

CONFIDENTIAL



Series B Investor Summary

Solar Analytics Pty Ltd
ABN: 92 165 351 511

Suite 9 / 245 Chalmers Street, Redfern NSW 2016
Ph. 1300 651 137
www.solaranalytics.com.au

Solar Analytics Inc

426 17th Street, Suite 700, Oakland, CA 94612
Ph. 855 446 7445
www.solaranalytics.com

Series B Investor Summary

Summary

Solar Analytics is a green-tech start-up that provides solar energy management services for rooftop solar photovoltaic (PV) energy systems. Founded in 2013 by a team of passionate, world-leading solar experts, Solar Analytics has developed and patented a cloud-based data and analytics platform to **optimise local solar energy production and consumption**.

To maintain our rapid growth in the solar monitoring space and expand our product offering to a complete solar home energy management platform, we are seeking to raise \$4.75M. This capital will leverage the **\$3.8M funding successes** of our [Elemental Excelsior](#) (EEx), ARENA, Co-operative Research Centre (CRC), Plug and Play and government grants.

This new capital will result in accelerated sales growth through our reseller and utility channels, increased revenue per site through the lean deployment of revenue generating upsell features such as **Peer-to-Peer solar trading**, and continue our international expansion.

With over 500 solar reseller partners selling our product with their new solar system sales, we have uniquely demonstrated a **high growth and scalable business model** that installs our energy management device into the home and business profitably.

We are already the **largest independent** solar monitoring provider in the world's largest rooftop solar market Australia. Rooftop solar has achieved 20% of household penetration, with 1.7 million systems installed and 200,000 new solar systems being installed this year. Right now we are laser focused on growing our Australian solar reseller channel. Due to the unique value proposition we offer, we can achieve over 30% market share of new solar systems.

Winning this channel is the key to accessing the full suite of home energy management services and the **\$3.2 trillion global electricity** services market.

Success to date

Since March 2016 (Series A) Solar Analytics has successfully:

- Grown total customers to over 20,000 and reseller sales from **1,200 to 8,000 cumulative sales**, with sales growth over 100% YoY, and partners from 60 to 450+.
- Grown reseller revenue from **\$7.5k to \$177k per month**.
- With Secured **\$6.4M in cash grants** - ARENA, EDMG, R&D, EEx, Plug and Play (\$2.9M paid, \$3.5M over next two years); plus \$1.2M in-kind grant programs over the four year period – USyd, UNSW, CRC.
- With the expiry of the AGL exclusivity in mid 2017, grown to 5 utility partners, expanded to NZ through Mercury and secured over 2,000 new utility partner sales.
- Completed initial **expansion into the USA** with in-market testing of 120+ sales, resulting in thoroughly developed go-to-market strategy.

CONFIDENTIAL

- Launched **Smart Meter product**, enabling our monitoring using the utility meter. With completion of AGL exclusivity this is now being offered to other utilities.
- Built the world's most advanced solar disaggregation algorithms and launched a net smart meter Health Check product for AGL in July that is already generating **\$240k ARR and has over 6,000 customers**.
- Won Hawaiian Elemental Excelerator program in Sep 2017 with our **shared solar peer-2-peer** which will be proven in Australia before broader roll-out.
- **Won entry into Plug and Play**, the world's largest tech incubator located in CA.
- In Apr 2018 launched **API Data Product** with recurring revenue stream sales to first customers.
- In May 2018 signed **agreement with Enphase**, world's leading micro-inverter manufacturer, to provide software services for their customers.

Use of Funding and Key Deliverables

We will use this funding to deliver the following over the next two years:

- **Cash flow positive** with no additional fund raising
- Grow total sites under monitoring from **22,000 to 150,000**
- **Maintain over 100% YoY growth** through our Australian solar resellers – growing from 450 to 2,000 sales per month (**\$180k to \$770k pm**)
- Secure three **new global inverter partners**
- Expand our platform to include **storage control**, including deployment of our world leading solar forecasting (building on our Matter Solar acquisition)
- Deliver shared solar **peer to peer trading platform** with 10,000 customers
- Increase total annual revenues from **\$3.8M to \$11.7M**
- Increase **ARR from \$770k to \$4.6M**

Terms

The key terms of this raise are:

- \$4.75M preferred stock
- First close 31st August 2018 (60 days open for subsequent close on same terms)

Full suite of DD documents available upon request.

CONFIDENTIAL