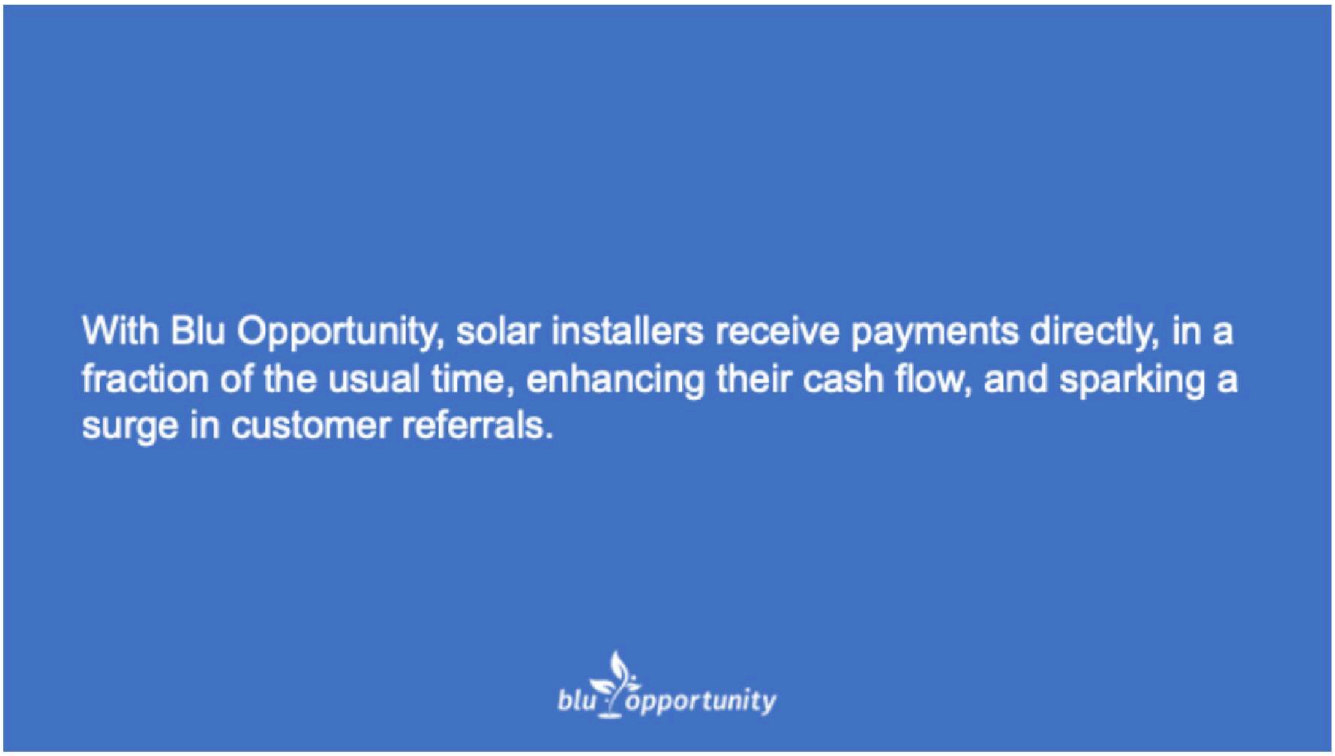
Our solution helps homeowners make the most of their tax credits, making solar energy more affordable and speeding up the transition to solar power.

Benefits to homeowners:

- *No hidden dealer fees.*
- *Competitive interest rates.*
- *Get full benefit of the 30% federal and state tax credits that reduce the project cost.*

We also support solar installers!

Growing the business as a solar installer is challenging, especially during times of high interest rates.

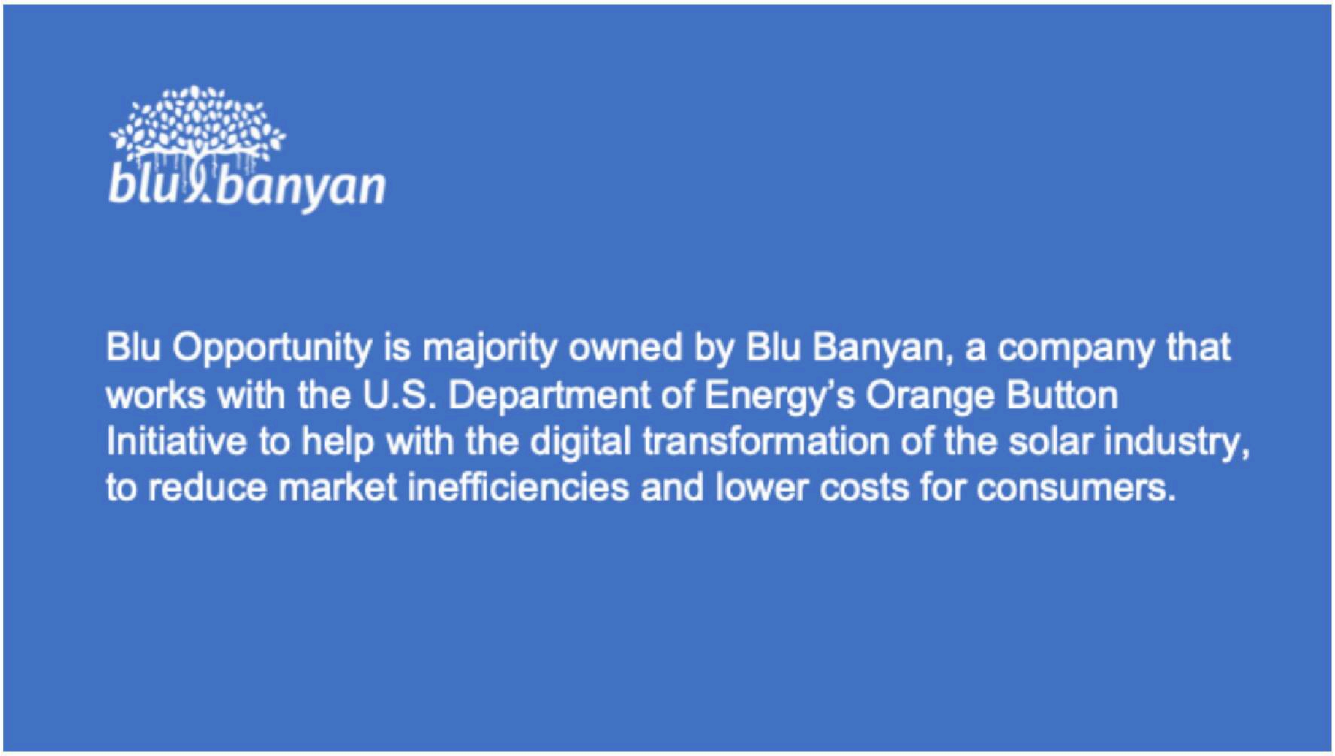


Benefits to solar installers:

- *Fast approvals & disbursements.*
- *Installer-friendly payout schedules.*
- *Payments received directly from Blu Opportunity.*
- *Enhanced cash flow and ability to deploy more solar faster.*
- *Help to attract and convert leads.*

> ***Embedded financing within Blu Banyan's SolarSuccess platform allows for automated payment processing, simplifying and expediting the payment process.***

Our competitive advantage!



- Blu Banyan is currently working with the US Department of Energy's Orange Button Initiative to drive down soft costs for residential, commercial, and utility-scale projects.
- We do this in collaboration with other government and industry partners such as the Sandia National Laboratories, National Renewable Energy Laboratory, and SunSpec Alliance.

SolarSuccess is used by more than 50 solar installers in the U.S. who have facilitated the installation of over 85 gigawatts of solar power.

In 2023, $4.6B solar projects were executed on the SolarSuccess platform.

Blu Opportunity's integration with Blu Banyan's SolarSuccess platform allows for automated payment processing, simplifying and expediting the payment process.

SolarSuccess clients feature among the 2023 Top Residential Solar Contractors in the U.S.

Blu Opportunity loan facilities are exclusively available to solar installers on the SolarSuccess platform.

What we're offering, and why.

(Sources:

1. https://www.pewresearch.org/science/2016/10/04/public-views-on-climate-change-and-climate-scientists/

2. https://www.morganstanley.com/press-releases/morgan-stanley-survey-finds-investor-enthusiasm-for-sustainable-)

- We want to give our most important stakeholders and small investors a chance to own a piece of Blu Opportunity, and share in the upside of this valuable business we are building together.
- For as little as $100, we enable investors to supercharge our efforts to build a better tomorrow – and give them a chance to earn a

healthy return in the process.

What the investment will be used for

This tranche of investment will fund our start-up operations expenses, including:

- Technology integrations
- Marketing
- Compliance
- Licensing
- Training

Revenue projections and return for investors

We're offering a 60M valuation cap for future equity (SAFE).

For early-bird investors (initial $750,000), the valuation cap is 50M.

In 2024, we project to finance $650M in residential solar loans (10% of the estimated $6.5B residential solar business on SolarSuccess).

Our projections for 2025 and 2026 are $1.3B and $2B in solar loans respectively.

We're committed to enhancing shareholder return with share value increase and planned dividends.

All projections are based on certain assumptions about the future, which by definition is uncertain.

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We believe making clean energy affordable and accessible to all will drive positive environmental change.
Join us on our mission.