

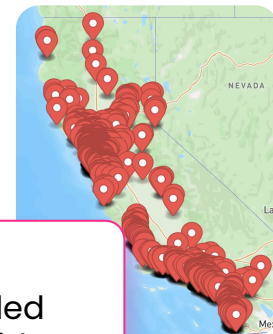
QuitCarbon Heat Pumps + Solar = Affordable Electrification



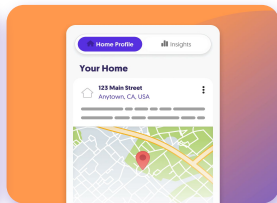
The Challenge: Home electrification retrofits, like heat pumps, seem expensive to buy and operate - rooftop solar lowers bills - but the combination is difficult to understand and navigate.

The Solution: QuitCarbon's AI-assisted platform makes combining solar with heat pumps clear and compelling for homeowners and the local small business contractors that serve them.

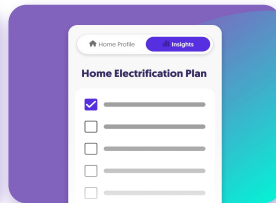
- Customized** utility bill and heat pump analysis that makes combined savings clear
- Affordable** plans that lower costs, maximize rebates, & drive solar+heat pump adoption
- Scalable** platform - automated onboarding, AI-assisted advising, and vetted contractors



Recruit



Assess



Optimize

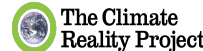


Upgrade

QuitCarbon results:

- ✓ **4,600+** homes enrolled
- ✓ **~1,100+** contractor bids
- ✓ **68 NPS** from homeowners
- ✓ **94 NPS** from contractors

Partners: Cities, utilities, 50+ contractors



Team: Experts in tech, marketing, and home energy



Cooper Marcus - Cooper@QuitCarbon.com
Chief Quitter



- 20 years of product, partnerships, and biz dev in Silicon Valley
- Built climate risk models at PG&E
- Former general contractor & 2x founder