

An industry-leading community solar technology platform bringing solar to everyone

PITCH VIDEO INVESTOR PANEL



neighborhoodsun.solar Silver Spring MD



Software Technology Energy SaaS Sustainability

Highlights

- 1 Proven track record of success- kilowatts under management grew 550% in 2021.
- 2 Sun Engine (tm) advanced software platform is best in breed, fueling rapid growth.
- 3 Community Solar is the hottest part of the entire solar space. Massive growth ahead (not guaranteed).
- 4 Senior management and board have the experience, industry connections, and knowledge to succeed.
- 5 A mission-focused company with a B Corp score that leads the entire community solar industry!
- 6 Recent merger with Astral Power gives us access to massive New York market and stronger mgt team.
- 7 Customer acquisition model beats the competition.

Our Team

Our CEO, Gary Skulnik, has been passionate about fighting climate change for most of his adult life. Joining forces with CTO John Wilson, and CRO Thom Smith, we've got a team that wants to disrupt the utility model through technology while bringing in hundreds of thousands of people into the clean energy future.

Our Team



Gary Skulnik CEO

Gary has been a clean energy leader in Maryland for 20 years, either as an advocate or an entrepreneur. His previous venture, another B Corp that provided 100% green energy electricity, grew to \$22MM in revenue with thousands of happy customers.

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LEAD INVESTOR



John Paul Moscarella President

CleanTech Capital is pleased to continue to invest in Neighborhood Sun, as we have invested into every round to date. Neighborhood Sun has demonstrated exceptional growth to date, and has expanded its footprint from its roots in the Mid-Atlantic to NY state and as far away as Colorado. The company has executed against the business plan at each step of its growth and has developed one of the community solar industry's leading IT platform, which has allowed it to secure more business in a very competitive space. The company's recent merger with Astral Power only reinforced its sales and marketing prowess, and combined with the IT powered tech platform, makes for a formidable leader in the industry. Regulations for community solar are now being deployed among many states in the country (at least 20 and more coming), and the time is now for this investment and Neighborhood Sun has the right management team to make this a successful venture. Climate change is only accelerating and this is one of the most exciting opportunities to start to address this challenge! CleanTech Capital is excited to continue to support Neighborhood Sun.

Invested \$50,000 this round & \$75,000 previously

[Learn about Lead Investors](#)



Thom Smith Chief Revenue Officer

Thom has spent the last decade successfully scaling national sales teams in the green tech industry. Under his leadership, residential startup Astrum Solar grew to be the 4th largest residential solar co. in the US with over 10,000 systems installed.



John Wilson Chief Technology Officer

John brings 25 years experience in IT management. He was VP of Operations at Bullfrog Power and was responsible for all software development for 14 years. John held several senior technology positions at Fidelity National Information Services.



Emily Tokarowski VP of Marketing

Emily has been with Neighborhood Sun for almost five years, advancing in various roles to become VP of Marketing and a powerful leader in the company. She has an M.S. in STEM entrepreneurship.



Yasi Jiang VP of Finance

Prior to co-founding Astral Power, Yasi helped launch Lumina Solar, a residential solar installer based in Maryland. Ms. Jiang is a CPA and previously worked at Baker Tilly and the Royal Bank of Canada.



Cara Humphrey VP of Strategic Sales

Cara oversees Community Partnership Program and other campaigns. She was with Astrum in 2010 and served as Sales Manager of NY. Prior to Astrum, Cara worked at the forefront of commercial energy efficiency & the hybrid vehicle industry.



Armando Gaetaniello VP of Business Development

Armando has been with Neighborhood Sun for five years serving in various sales roles and advancing to become VP of Business Development, where he leads our efforts to acquire new solar partnerships. He has an M.Sc. in Global Environmental Change Mgt.



Dave Carpenter VP of Business Development

For over a decade Dave has worked in multiple roles in the solar industry, ranging from field salesperson to senior management. Dave works with Armando in communicating the many benefits of Sun Engine to potential solar partners.



Janani Ravi Manager of Customer Development

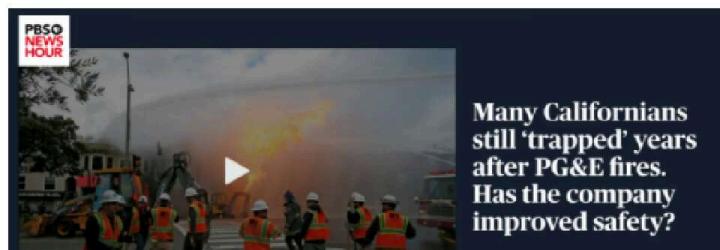
Prior to managing the Customer Development department, Janani taught ESL in the US, Germany, and India. She possesses two B.A. degrees in English and International Studies from Virginia Tech, and she completed her M.A. in ethics in Bochum, Germany.

Here Comes the (Neighborhood) Sun...

♪ Do do do doo ♪

The Electric Utility Model is Broken.

The \$600 Billion industry is failing on so many levels, from causing wildfires to increases in prices and a deteriorating infrastructure.



Community solar is poised to scale distributed generation through Virtual Net Metering (VNM) and completely disrupt the failed utility model.

Until recently, almost 80% of the market could not get solar.

Community solar opens the market to everyone by using VNM to allow anyone who pays an electric bill to access the exact same benefits as rooftop solar without having to install any equipment.

And the best part? Community solar is the lowest cost retail energy source, so people not only support a cleaner environment, they save money at the same time. Perhaps that's part of why one study shows community solar growing to 84 gigawatts of total installed generation by the year 2030.

The Community Solar market is hot, and we're well positioned to be a big part of it.

- Advanced Technology Platform
- Highly Experienced Management Team
- Strong Direct Sales and Customer Management
- Authentic Green Brand



We built the Sun Engine (tm), our proprietary advanced software platform after two years of experience in the market. We used other platforms, but they were rigid, had very little functionality and just didn't fit the needs of a constantly evolving market.

Fortunately, we were able to bring John Wilson on board as our CTO, a person with more experience building technology and clean energy platforms than anyone else on the continent. He and his team, along with the rest of us at Neighborhood Sun, built a platform that will respond to ever-changing market conditions, offers more functionality than others, provides asset owners full transparency, and allow scaling with large multi functional sales teams.

The proof of our platform's strength is the fact that in 2021, two large solar portfolio owners, after doing extensive research and due diligence, switched from our competitors to our Sun Engine(tm) solution.



2021 Showed What We Can Do With Your Support

We turned the success of our previous fundraising efforts on Wefunder into substantial growth for the company in 2021.



And that's not all!

- We dramatically increased the total value of our booked contracts from around \$1 MM to over \$28 MM in just one year.
- Our recurring revenue from customer management jumped 343%.
- We built a strong pipeline of future projects worth over \$75 MM.

How do we Generate Revenue?

We are paid by solar asset owners who want to utilize our Sun Engine(TM) platform to acquire and manage customers for the life of the projects they own (about 20 years).



We are focused on our recurring revenue model as that builds the most long-term value in the company. The recurring revenue is predicated on customer management, which uses the strength of our Sun Engine(tm) platform combined with our un-matched devotion to customer service, which we call "customer development."

Customer acquisition, or sales, is another key part of our business that we have further strengthened by the merger with Astral Power, a leading community solar sales company in the massive New York market. Under Thom Smith's leadership, our sales approach at Neighborhood Sun is built on three pillars.

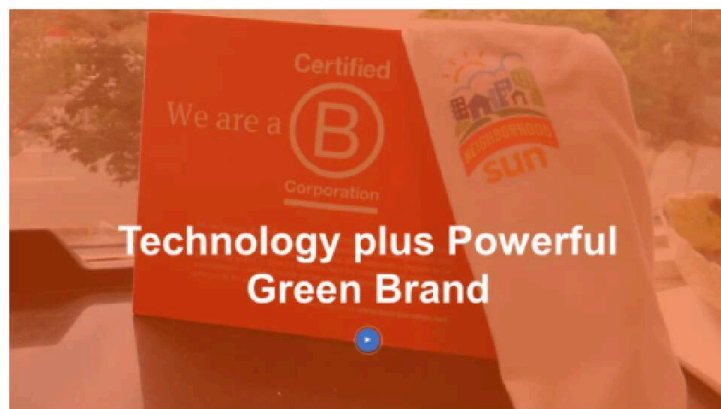
1. **Direct sales.** We have an experienced team leading the training and ongoing management of sales personnel through our sales academies and accountability metrics. It's vital to have highly trained sales personnel as community solar is a market that requires a lot of credibility and is rife with companies that use questionable tactics.

2. **Strategic sales.** Our channel partners work with us in ways no other community solar company can match. Our work with progressive faith institutions, environmental groups, non-profits, and other organizations is only made possible by our strong brand credibility and pleased customers. We fill projects with communities of people, rather than one household at a time.

3. **Referrals.** Because we put so much emphasis on customer development and because we are the most credible green brand in the community solar space, we're able to work with our customers to generate referrals to their friends and neighbors.

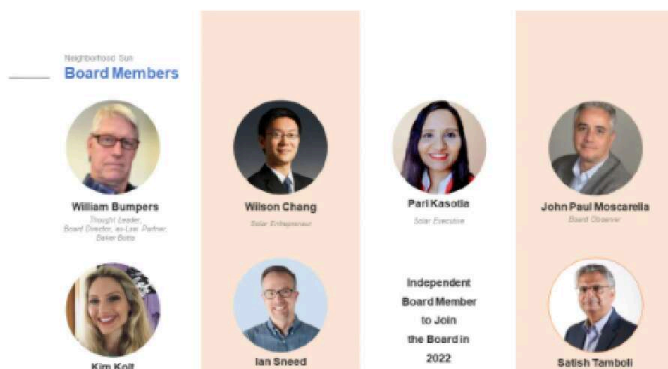


What Sets Us Apart



Neighborhood Sun is without competition in the way that we solely acquire and manage customers for community solar. We fill the roles that otherwise require two or more companies to manage separately. We are recognized with a 5-star rating on Google Reviews because of the seamless transitions that are made through a customer's development from prospect to subscriber to brand ambassador.

Our experienced and well-connected Board is also a differentiating factor. We have successful solar entrepreneurs, impact VC investors, energy industry vets, and our chair, Bill Bumpers is a long-time leader in the legal energy world.



In addition, we're a certified **B Corporation** and want to use our business as a true force for good—it's baked into our corporate DNA. As such, we continuously meet rigorous standards of social and environmental performance, accountability, and transparency. We are not just accountable to our shareholders, but to all our stakeholders, such as our employees, customers, the community around us, and our planet.

Society's most challenging problems cannot be solved by government and nonprofits alone. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment.

An essential aspect of the Neighborhood Sun business model is our commitment to our corporate values:

- ☀️ *Transparency*
- ☀️ *Customer-focused*
- ☀️ *Integrity*
- ☀️ *Sustainability*
- ☀️ *Innovation*

Together, We'll Build a Solar Community



Your investment will allow us to expand on the success we achieved in 2021 and increase our positive impact on society. We'll be one step closer to disrupting the outdated electric utility industry.

We will use the funds we raise to:

1. Further innovate our proprietary software platform for customer management

We'll stay ahead of the competition by further investments in our Sun Engine(tm) platform, allowing us to continuously innovate while maintaining the high level of functionality it currently has.

2. Expand to new markets

Community solar is rapidly expanding across the U.S. and we are looking to enter several new markets, such as Illinois, Virginia, New Mexico, and Oregon, among others.

3. Finish filling out senior management

We would like to bring in a CFO and a COO to ensure we are operating at peak efficiency while constantly looking for new opportunities to further grow the business.

