

Common Energy

Integrated Energy Platform

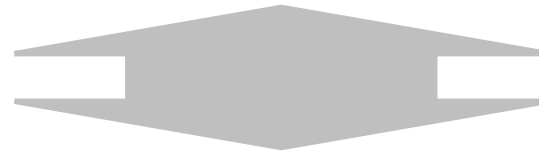
Company Overview

About Common Energy

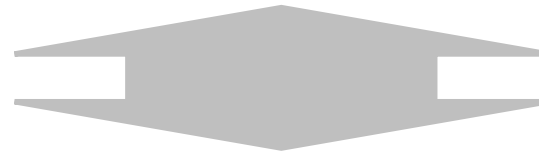
- **Values-Based Company:** “People, Product, Profits, In That Order”
- **Mission:** To accelerate the adoption of clean energy
- **Founded in January, 2018; Team has worked together for ~4 years**
- **Platform architected from scratch for two purposes:**
 - 1) Fast, seamless customer acquisition
 - 2) Bullet-proof accounting and compliance for our developer partners
- **First CDG project went live in May, 2018; Current pipeline represents approximately 200MW**
- **Founding team has deep expertise in solar finance, solar operations, and residential customer acquisition/management**
 - Closed over \$100MM in tax equity and debt transactions
 - Installed and serviced solar arrays on ~3,000 homes, including all electricity payments and debt service payments to major banks
 - Achieved a 4.99/5.00 customer ranking over 3 years

Common Energy's Platform Enables Developers To Monetize And Manage Their CDG Projects

Community Solar
Developers:



Common Energy
Energy Platform



Off-takers:



Our Developer Portal Provides Developers With Live Access To Their Data, All Of The Time

Home

Subscriber Overview

Weekly Acquisitions

Projects Overview



DASHBOARD

Subscriber Overview

As of Jun 26, 2019 10:40 AM-Viewing as Amit Barnir

Refresh

No. Projects

3

[View Report \(Project Allocation Info by Developers\)](#)

Total Meters

559

[View Report \(All Meters\)](#)

Allocated Meters

253

[View Report \(All Meters\)](#)

Total Project Capacity (kW)

6,714

[View Report \(Project Allocation Info by Developers\)](#)

Total Acquired kW

5,442

[View Report \(All Meters\)](#)

Allocated kW

3,411

[View Report \(All Meters\)](#)

All Meters By Utility

Utility ↑	f_x Total Meters	f_x Total kW	f_x Live Meters	f_x Live kW
National Grid	559	5,442	253	3,411
Total	559	5,442	253	3,411

Three Greatest CDG Customer Acquisition Challenges Are (1) Awareness, (2) Trust, and (3) Motivating Action

Building Awareness

- Direct mail
- Focus on early adopters
- Motivate peer-to-peer marketing
- Highlight customer successes
- Publicize via media and local networks

Establishing Trust

- Form partnerships with established organizations and brands
- Disseminate through their channels
- Engage local influencers
- Motivate peer-to-peer marketing
- Press!

Motivating Action

Emphasize:

- Scarcity
- Urgency
- Benefits: Individual and collective



United Way
of the Southern Tier



Four Foundations For Successful CDG Sourcing

1) Engage Your Partner Early

- Have signed agreements in place at least four months in advance of target PTO
- Share pipeline and key milestone dates
- Develop a target execution plan

2) Establish A Regular Cadence And Key Processes Upon Engagement

- Developer portal with key sourcing metrics
- Make connections between key people on both sides: Sales, financing, ops
- Regular meeting schedule: Every week after kick-off

3) Contribute Where You Can

- Developers often have relationships that can help with sourcing, e.g., CNI clients
- Service providers like Common often have relationships that can help developers, e.g., utility, NYSERDA, etc.
- Align pricing/incentives so all parties are in the same boat

4) “Patience Is A Virtue”

- Customer sourcing is non-linear! Expected cycle: “Zero” -> “Hero” -> Repeat!
- Successful CDG projects involve far-reaching coordination between off-takers, local partners, developer, utility, governing agency(ies), etc.
- No one party can control or “solve” all of these issues; No one party is to blame

Contact Information

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