



## From Technology to Product

Small Solar Growing Big



# History



# Conservation



# Sustainability





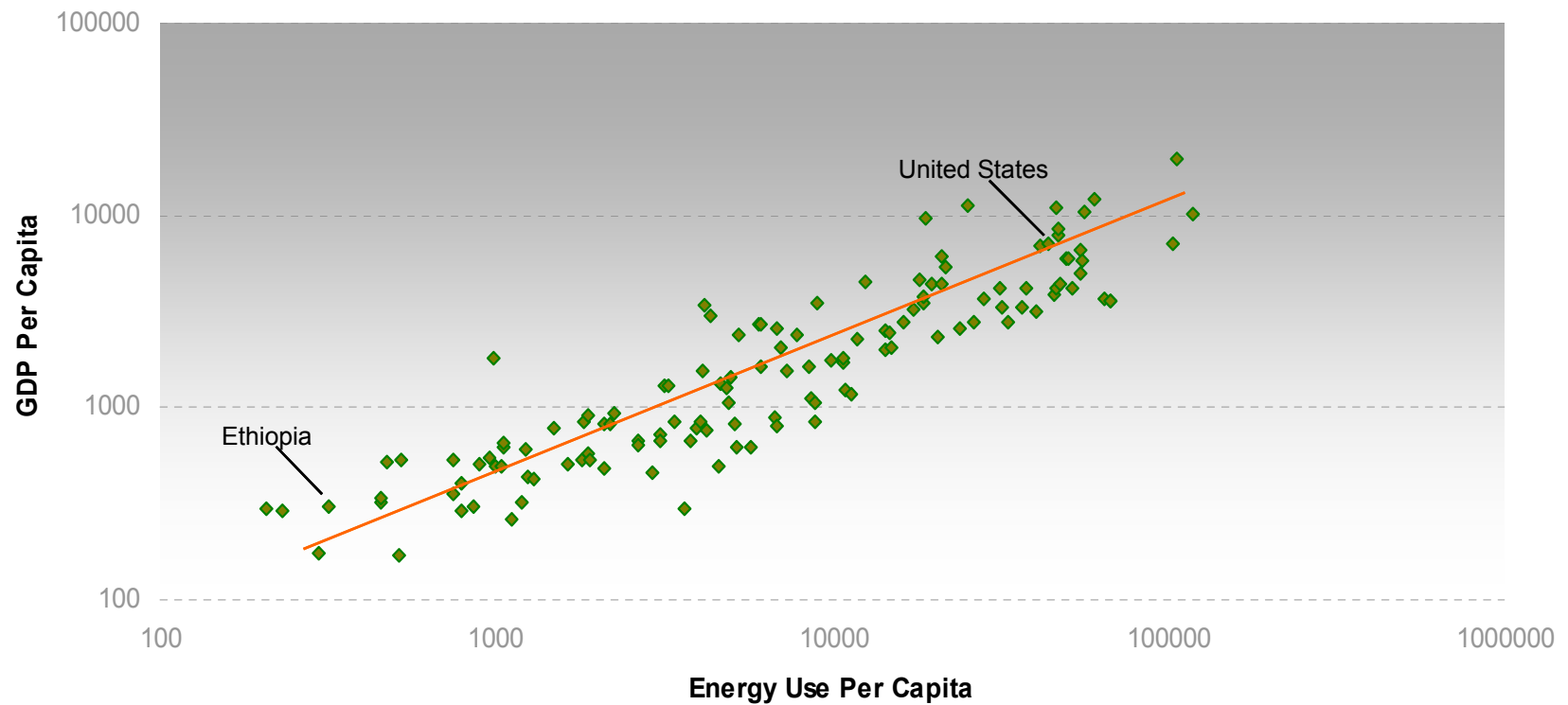
# Cleantech



# Context

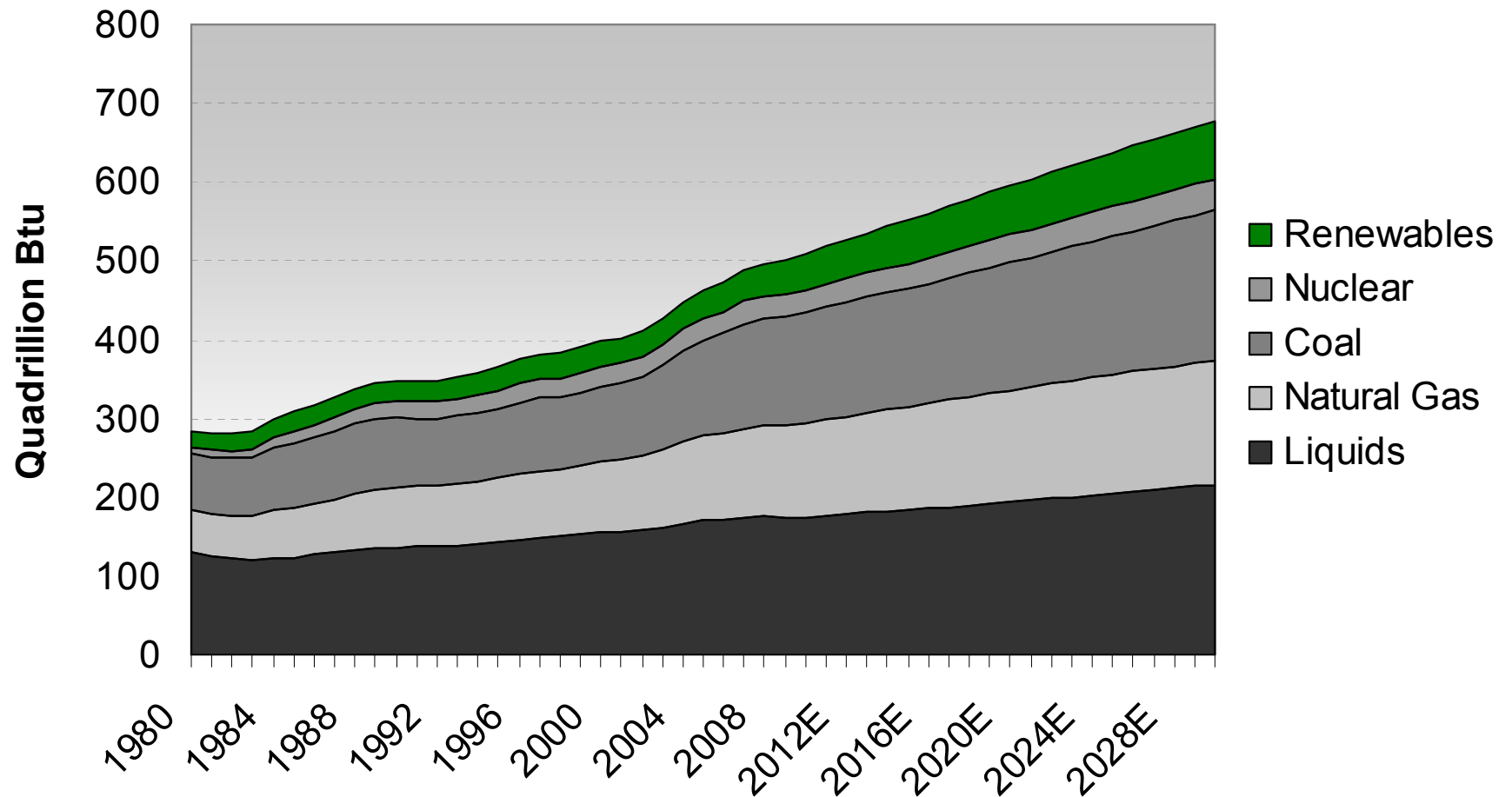


# The Energy Imperative



Sources: World Resources Institute; International Monetary Fund

# Increasing Energy Demand

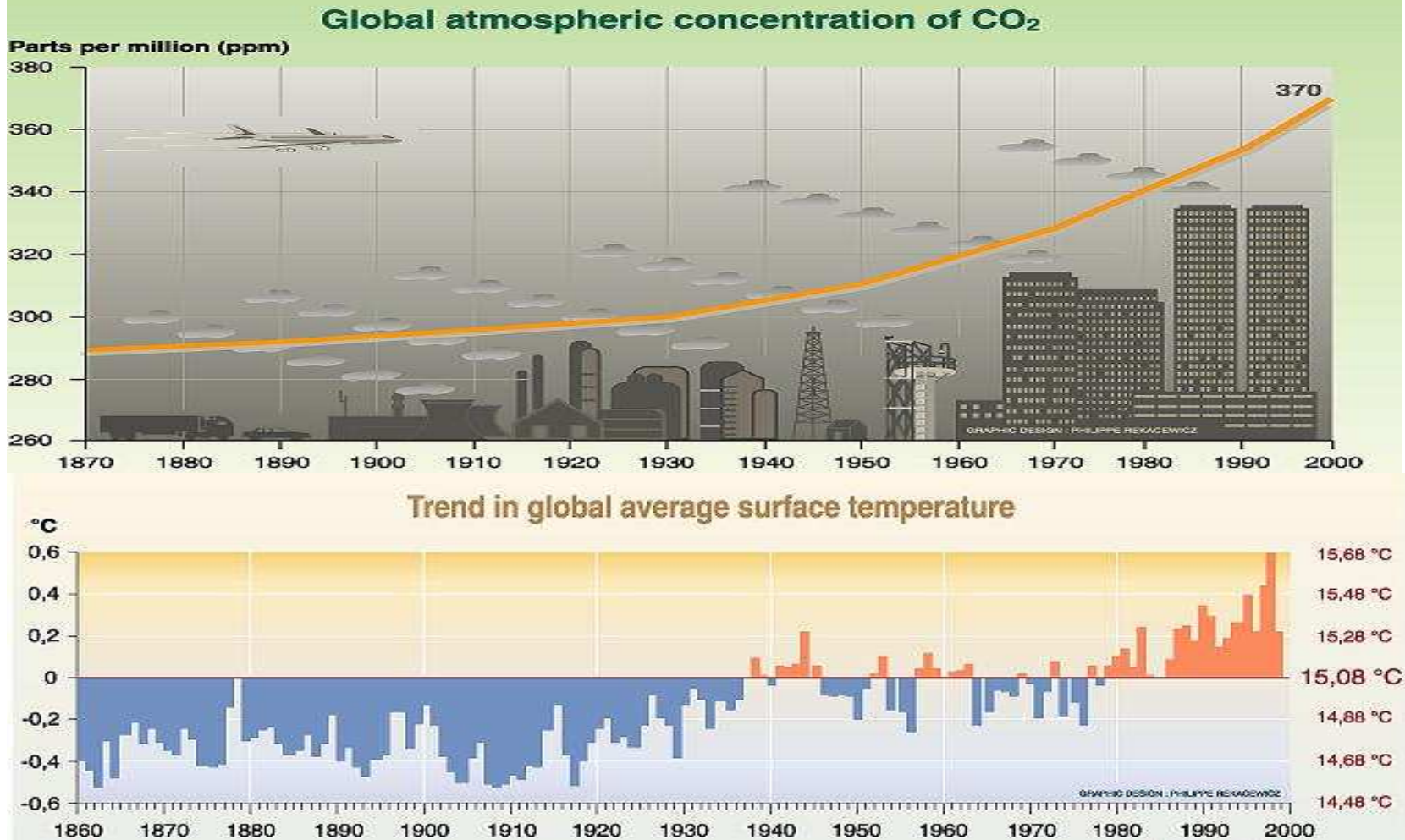


Source: EIA





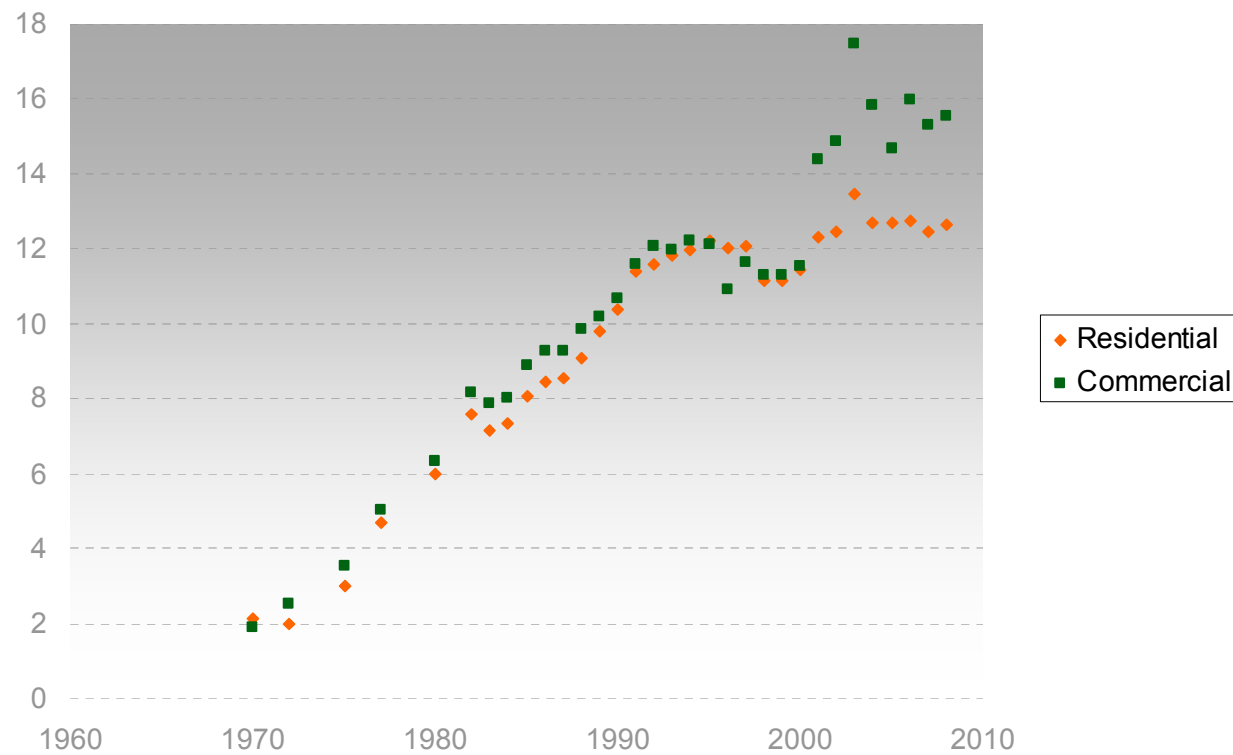
# A Changing Climate



Source: UNEP

# Rising Electricity Costs

Average CA Electricity Prices



Source: CEC

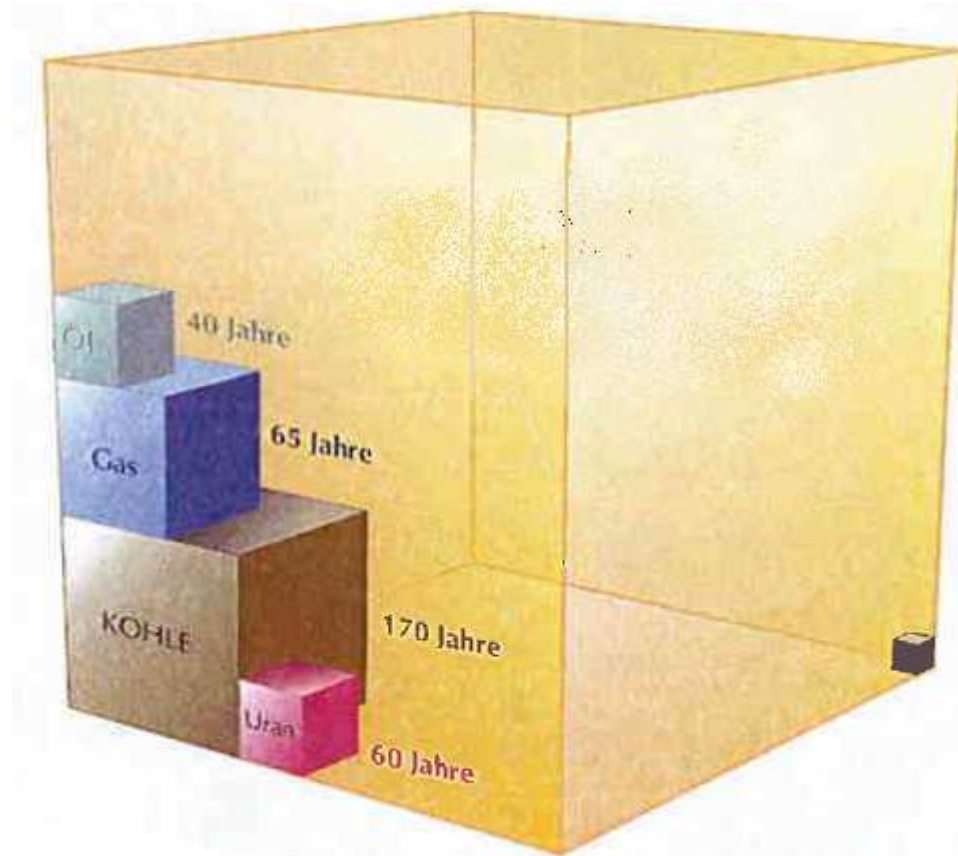


# The Solar Opportunity



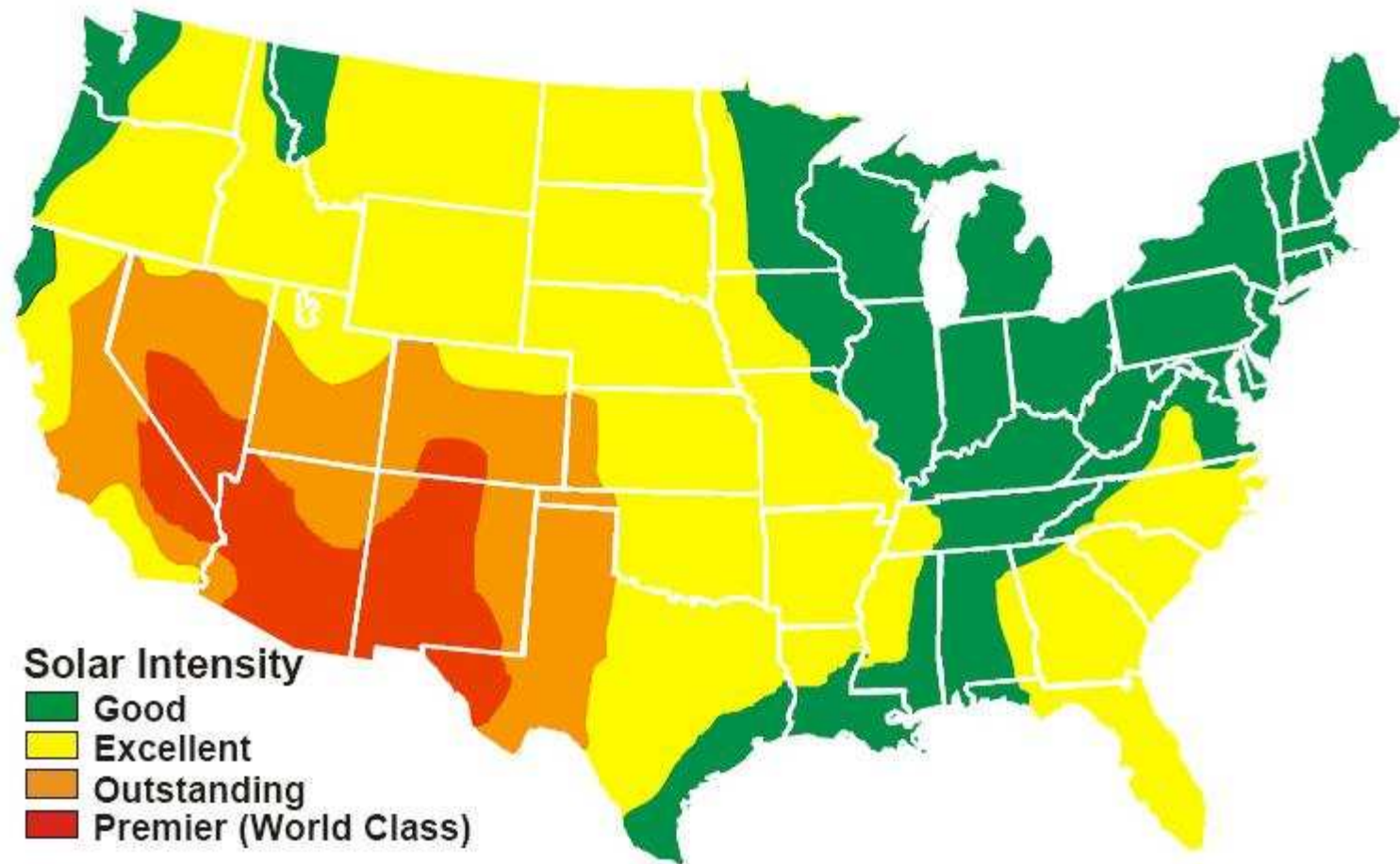


# Energy Reserves: Solar is Abundant

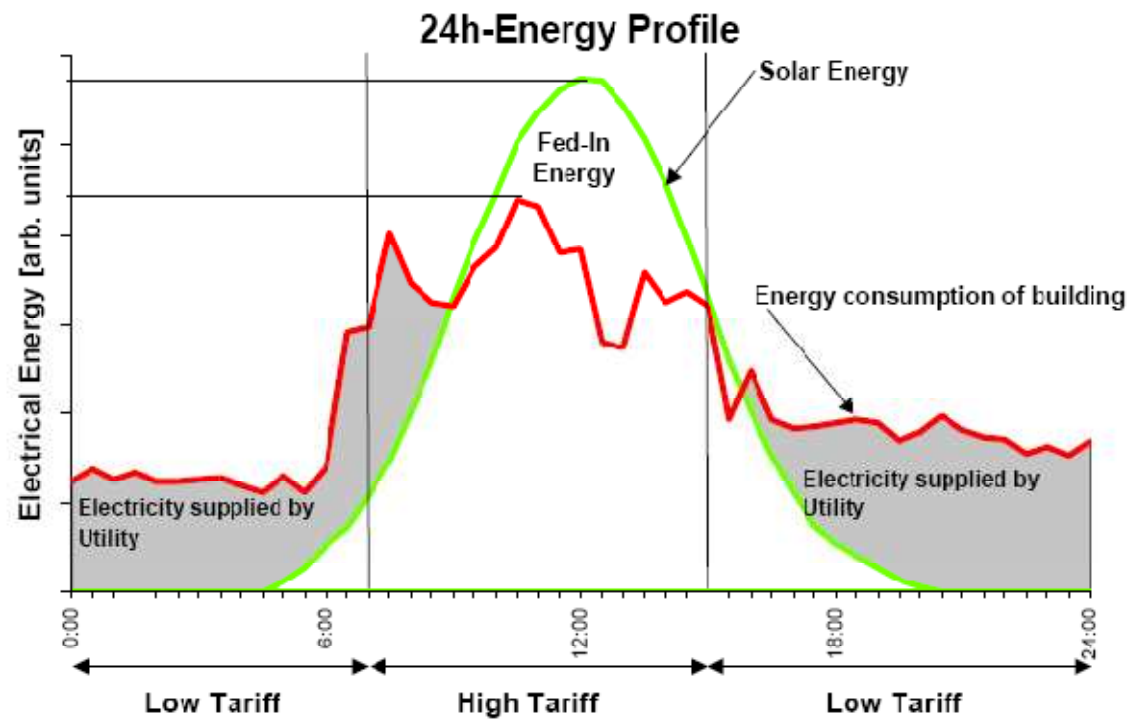


Source: Schuco

# Solar is Abundant

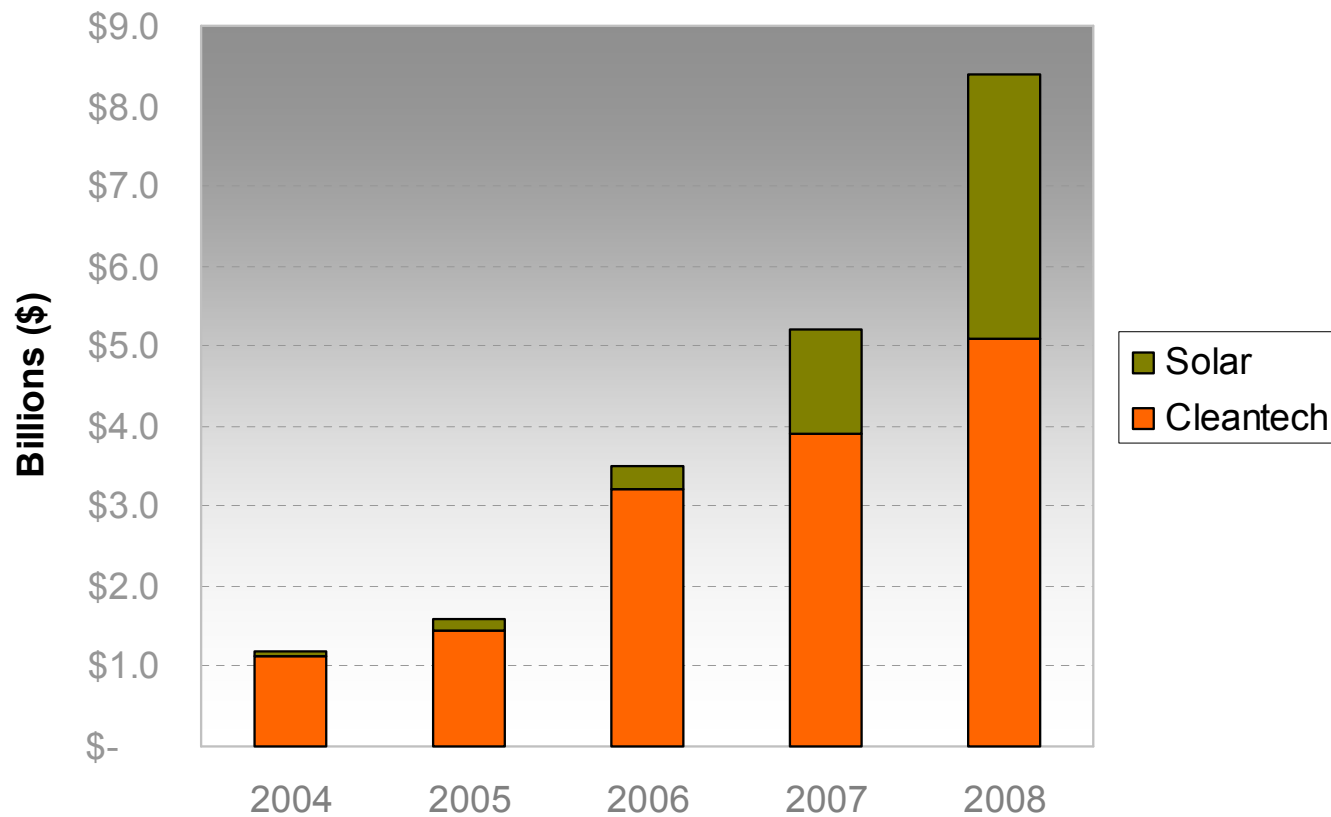


# High Value Energy

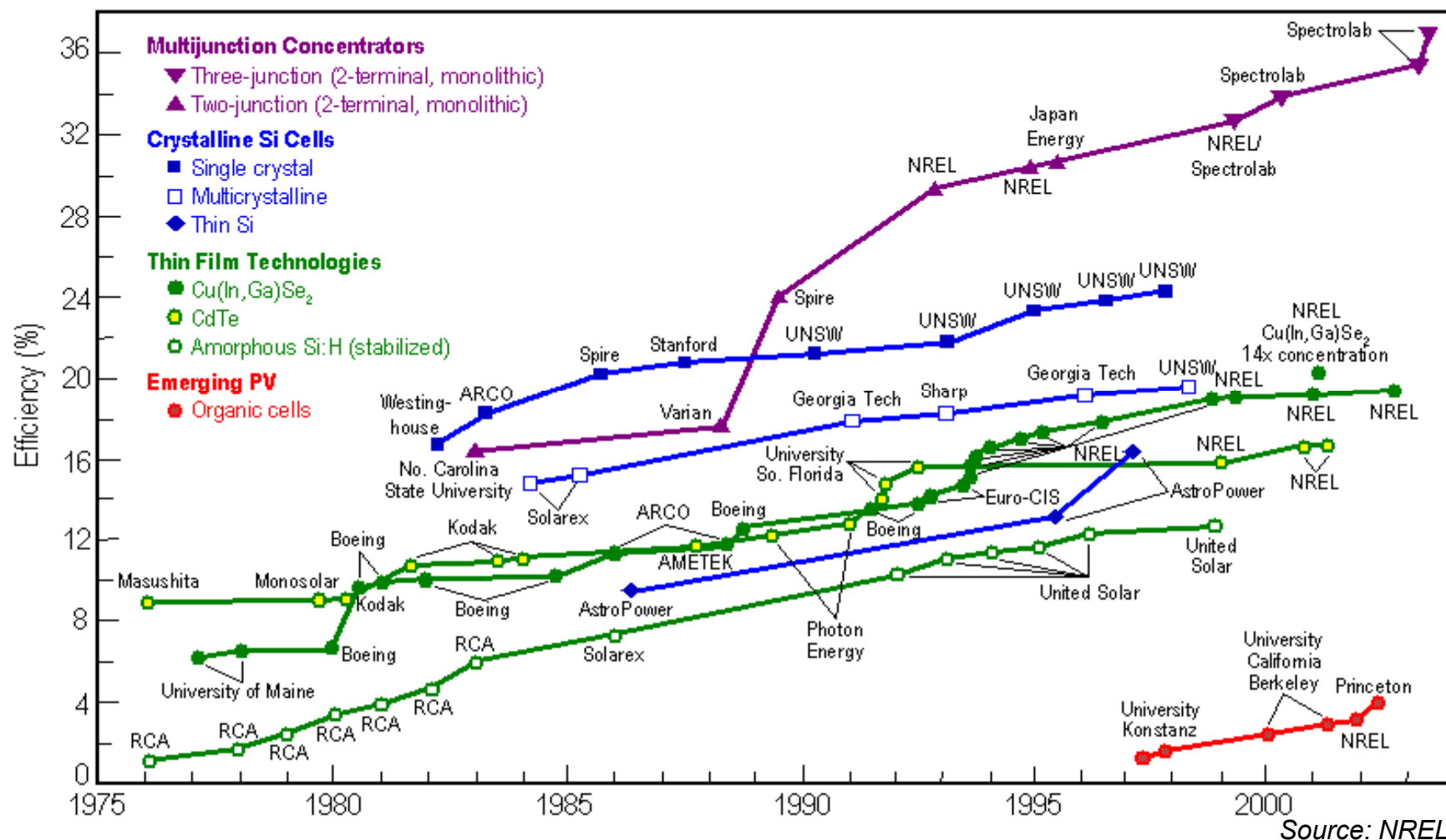




# Investment in Solar

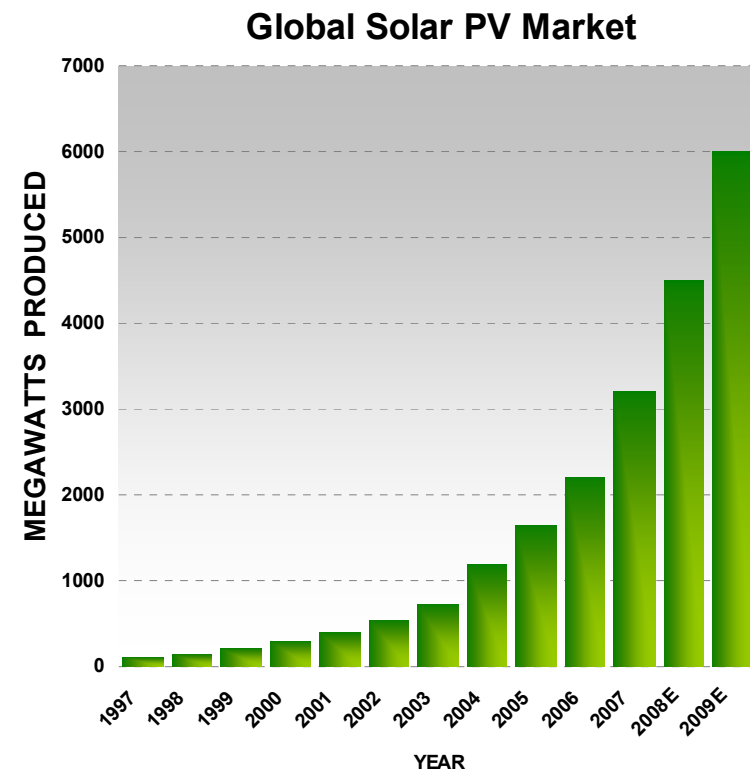
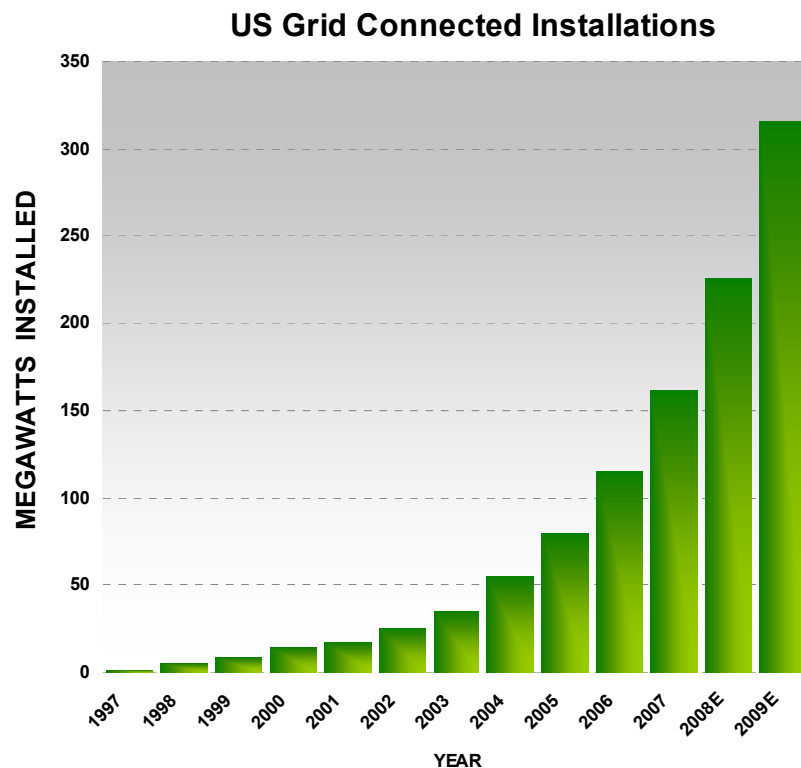


# Solar Technology Improvement



# Market Expansion

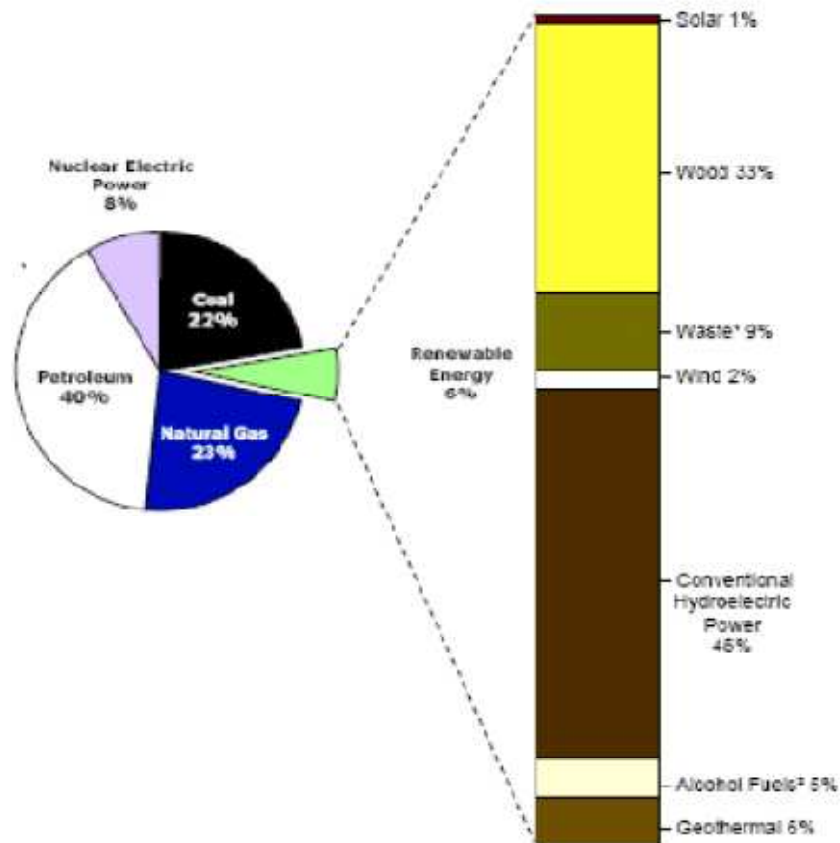
- Solar adoption accelerating
- More states becoming solar friendly



Sources: Prometheus Institute, DOE, SolarBuzz, Michael Rogol, Navigant Consulting



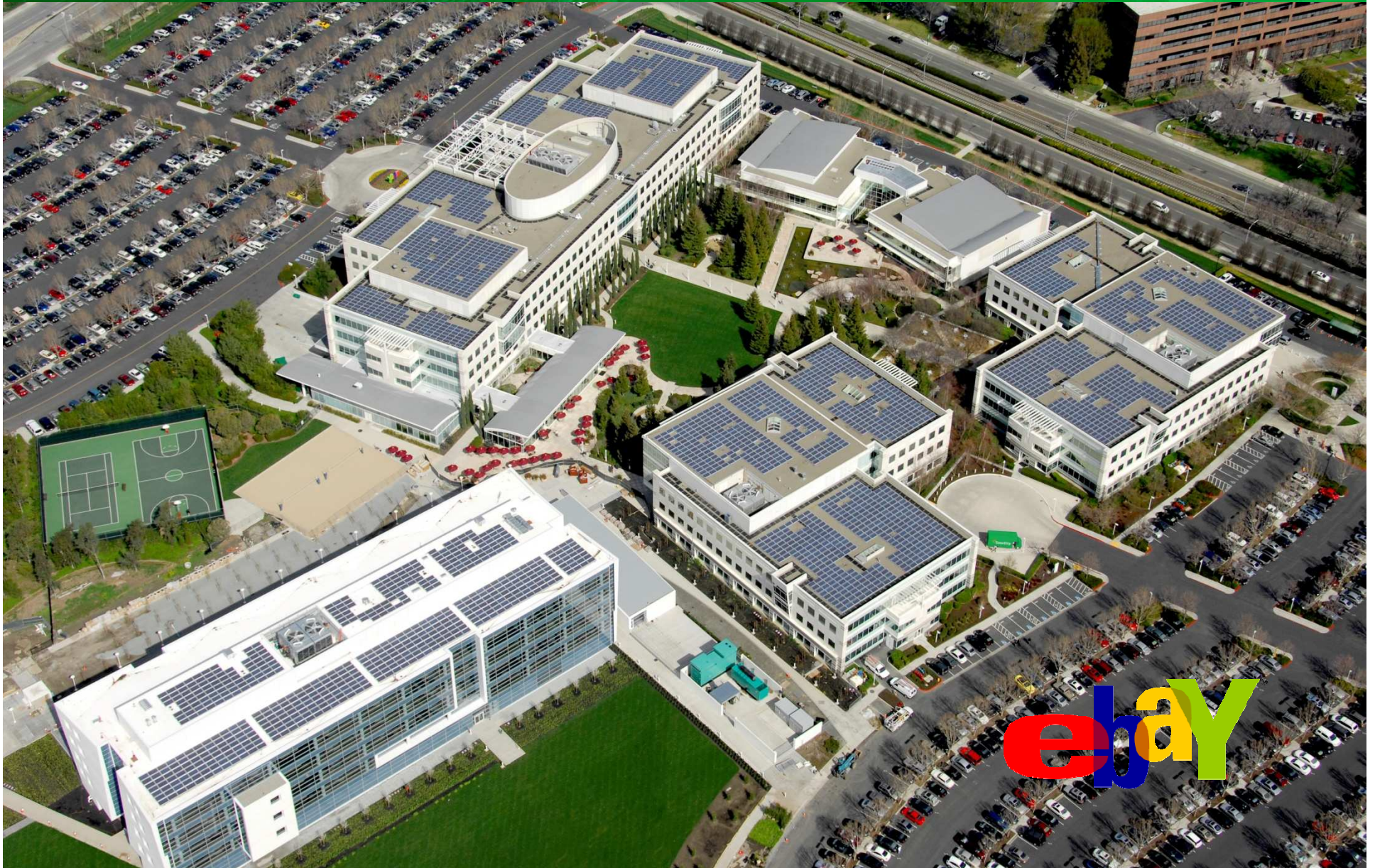
# Headroom



Source: EIA



# Small Solar Going Big



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# SolarCity At-A-Glance

## Quick Facts

- Founded July 4, 2006
- 100's of employees
- 3 States—CA, AZ, OR
- 1000's of customers

## Innovations

- Community Programs
- SolarLease
- SolarBid
- SolarGuard
- SolarWorks
- Canopy Mounting System

*SolarCity provides solar power system design, financing, installation and monitoring services*



# Product Innovations

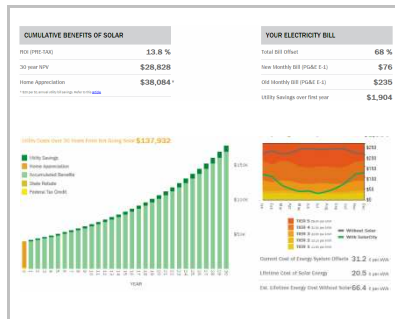




# Soleo Platform

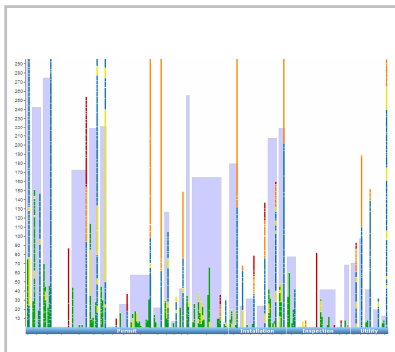


# Soleo Platform—Energy Service Management



## **SolarBid** (*Provides accurate, traceable customer bids*)

- Models energy production (shade, orientation, efficiency)
- Calculates detailed financial return (utility bills & ROI)
- Presents concise graphical summary to customer



## **SolarWorks** (*Tracks every job from design to installation*)

- Tracks status of every job in progress
- Scheduling of resources and inventory
- Detailed reporting on metrics



## **SolarGuard** (*Monitors every system installed*)

- Wireless platform enables ease of installation
- Backend system management and customer portal
- Expanded to mobile platforms and demand monitoring



# SolarLease Calculator



[Request a FREE Solar Consultation](#)  
 (888) SOL-CITY | (888) 765-2489

[Home](#)
[Solar 101](#)
[SolarCity Advantage](#)

## SolarLease Calculator

**STEP 1** Assess Your Potential Monthly Savings with SolarLease  
 Type in your zip code and average monthly electric bill to see how SolarLease can reduce your electricity expenses.

**1** Assess Potential Monthly Savings

### Your Information

**Your Home**

Zip

City / State

**Your Utility Information**

Utility

Avg Electric Bill

**System Design**

Roof Shading

Roof Pitch

Roof Direction


**Assumptions**

Utility: ☐ Territory X  
☐ Old Rate: E-1 Residential Services  
☐ New Rate: E-6 Residential Time-of-Use Service

Your Home: ☐ Gas Heating  
☐ Composite Shingle Roof

### Your SolarLease

**Monthly Electric**



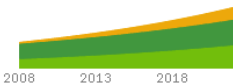
Monthly Electric Bill  
 SolarLease Payment  
 Total Monthly Cost  
**Net Monthly Savings**  
**Cumulative Savings**



**Recommended System Size**

19 Panels = 3.60 kW

**Annual Savings**

Savings grow every year as utility rates





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## SolarLease Calculator

**STEP 2** Request for a FREE Solar Consultation to Receive a Final Proposal  
 Submit your contact info and one of our friendly solar consultants will call you to schedule a no-obligation onsite evaluation.

**1** Assess Potential Monthly Savings **2** Request a FREE Solar Consultation

### Request a FREE Solar Consultation

**Your Address**

Address

City / State

Zip  [RELOAD MAP](#)

**Your Contact Information**

First Name

Last Name

Phone Number

Email

How did you hear about us?

When would you like the system installed?

Best time to call

Promo Code

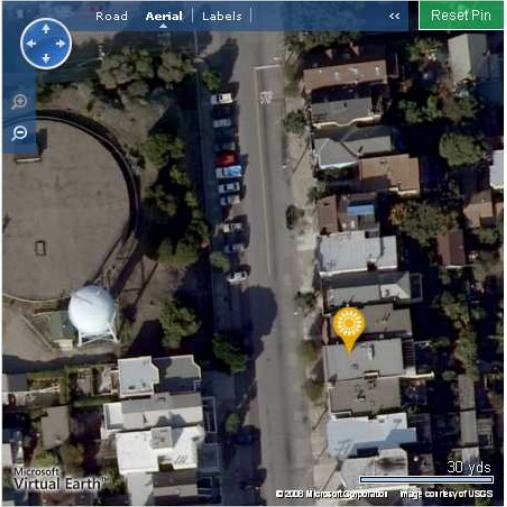
To qualify for our SolarLease, you need to have excellent credit. Do you have a credit score of 720 or greater?

☒ Yes, I have a 720 credit score.  
☐ I'm not sure what my credit score is.  
☐ No, I'm interested in a cash purchase.

Is there anything else we should know?

### Place Your Solar System

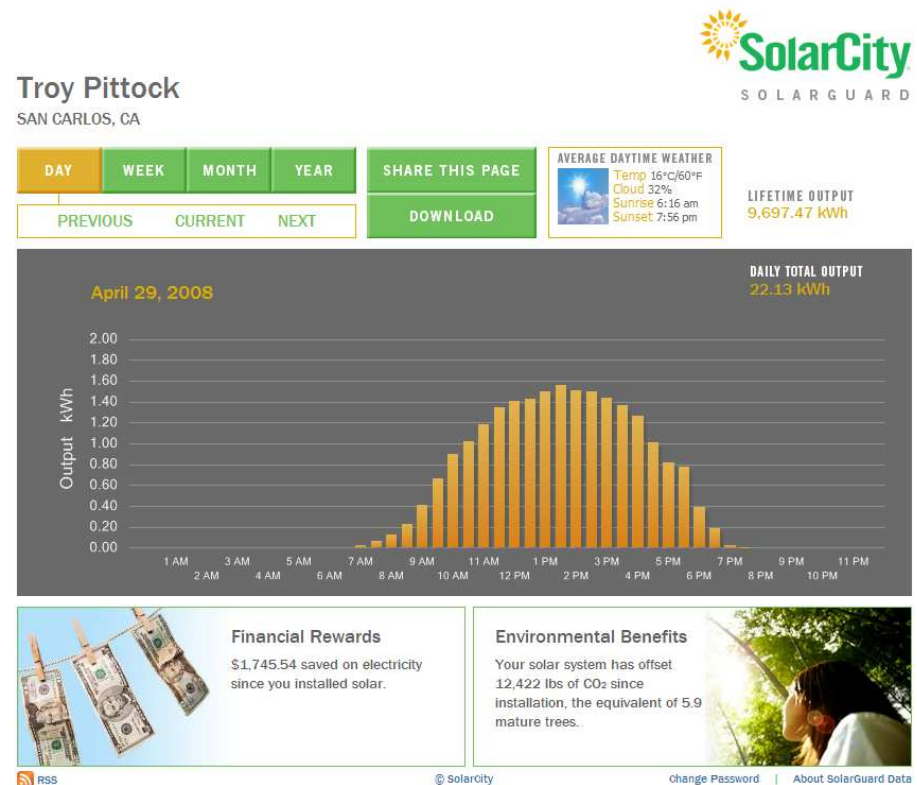
Please zoom in and select the roof surface where you would like to install solar by dragging the pushpin onto your roof



# Monitoring Enabled Performance Guarantee

## Transparency Key to Solar as a Service

- Installation Status
- Savings Generated
- Electricity Output
- Environmental Impact
- Mobile Access
- Sharing Functionality





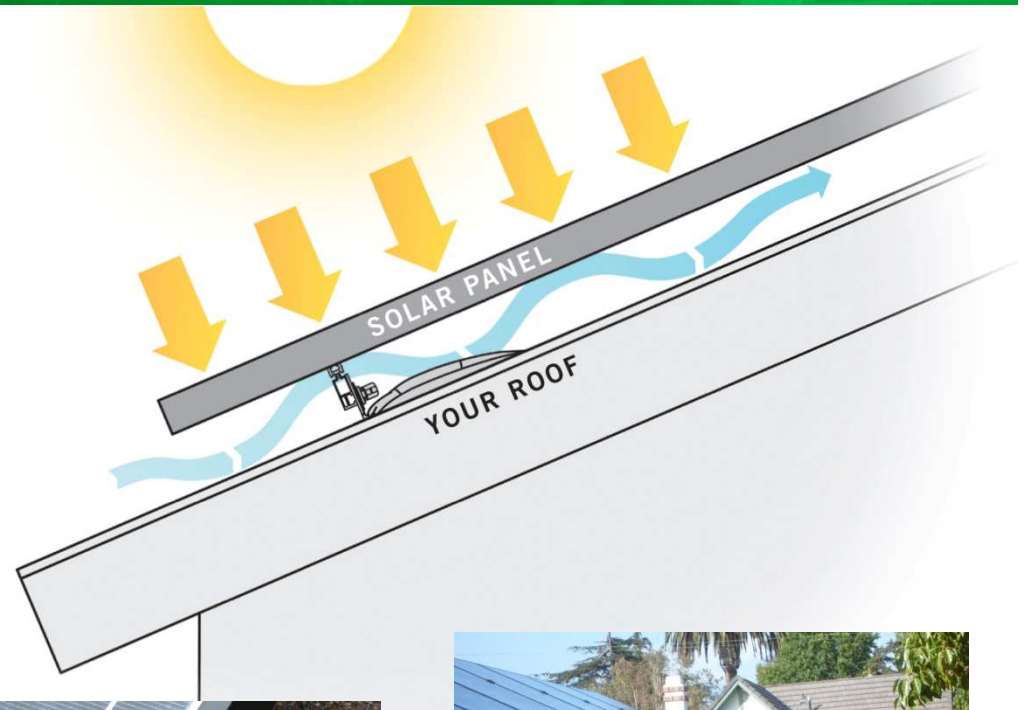
# Mounting Systems





# Canopy Mounting System

- Significant cost reduction
- Improved aesthetics
- Improved performance





# SolarLease Financing

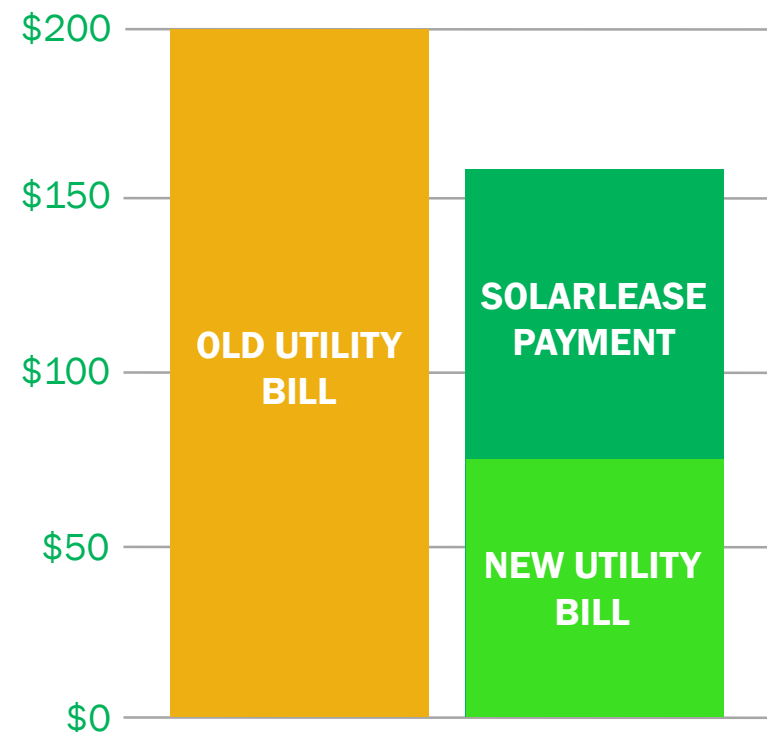




# Turn Sunshine into Savings

Provide clean power to homeowners  
at a cost less than the utility

- Reduces upfront cost
- Savings from day one
- Hedge against rising electricity costs
- SolarCity takes care of everything for the customer for the life of the system





# Principles of Design



# Product Design Methodology

## Culture

- Empowerment. Inverted hierarchy.
  - Continuous improvement
  - Action orientation
- 

## Customer Voice

- Field time and direct observation
  - Customer feedback
  - Sales input
- 

## Prototyping

- Field trials. Employee discount.
- Fail fast. Iterate. Succeed sooner
- Focus





**SolarCity**

[www.solarcity.com](http://www.solarcity.com)  
888.SOLCITY

Solar Power Systems for  
Your Home and Business.

 **SolarCity**



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