

## Voluntary carbon reduction through rooftop solar

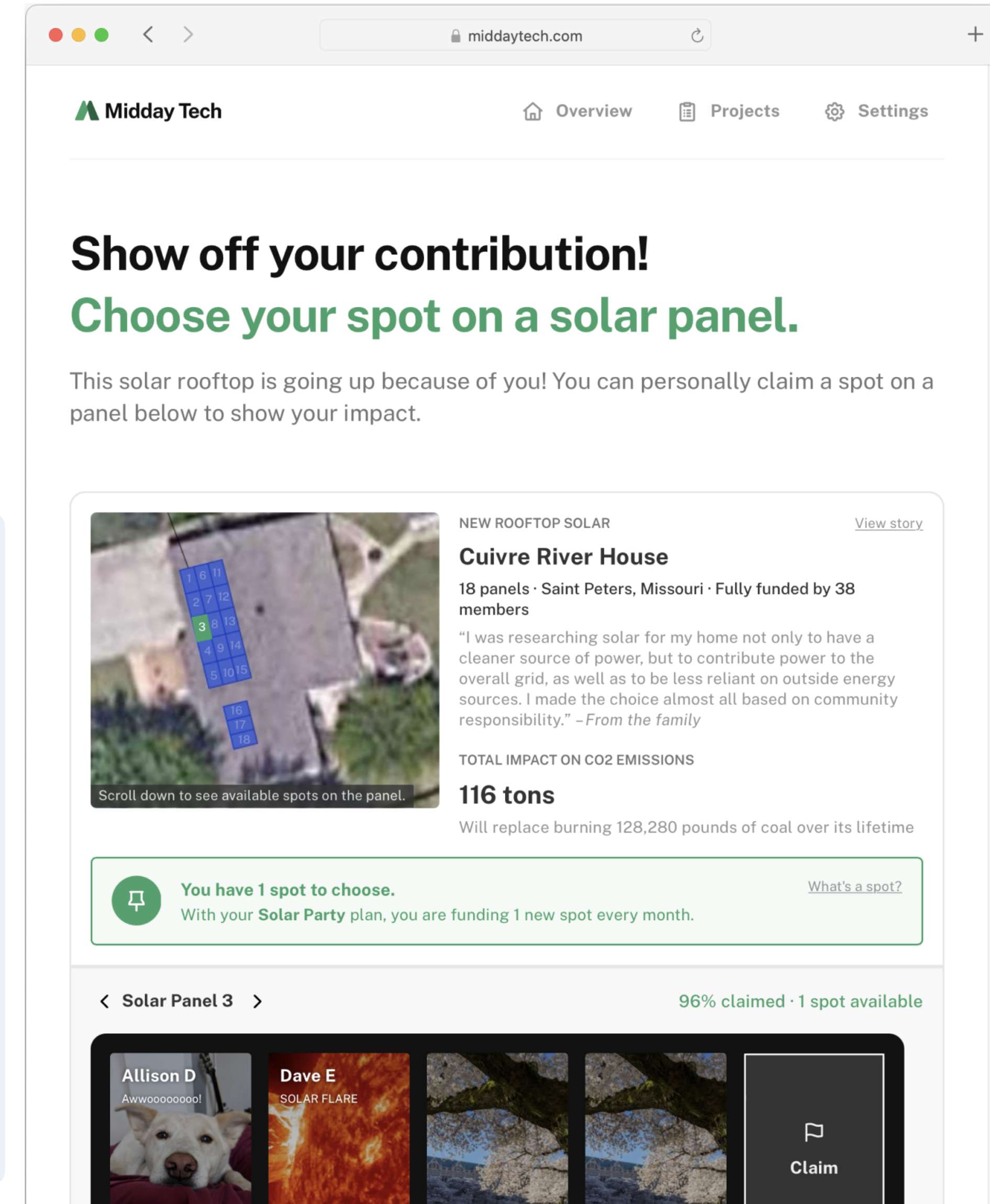
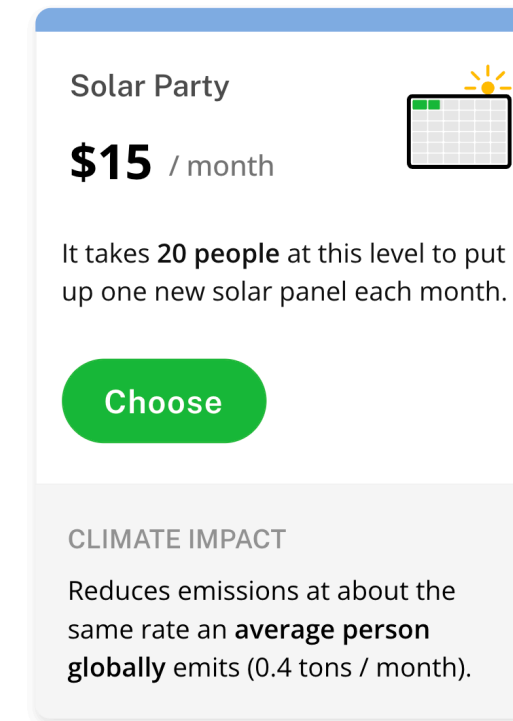
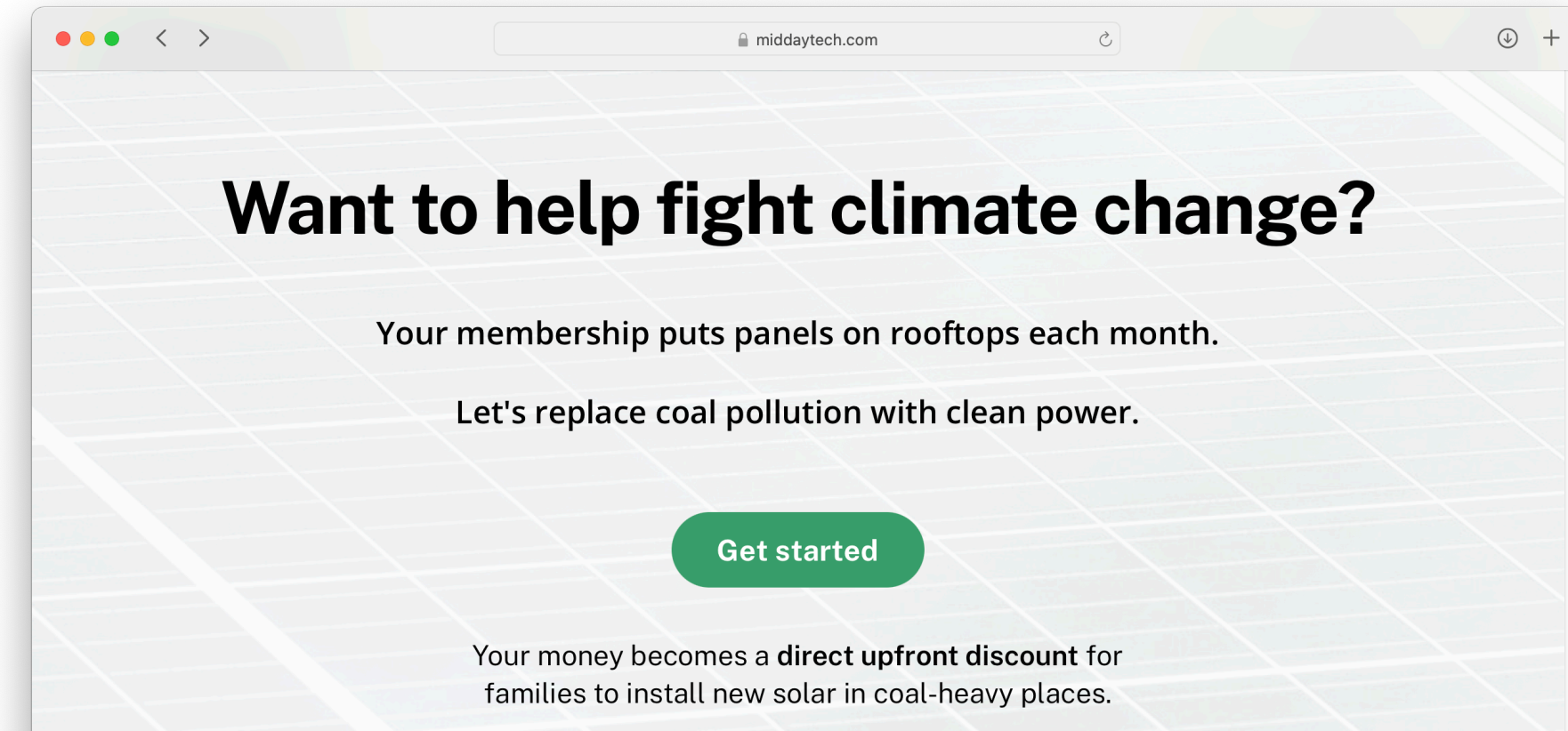


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Cofounders of Midday Tech, a public benefit company formed in July 2021



### How it works

**Voluntary memberships**  
Climate-conscious Americans buy monthly subscriptions to help fight climate change.

**Voluntary carbon market**  
Corporate buyers pay to offset carbon.

**Upfront money for rooftop solar**  
For eligible families in coal-heavy places, focused on underserved communities.

**Reduced emissions**  
Solar energy replaces coal pollution.

**Measurable impact**  
Contributors track their impact in real-time as new installations happen.

**Underserved groups benefit most**

- ▶ Incentives **must** go to people who won't install solar anyway for additionality
- ▶ Thousands of dollars upfront make solar more accessible to low-income households
- ▶ Reduces energy burdens and seeds new areas with solar

