

## Critical Problem

**Low rooftop solar adoption**  
with solar on only **5%** of single-family homes in the U.S.

**3 major barriers** to customer adoption:



High Upfront Cost



Long-Term Financial  
Commitment



Do Not Own Home

These barriers disproportionately affect underserved communities

## Unique Solution

**Venki Energy enables True Subscription Solar,**  
which **removes all major barriers:**



Low / No  
Upfront Costs



Flexible and Short-  
Terms



For Rentals &  
Leases



**Betty Watson, Founder**



**Erik Desrosiers**  
Energy technology & policy expert  
Experienced founder

**Frank Oudheusden**  
Clean energy engineer  
Experienced founder

**Chris Needham**  
Clean energy engineer  
Experienced founder

**Experienced entrepreneurs with 60+ years**  
**experience in solar**

## Expert Team

**Enabling  
Technology**

- Proof of Concept
- Secure Intellectual Property
- Develop Prototype

**Market  
Demand**

- Identify partners
- Include underserved communities
- Launch demonstration installations

Develop **enabling technology & project finance**  
for Solar Prize Round 8

## Accelerated Plan