

Neighborhood Sun

2020 Annual Stakeholder Presentation

- *2020 Year in Review*
 - *Where we stand now*
 - *Our team*
 - *Projects*
 - *Impact*
 - *New software platform*
- *2021 and Beyond*
 - *Scaling up sales*
 - *New Projects*
 - *New Opportunities*
 - *Financials*
 - *Fundraising efforts*

PRESENTED BY

GARY SKULNIK

CEO & Founder

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Confidential

2020 Year in Review



Neighborhood Sun was founded to bring clean, affordable, local solar energy to anyone who couldn't have or didn't want solar panels on their property. As of November 16, 2020 we totaled at:

Panorama Landfill
Oxon Hill
Kirby Road
Shepherds Mill
Flintstone

4,289
customers

White Marsh
Dogwood/Old Court
Henryton
Tri-County



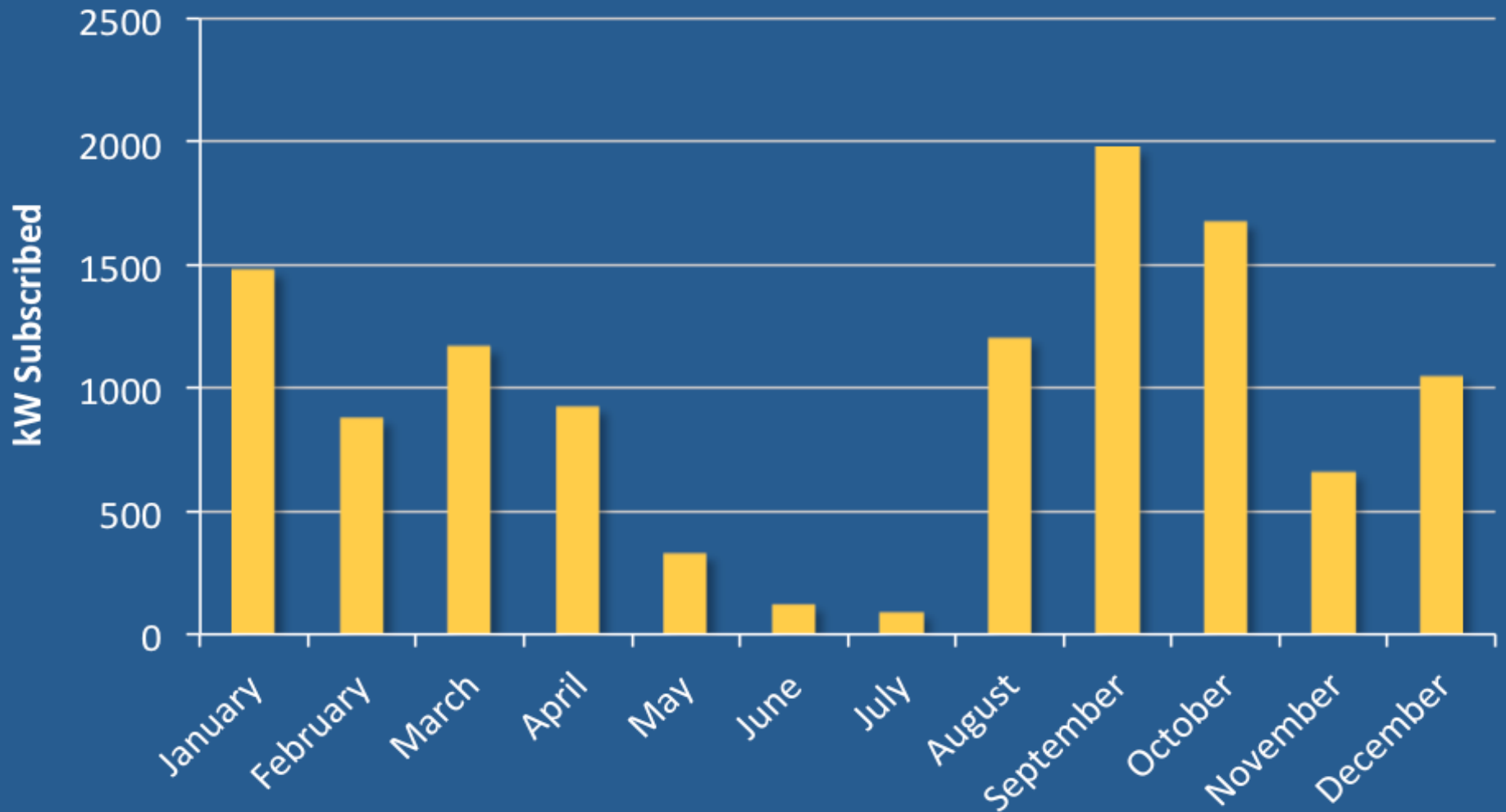
2020 Year in Review



The COVID Pandemic changed everything

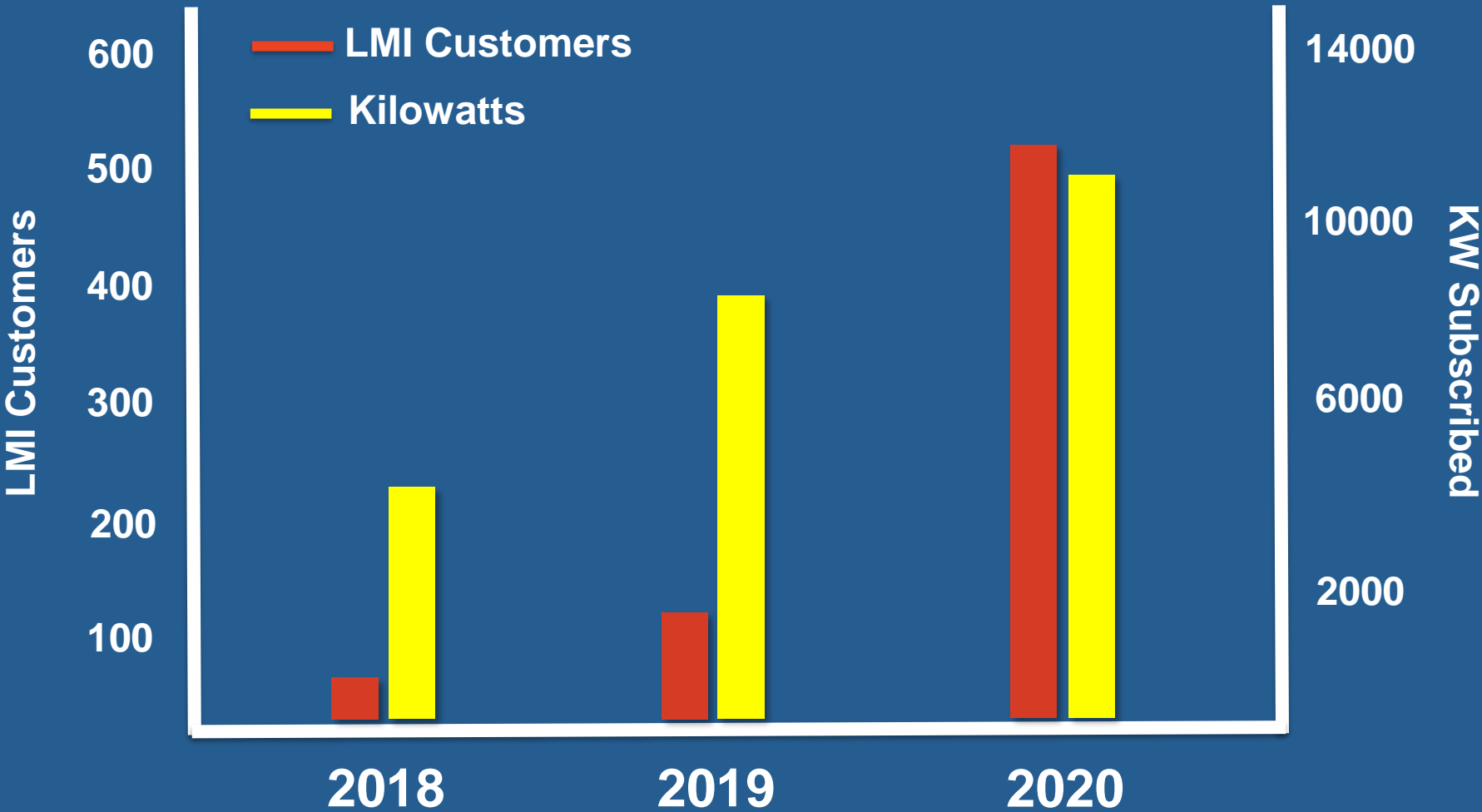
- Radically changed our sales approach
- Dramatically slowed project pipeline and electric supplier application.

Sales per Month 2020



Sales Year-Over-Year

Massive growth in Low/Moderate Income Customers in 2020



Comings/Goings



Added two senior managers with decades of experience.

- John Wilson, CTO
- Sherry Robinson, Sales Director

Added additional team members to support sales growth.

- Christina Bychkov, Sales Operations Specialist
- Natalia Franco, Inside Sales Report Representative

Helped start WeSolar

- Supported Kristal Hansley in starting her own community solar business.

Added new Board member to represent Series AA investors.

Team Members



Gary Skulnik
Founder & CEO



John Wilson
Chief Technology Officer



Sherry Robinson
Director of Sales



Emily Tokarowski
*Director of
Marketing and Operations*



Armando Gaetaniello
*Director of
Business Development*



Carolyn Ricketts
*Director of
Partnerships*



Mathew Guerin
Marketing



Randi Orlow
NJ Manager



Zach Perkins
Customer Engagement



Barbara Martinez
Customer Engagement



Christina Bychkov
Sales Operations



Natalia Franco
Inside Sales

Board Members



William Bumpers
Attorney



Aleisha Khan
Energy Executive



Ian Sneed
Energy Executive



Stacy A. Swann
*CEO + Founding Partner
Climate Finance Advisors*

Advisors



Henry P. Aszklar Jr.



Sean Roddy



Harry A. Warren



John Paul Moscarella

The 2020 Flagship Project:

Shepherds Mill



Shepherds Mill

Potomac Edison/First Energy



- Soon to start production
- 2.9 MW capacity
- Both residential and small commercial subscribers

Fun Fact: Our Shepherds Mill and Flintstone projects are currently the only LMI-servicing solar farms in Western Maryland!

Flintstone

Potomac Edison/First Energy



- Predominantly LMI / SHARE customers
- 2.7 MW capacity
- Nearly construction completion!

Fun Fact: Our Shepherds Mill and Flintstone projects are currently the only LMI-servicing solar farms in Western Maryland!

Kirby Road

PEPCO Maryland



- Subscribed within 2 months
- 1.9 MW capacity
- 203 customers

Fun Fact: Kirby Road was one of our fastest-subscribed community solar farms.

White Marsh

Baltimore Gas & Electric (BGE)

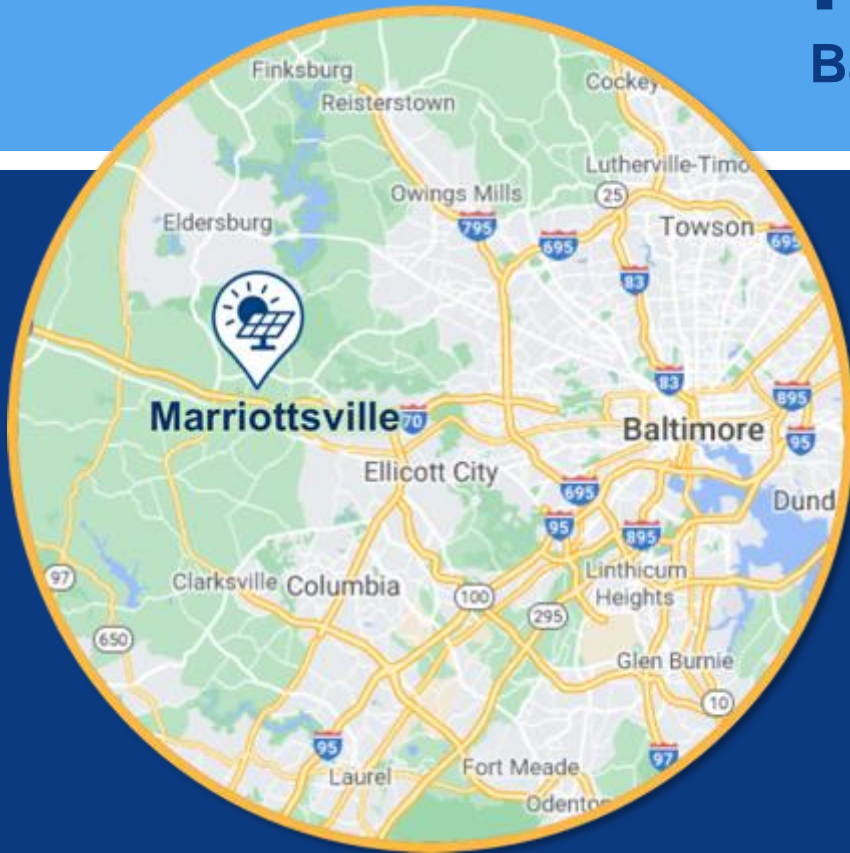


- Fully constructed but on hold
- 2.8 MW capacity
- 321 customers currently

Fun Fact: The White Marsh panels have tracking capabilities and rotate with the sun's angle in the sky.

Henryton

Baltimore Gas & Electric (BGE)



- Predominantly LMI / SHARE customers
- 2 MW capacity
- 226 customers

Fun Fact: The project is almost identical to the White Marsh solar farm and provides LMI / SHARE customers with a 25% discount.

Tri-County

PSEG (New Jersey)



- Our first NJ solar project
- 3.1 MW capacity
- Still subscribing customers

Fun Fact: It is located on a previous landfill that also contains a utility-scale solar farm.

Our Impact – the Planet

Actuals thru 11/15/2020

Our projects have:

Generated
16,334,735
kWh
Saved our customers
\$102,690

Our customers have avoided:



28,658,000

miles driven by
an avg. fuel-
burning car

OR



12,726,000

pounds of coal
not extracted &
burned

Our Impact – the Community

Our partner base continues to grow! We have donated over \$16,000 to our partner orgs in 2020 alone



SUSTAINABLE
SOUTH JERSEY



Our Impact – the Customers



Launched the Neighbor Benefit Fund June 1st and it receives 1% of our gross revenue.



Became a certified Accredited Business with the Better Business Bureau.



Achieved our highest B Corp score—a score that is the highest among all other community solar companies.

Online Presence – New Website!

Welcome to your solar energy neighborhood.

Neighborhood Sun is your friendly clean energy provider with a mission to provide everyone with affordable and clean electricity.

We believe that solar energy should be for everyone, not a privileged few. Learn how you can sign up today!

[Get started](#)



New Platform, Built In-House

Customer access
billing details,
account info,
environmental
impacts, solar project
status, etc.

Ability to white-label and
sell/share with other
community solar
companies & subscriber
organizations.



It means taking customer
feedback and being able
to *actually* implement it.

Simplified sign-up
process and
customer portal
that is user-friendly

Easier view and use of
the referral program

2021 and Beyond



We have big goals for 2021, and we're excited for you to be a part of it!

Scaling up sales

New Projects
coming online



New markets

Becoming a
supplier



Scaling up Sales:

Pandemic Times cause for new sales approaches

Outside Sales/Door to Door approach

- An opportunity to have social distanced conversation with customers.
- Masks issued to all field agents.

Telemarketing

- Phone calls to potential subscribers provide another channel to brand and market Neighborhood Sun

Direct Mail

- Captured audiences are more prone to read mail and research our offers. Targeting various societal groups including 55+ communities.

Partner Relationships

- Tried and true approach still in effect with Virtual meetings, presentations and various promotions to members.

New Sales Channels:

Means more protection needed



Brand messaging and appearance

- Training – in depth training provided by Neighborhood Sun directly to vendor.
- Background Checks required for all sale agents
- Uniforms issued to field agents

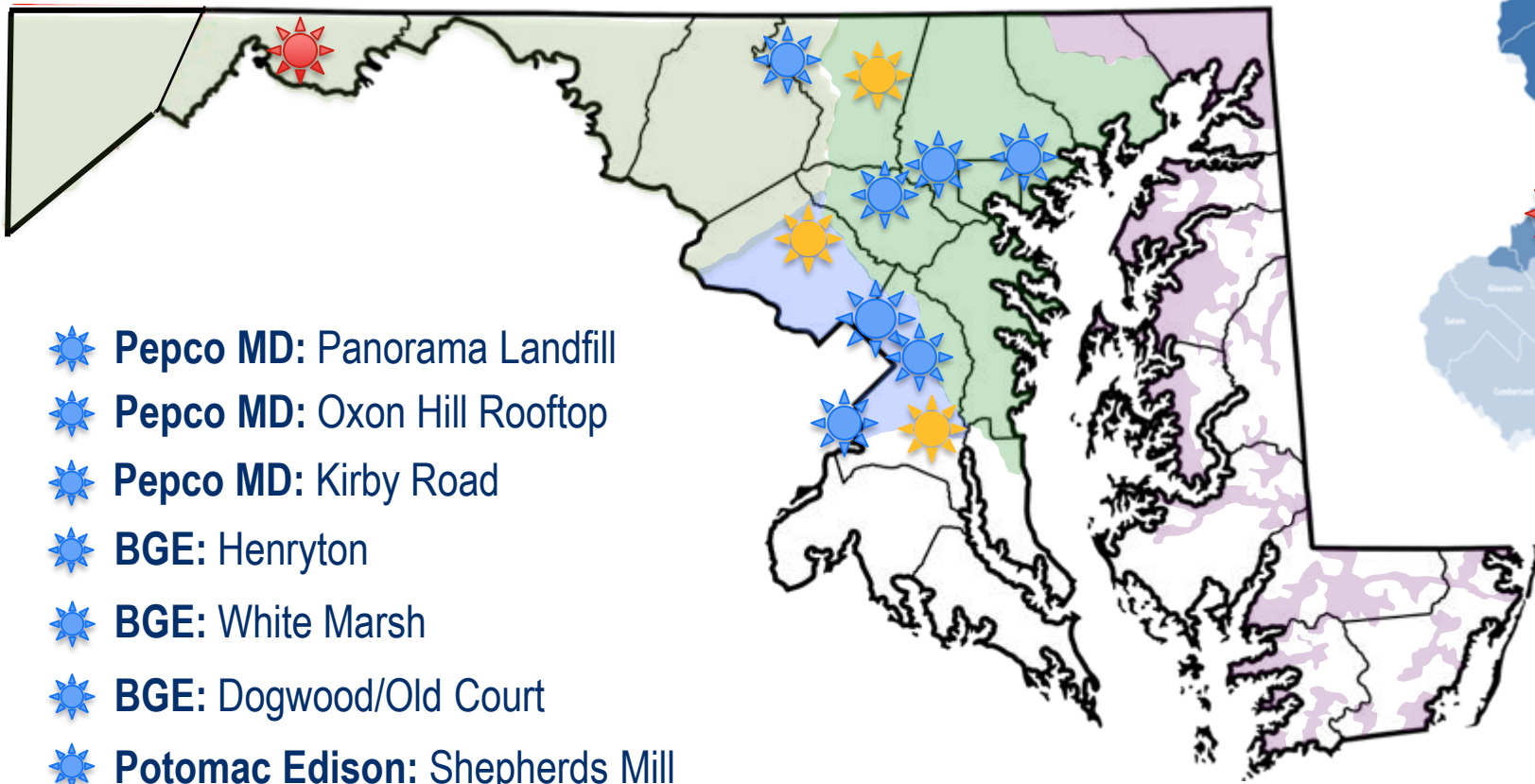
Compliance Measures

- Scripts approved for outbound calls
- Territory guidance issued
- Outreach to municipalities to alert of field agent presence

Customer Product Understanding

- Quality Assurance calls being made to all customer enrolled by field or call center agents
- Welcome packages being mailed to customer
- Email drip content sent to new customers including monthly Newsletter

Neighborhood Sun's Community Solar Projects



- ★ **Pepco MD:** Panorama Landfill
- ★ **Pepco MD:** Oxon Hill Rooftop
- ★ **Pepco MD:** Kirby Road
- ★ **BGE:** Henryton
- ★ **BGE:** White Marsh
- ★ **BGE:** Dogwood/Old Court
- ★ **Potomac Edison:** Shepherds Mill
- ★ **Potomac Edison:** Flintstone
- ★ **PSEG (NJ):** Tri-County

- ★ Sold out
- ★ Currently Subscribing
- ★ Coming Soon

Entering New Markets

New Jersey is our prime target!

- New Jersey doubling its community solar capacity in 2021.
- Our early experience there gives us a big head start.

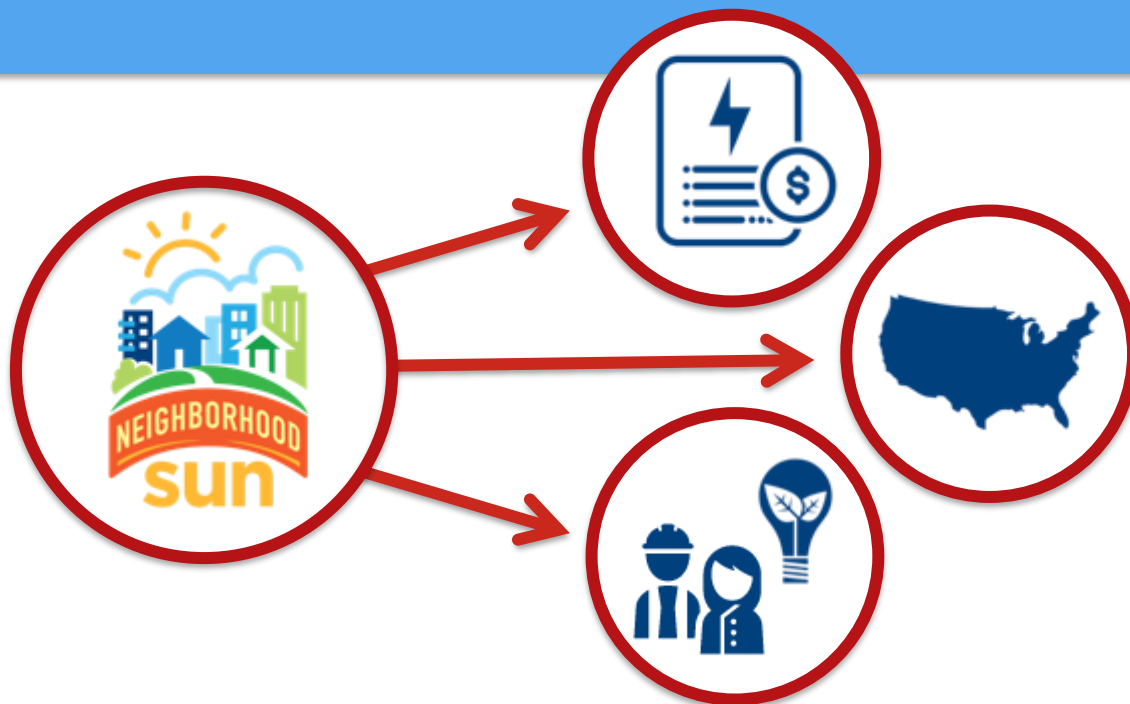
Other markets are on the horizon

- Plans for New York, Massachusetts, DC, and others are in the works. Capacity is larger than in MD.



Becoming a Retail Electric Supplier

Becoming a supplier would mean an easier signup process for our customers, a smoother billing process, and a greater ability to seamlessly enter new markets.



Power Forward!



Gary in front of the Panorama Project