

WattBuy Residential Solar Product Marketplace Summary

- The solar market is fragmented, and the top 10 providers in the US only represent about 35% of the overall market - <https://bit.ly/3a14ele>
- Because of this, comparison sites are needed to help consumers navigate the residential solar industry - <https://bit.ly/2ZEZrnl>
- While some comparison sites exist (e.g., EnergySage), they don't leverage highly personalized recommendations for a particular home's characteristics or an individual's situation.
- WattBuy is more advanced than other comparison sites, because we apply data and intelligence, not just market bids, to recommend the best plan for a specific home.
- WattBuy's electricity marketplace already exists, and as evidenced by our current order, growth, and revenue metrics, is successful in the retail electricity space.
- WattBuy's advanced machine learning capabilities can drive accurate electricity estimates (kWh/month or year) based on home characteristics (Zillow), weather data, and several other proprietary inputs, meaning address-by-address tailored recommendations for customers.
- In other words, the education, quoting, and sales process should be available in a self-serve fashion – web-based solar comparison, quoting, and installation scheduling process.