

Problem:

Less than 5% of eligible homes in the U.S. have solar installed today. Soft costs associated with the traditional B2C sales model for solar contributes to 40% higher prices that make residential solar inaccessible for far too many.

Market Opportunity:

Table 2. Four Modeled Pathways by Market and Magnitude of Cost Reductions

Cost-Reduction Opportunity	Pathway			
	Roof Replacement Market		New Construction Market	
	Less Aggressive	Visionary	Less Aggressive	Visionary
Market Maturation	High	High	High	High
Business Model Integration	Low	High	Low	High
Product Innovation	Low	High	Low	High
Economies of Scale	NA	NA	Low	High

“The **visionary pathway** [...] assumes **use of a low-cost integrated PV roofing product** as well as significant economies of scale due to **installing PV on all new homes within a subdivision.**”

- NREL Report*

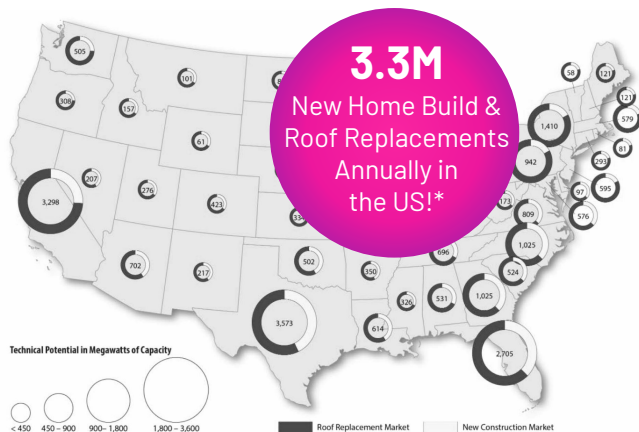
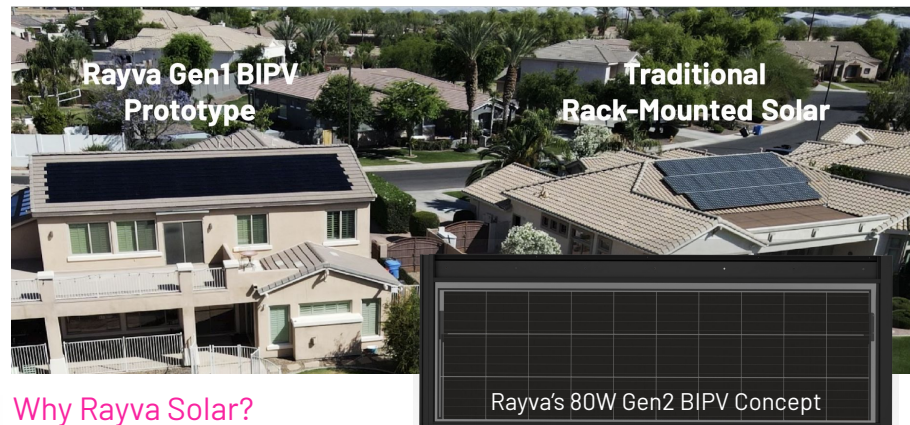


Figure ES-1. Annual average technical potential for residential rooftop PV at time of roof replacement and new construction projected between 2017 and 2030*

Solution:



Why Rayva Solar?

- B2B partnerships with roofers and builders allows for installation of integrated PV at the point of construction
- Economies of Scale = Lower Cost of \$2.20/W or less to start, competitive with traditional solar
- Streamlined installation and aesthetics with no additional roof penetrations, no voiding of warranties
- Passive cooling to help offset efficiency losses due to heat
- Modularity for ease of service, maintenance, and upgrades
- Rayva Solar + Battery Storage + EV Charger install packages
- Affordable solar means more accessible solar for those in underserved communities