Going Solar to create a Better World

Eco summit
7 July 2016 Amsterdam

Roebyem Anders
AGENDA

- How I became a Solar Warrior
- What is the driving force behind the Rooftop Revolution
- What does Sungevity do?
HOW I BECAME A SOLAR WARRIOR: A TICKET TO THE SOLAR COASTER

Success

Setback

Timeline (days, hours, years, ...)
Bloomberg: While you were getting worked up over oil prices, this just happened to solar...
THE END OF JURASSIC PARK
SUNGEVITY, THE WORLDS MOST EFFICIENT SOLAR SALES PLATFORM

• Online quote (iQuote):
  ✓ Exact calculations of customer returns, firm quote, remote solar design
  ✓ Visualized home with solar system
  ✓ Allows 20 year performance guarantee

• Entire process is online
  ✓ Three clicks to a close
  ✓ Customized design, ready to install

• Ultimate customer experience throughout entire customer journey
RELENTLESS FOCUS ON CUSTOMER EXPERIENCE
SOFTWARE INNOVATION KEY TO TRANSITION

Azimuth

Pitch

Lidar

Shade
... “THE CLOUD” CREATES SOLAR IMAGERY
Met uw dak kunt u aanzienlijk besparen

Uw woning aan de: Pedro de Medinaalaan 11
Is geschikt voor: **10 zonnepanelen.**

Klik voor meer informatie

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**Uw huis op zonnestroom**

- **1813 Kwh**: Energiebesparing in het 1e jaar
- **€ 417,-**: Kostenbesparing in het 1e jaar
- **14.9 %**: Uw rendement
- **8 jaar**: Terugverdientijd
THE ROOFTOP REVOLUTION STARTS WITH AN AMBASSADOR
FIRST NEIGHBORS TO FOLLOW
THE SOLAR FEVER SPREADS...
MORAL TURNING POINT: THE LAGGERS STICK OUT
RECOGNIZE THE POWER OF A HAPPY CUSTOMER

<table>
<thead>
<tr>
<th>Referrals</th>
<th>363</th>
<th>206 Friends with iQuotes</th>
<th>296.8 MWh My Network’s Solar Power</th>
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</thead>
<tbody>
<tr>
<td>Friends Gone Solar</td>
<td>23</td>
<td>100.3 GWh The Sunshine Network Solar Power</td>
<td></td>
</tr>
</tbody>
</table>

Referral Status

Referral Code: 24583
Come and work with us!

Roebyem Anders
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