

Voluntary Carbon Offsets for Rooftop Solar



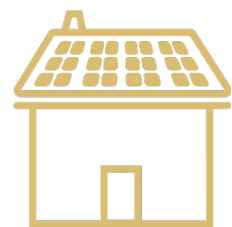
Ms. Green wants to offset her carbon footprint. So does Big Company.
They go to our website and pay \$20/ton.



The Roof family lives in a coal-heavy place.
Our data analysis shows they likely won't install solar — too expensive!



Models show that a solar install would avoid 150 tons of CO₂ over 20 years.
We offer the Roof family \$3,000 in upfront carbon payments to put up solar.



The Roof family installs solar panels because of the extra incentive.
Now they'll save money on their utility bill... and even inspire their neighbors.



Ms. Green tracks the project on our website, with satellite photos when done.
We integrate with the inverter to verify predicted carbon savings over time.



Underserved populations 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

Midday Tech

Public benefit company formed July 2021

Sophia Westwood

Product director and software engineer at Quip + Salesforce
Also built voter turnout and online education tools at nonprofits

Jon McAlister

Distinguished Engineer (highest possible) at Quip + Salesforce
Also a Senior Staff Software Engineer at Google