

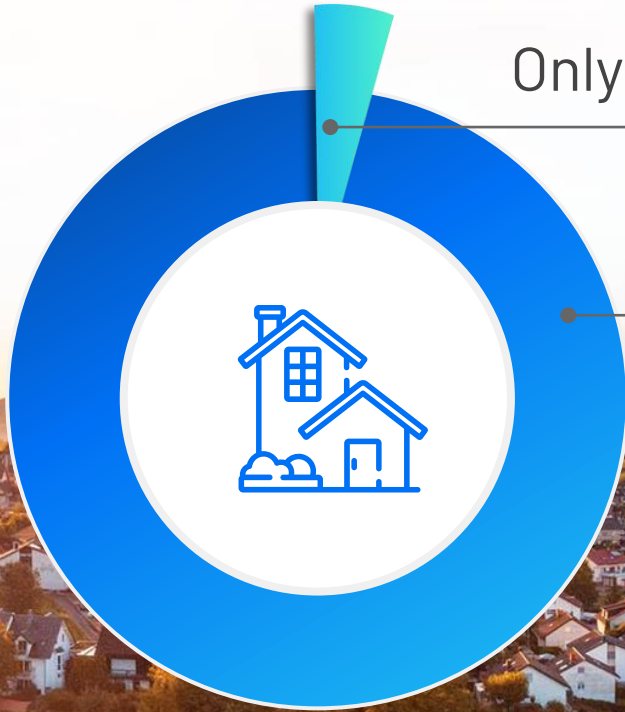


Your installation business + Powur

A MATCH MADE IN HEAVEN.



Solar is a BIG opportunity.



Only **3.5M** have gone solar

90M homes are eligible for solar

Source: [SEIA](#)



YOU ALREADY RUN A SOLAR BUSINESS

What if it could be

better, bigger, stronger?

What if there were a platform that could ... ?



Make **selling**
solar simple



Make
installing
solar more
profitable



Give you
control &
flexibility



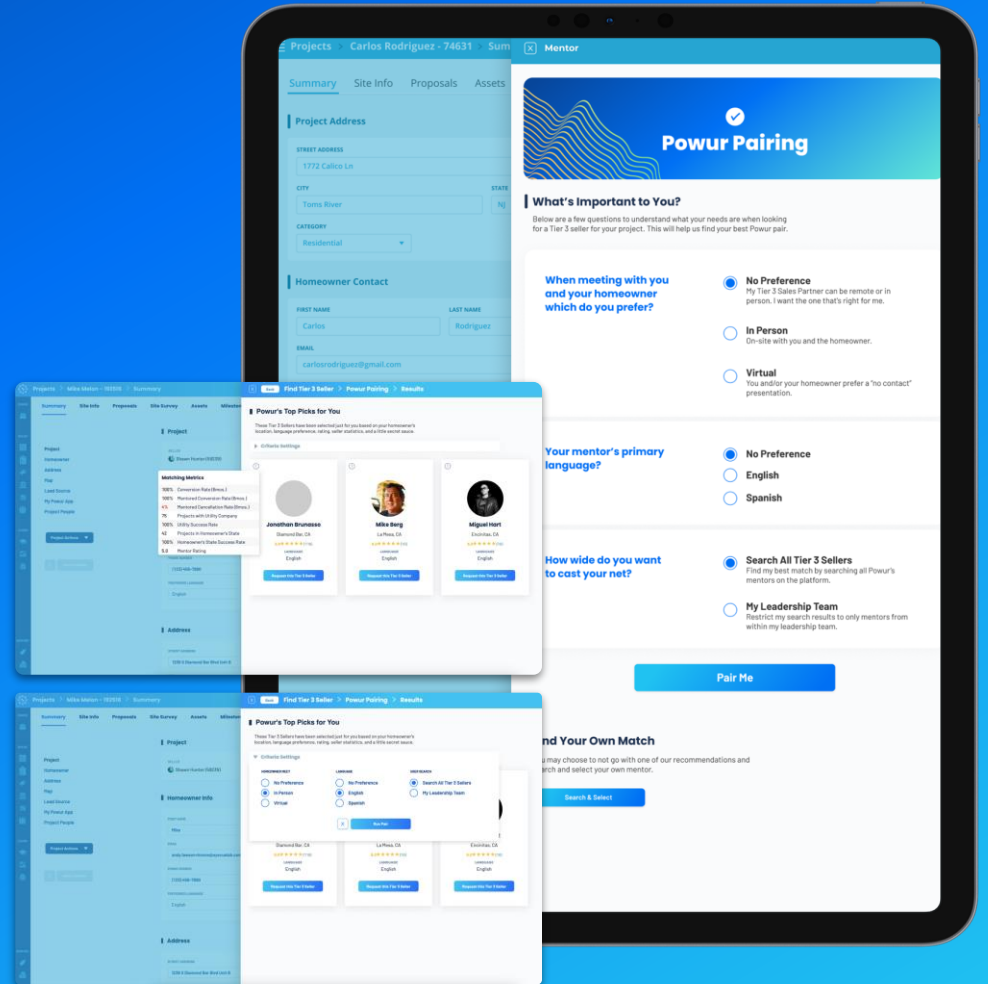
WHAT IF...?

**Selling solar could
be easier and
more lucrative?**

SALES ENABLEMENT

Use Your Sales Team or Ours


- ✓ Hundreds of regional experts trained and certified on the Powur platform to close your deals.
- ✓ Powur Pair selects the best closer for each specific project, based on performance results.
- ✓ You are in control. Set your own terms for each lead that you offer to a closer on the platform!



SALES ENABLEMENT

World-class brand & marketing tools

- ✓ Full library of marketing content and support for your organization
- ✓ Co-branded proposals
- ✓ Integrated lead generation through Powur API



Free Education Video Series For Homeowners:

Learn Why Now Is The Best Time To Go Solar

The Powur Solar Insights Series

Are You Tired of Throwing Money Away Each Month on High Utility Bills? Thought of Going Solar but Don't Know Where To Start? You Have Come to the Right Place.


In just 6 minutes, we will show you how to put up to \$26k in your pocket while adding up to \$10k to the value of your home just by going solar! The only question you will have left is: where do I sign?


Click here to watch a short welcome message from the Founder and CEO of Powur

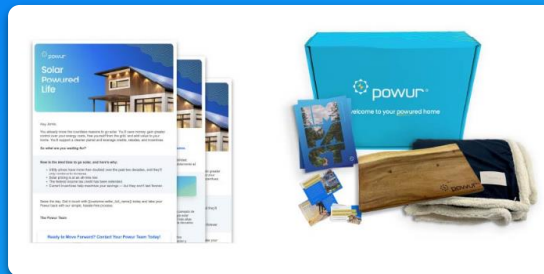
Just enter your email to get started:


Enter your email

[Watch Now](#)










ENERGY SAVINGS PROPOSAL FOR


Carlos Galvez

761 Niles Street, San Bernardino, CA 92404
(981)-555-1195

PRESENTED BY:
Jane Doe
janedoe@mail.com
(981)-555-9918

IN PARTNERSHIP WITH:
Johnny Applesseed
johnnyapples@mail.com
(981)-555-9918

IN PARTNERSHIP WITH




POWER PROPOSAL
Your solar design

Marketing

Facebook Pixel

Outlet

Marketing center

Signage center

Power SWAG: Hats, T-shirts, work wear, hats, water bottles, greenware & more.

Printed materials: Flyers, postcards, business cards, door hangers & more.

Custom and standard signs: event tents & banners, yard signs, tablecloths & more.

LANGUAGE PREFERENCE
☒ English ☐ Español

PERFORMANCE METRICS

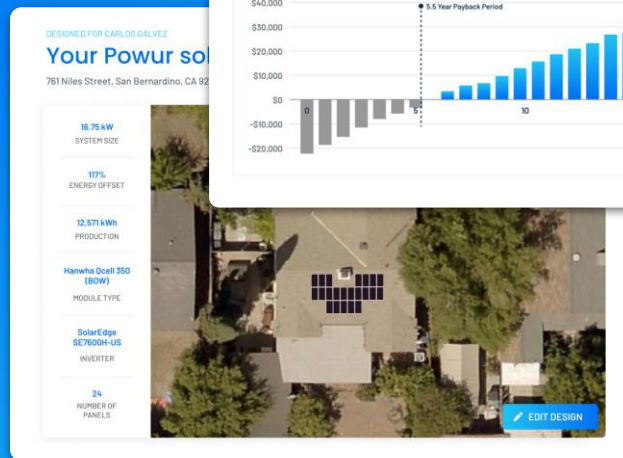
CHANNEL	PERFORMANCE METRICS
HOME PAGE	0 VIEWS
SOLAR	0 VIEWS
EDUCATION: INTRODUCTION	0 VIEWS
EDUCATION: WHY SOLAR?	0 VIEWS
EDUCATION: TOP TEN QUESTIONS?	0 VIEWS
SELLER JOIN	0 VIEWS
AMBASSADOR JOIN	0 VIEWS

SALES ENABLEMENT

Proprietary Design & Proposal System

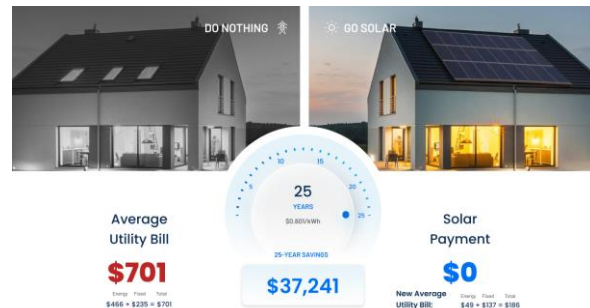
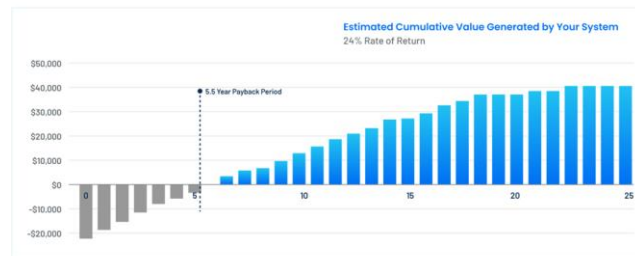
You're in the driver's seat:

- ✓ Manage your own designs, adders, pricing & margins
- ✓ Create custom proposals in minutes
- ✓ Embedded homeowner presentation for in-person or remote selling
- ✓ Control what your team members can do and see with the proposal design process.



HOW MUCH CAN YOU SAVE?

Save **\$37,241** over 25 years



Multiple Product & Equipment Options

- ✓ Diverse panel & inverter options
- ✓ Industry leading storage solutions
- ✓ NEM 3.0 optimize systems
- ✓ Offer roofing services, storage, smart panels, EV chargers and more for a whole home solution
- ✓ We handle all supply chain logistics and procurement – you get the benefit of the best and most wide variety of options in the industry at scaled pricing breaks!



ENPHASE

solar**edge**

Hanwha

REC

CanadianSolar

LONGi Solar

SPAN

FRANKLINWH

QCELLS

Jinko^{Solar}

Diverse Financial Product Portfolio

- ✓ Offer best in industry cash, lease, PPA and loan options
- ✓ Finance calculator for you and your team to find the best value on each project
- ✓ Earn 1.5% finance rebate on all eligible products

OVERALL

	INITIAL MONTHLY PAYMENT	ADJ MONTHLY PAYMENT (WITH NO PAYDOWN)	TOTAL LOAN AMOUNT
1. GoodLeap 25 year 4.99%	\$127.83/mo	\$182.08/mo	\$49,093.34
2. GoodLeap 25 year 5.99%	\$131.01/mo	\$201.26/mo	\$48,040.09
3. Sunlight 15 year 7.49%	\$205.27/mo	\$293.74/mo	\$45,743.52

goodleap®

	INITIAL MONTHLY PAYMENT	ADJ MONTHLY PAYMENT (WITH NO PAYDOWN)	TOTAL LOAN AMOUNT
1. GoodLeap 25 year 4.00%	\$127.83/mo	\$182.08/mo	\$49,093.34
2. GoodLeap 25 year 5.99%	\$131.01/mo	\$201.26/mo	\$48,040.09
3. GoodLeap 25 year 6.49%	\$156.49/mo	\$221.10/mo	\$55,634.02

Sunlight Financial®

	INITIAL MONTHLY PAYMENT	ADJ MONTHLY PAYMENT (WITH NO PAYDOWN)	TOTAL LOAN AMOUNT
1. Sunlight 25 year 2.99%	\$101.77/mo	\$600.00/mo	\$39,328.71
2. Sunlight 15 year 7.49%	\$205.27/mo	\$620.00/mo	\$45,743.25
3. Sunlight 15 year 2.49%	\$143.00/mo	\$650.00/mo	\$34,597.24



Sunlight Financial®

goodleap®

sunnova™



MOSAIC



Sungage
Financial



WHAT IF...?

**Fulfilling solar projects
could be more profitable
and save you time?**

Fulfill your own projects & expand with flexibility

Multiple options for labor partners:

- ✓ Install your own projects where you have install capacity
- ✓ Use our certified labor partners for overflow or emerging markets

300+ solar installer & roofing contractors certified as Powur labor partners operating on the Powur platform



Run your business more efficiently & boost your profitability

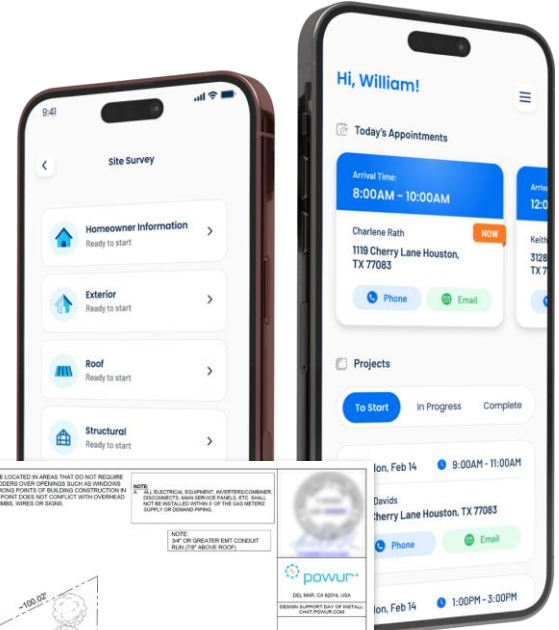
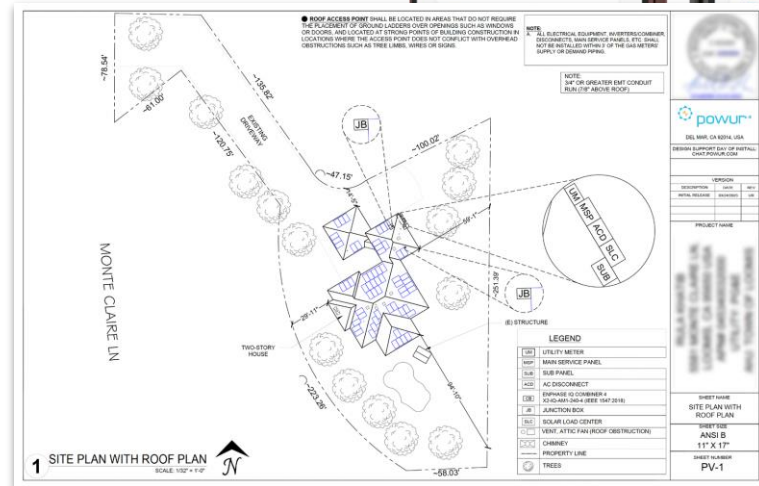
Our buying power saves you money!

- ✓ Save on equipment costs
- ✓ Save on software, payroll, warehouses
- ✓ Access a diversity of equipment (panels, inverters, storage, etc.)
- ✓ No working capital required for inventory management
- ✓ Downsize your warehouse or rent it for other purposes. Powur will drop ship equipment directly to your projects.



Powur innovation early in the project leads to accurate and fast projects

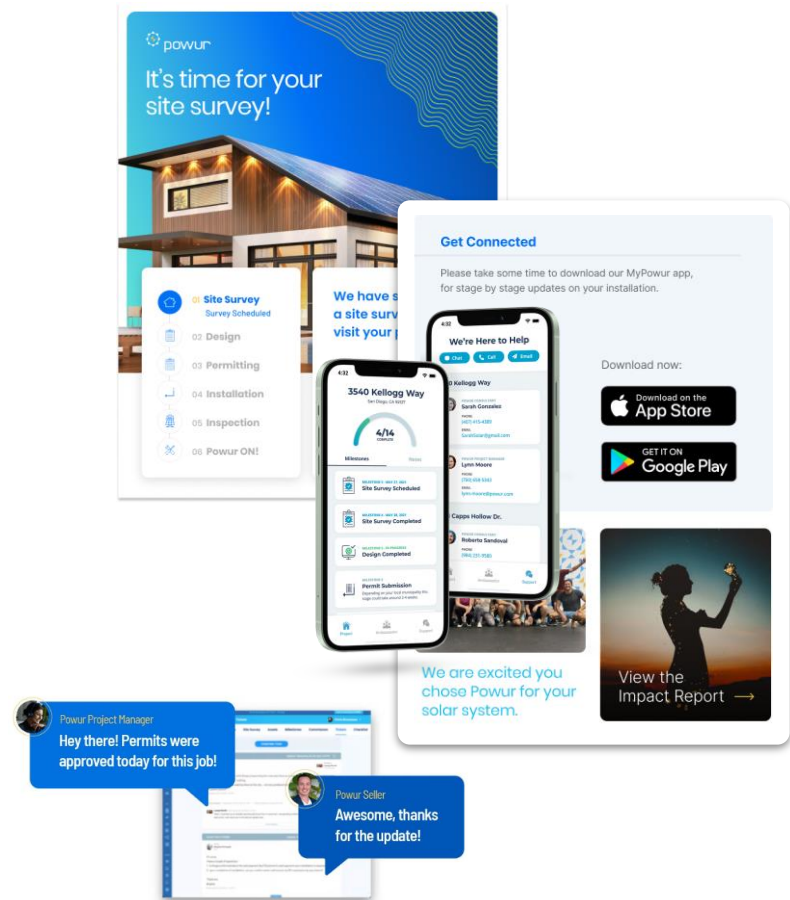
- ✓ Leverage a nationwide network of industry professionals to quickly and remotely complete your surveys nationwide
- ✓ In-house Powur design and engineering team produces accurate and fast plansets



PROJECT FULFILLMENT

Complete suite of project services ensures smooth fulfillment and fast cycle times

- ✓ Dedicated project managers with regional expertise for each project
- ✓ Communicate directly with your project team with integrated ticketing tool
- ✓ Receive regular and detailed project updates – to you and your homeowner!
- ✓ MyPowur homeowner app guides them through the process
- ✓ Access detailed reporting on each stage of the project





WHAT IF...?

**You could maintain
complete control of YOUR
brand and YOUR business.**

ADMINISTRATIVE CONTROL

Powur makes it easy to build your sales team

- ✓ Choose from multiple user roles to structure your team
- ✓ Easily invite and onboard members to your team
- ✓ Flexible assignment of users to teams, individuals roles and privileges
- ✓ Assign team members to custom certification and onboarding requirements

The screenshot displays the 'Team Assignments' page in the Powur system. The interface includes a sidebar with navigation icons, a top header with 'Settings > Team Assignments' and a user profile 'John Apple', and a main content area. The main area has tabs for 'Overview' and 'Team Assignments'. Below the tabs is a table of users with columns for 'USERS', 'ROLE', 'POSITION TITLE', 'TEAM', and 'MANAGER LEVEL'. The table is organized into groups, with 'Regional Manager' roles expanded to show their subordinates. To the right of the table, five callout boxes with user icons identify specific roles: 'Owner (You)', 'Manager', 'Seated Seller (Closer)', 'Support Staff', and 'Lead Generator'.

USERS	ROLE	POSITION TITLE	TEAM	MANAGER LEVEL
Jordyn Westervelt	LG	Lead Gen	Warriors	-
Brian James	LG	Lead Gen	NE Region	-
Ted Smith	OM	Regional Manager		L2
Cooper Siphon	PS	Support	Warriors	-
Otha Hatfield	OS	Seated Seller	Warriors	-
Marley Bosser	OS	Seated Seller	Warriors	-
Haylie Johnston	OS	Seated Seller	Warriors	-
Ted Smith	OM	Regional Manager		L2
Dreg Vaccaro	OM	Team Manager	NE Region	L1
Yang Gilbert	PS	Support	NE Region	-
Julie Garza	OS	Seated Seller	NE Region	-
Dennis Suarez	OS	Seated Seller	NE Region	-
Orlyle Willis	OS	Seated Seller	NE Region	-
Ted Smith	OM	Regional Manager		L2
Deshae Gouse	OM	Team Manager	West	L1
Houston Black	PS	Support	West	-
Kerlynn Gouse	LG	Lead Gen	West	-
Brandon Torff	OS	Seated Seller	West	-
Jocelyn Workman	OS	Seated Seller	West	-
John Preston	OM	Regional Manager		L2
Matty Bradford	OM	Team Manager	NE Region	L1
Obell Osborne	PS	Support	NE Region	-
Ward Chomey	OS	Seated Seller	NE Region	-
Nina Yoder	OS	Seated Seller	NE Region	-
Aisha Gillespie	OS	Seated Seller	NE Region	-

- Owner (You)
- Manager
- Seated Seller (Closer)
- Support Staff
- Lead Generator

ADMINISTRATIVE CONTROL

Customize your compensation plan

- ✓ Create custom team member compensation splits by group or by individual
- ✓ You're in control with compensation distribution — Powur will pay each individual team member per your settings, or Powur will pay you and you distribute to your team.

PAYMENT DATE	ROLE	USER	HOMEOWNER	PROJECT	INFO	AMOUNT
1/15/22	Seller	You	Nelson Nunez (32456)	Austin, TX		\$6,770.00
1/15/22	Seller	You	Greg Vert (78911)	El Paso, TX		\$2,340.00
1/15/22	Mentor	Gail Simmons (88453)	Drake Able (45687)	Houston, TX		\$2,000.00
1/15/22	Team - Level 1	Ryan Arcand (21354)	John P. (11235)	Houston, TX		\$340.00
1/15/22	Team - Level 2	Kim Stanton (32121)	Sousa B. (56411)	Sedona, AZ		\$440.00
1/15/22	Mentor	You	Greg Vander (78911)	El Paso, TX		\$2,000.00
1/15/22	Team - Level 4	Emily Curtis (65445)	Brian A. (78984)	Phoenix, AZ		\$550.00
1/15/22			Nelson Nox (32456)	Austin, TX		\$2,230.00
1/15/22			Jordan Awi (33211)	Houston, TX		\$620.00
1/15/22			Gloria Smith (11548)	El Paso, TX		\$1,200.00
1/15/22			Jordan Apples (33211)	El Paso, TX		\$340.00
1/15/22			Jordan Apples (33211)	Houston, TX		\$2,000.00
1/15/22			Gree Phillips (84651)	Austin, TX		\$6,440.00

SEAT RECRUIT CONFIRMATION

JA

RECRUIT
Jackson Applesauce
Austin, TX

\$

COMP PLAN (BETWEEN 60-70%)
65 / 5 / 30
SELLER ORG POWUR

SPONSOR
John Apples (23456)
ACME Solar

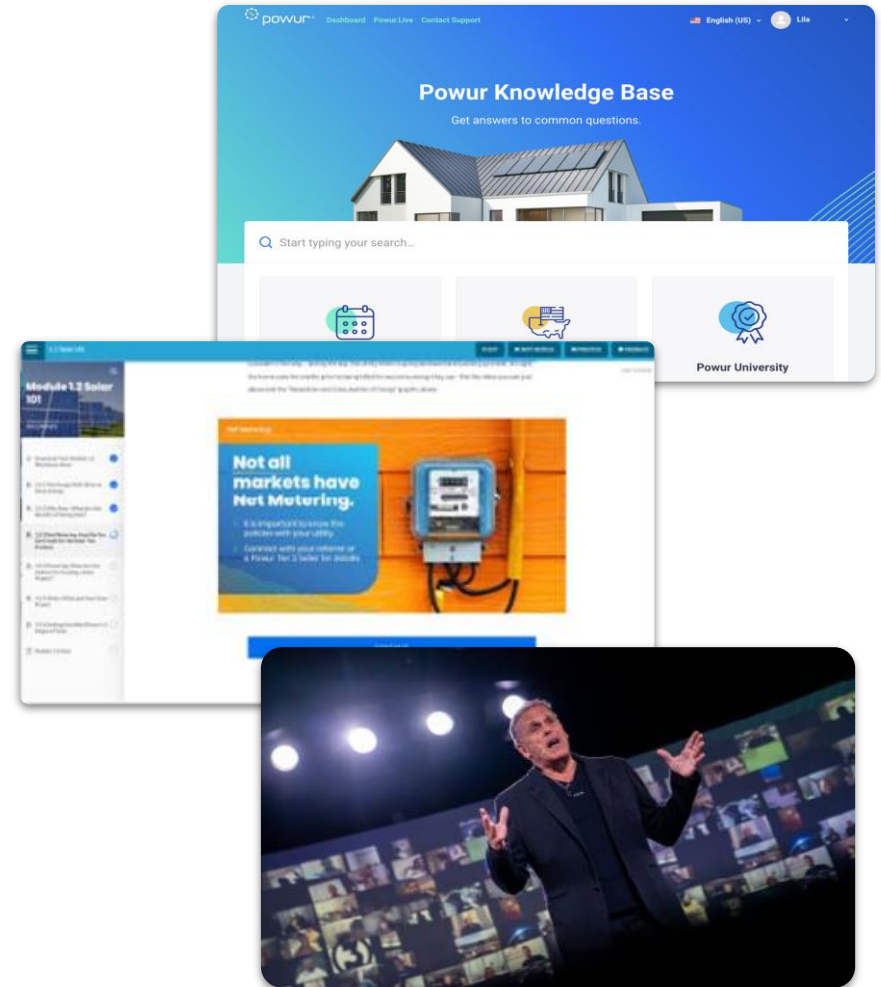
To seat this seller a \$49/mo subscription fee will be applied to your Enterprise account. Click 'Confirm' to seat this recruit.

Confirm

ADMINISTRATIVE CONTROL

World-class training & certification content

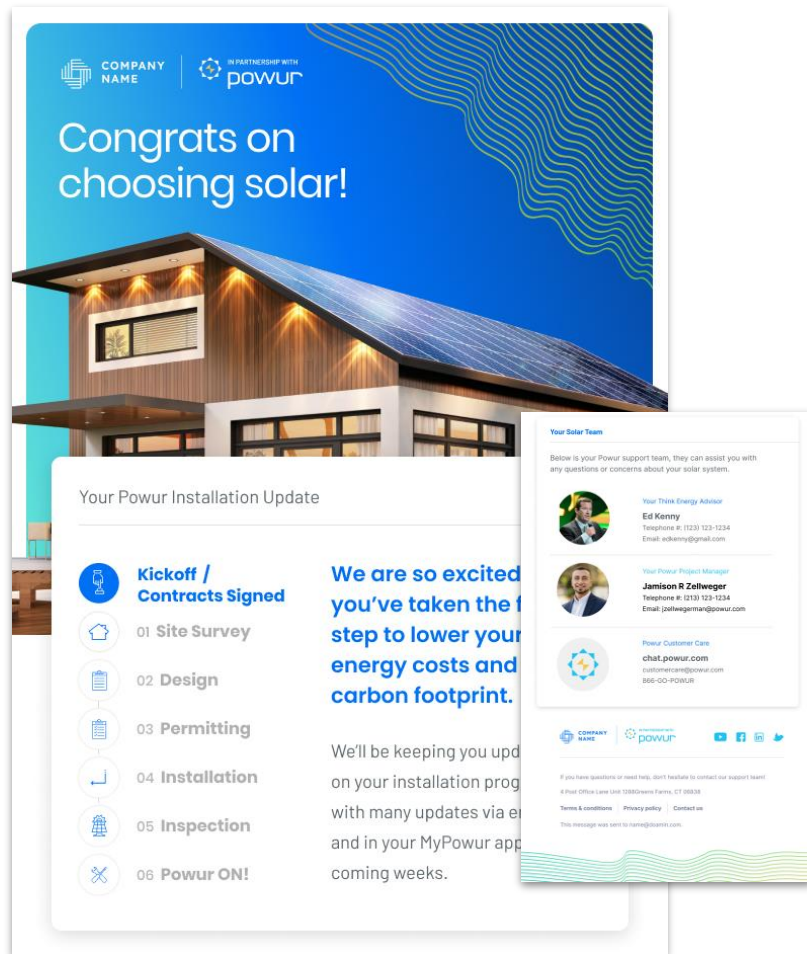
- ✓ Certification gets your teams up to speed quickly with tiers available at various levels of solar skills to support your teams where they are starting from
- ✓ Specialized training on storage, roofing, finance, and more
- ✓ Robust and comprehensive knowledge base
- ✓ State-of-the-art virtual training center
- ✓ 400+ training & business building events per year available to you at your discretion



ADMINISTRATIVE CONTROL

Maintain your brand.

- ✓ Your brand on our proposal and custom pages for your organization
- ✓ Co-branded customer communications, project updates and milestone updates
- ✓ Customizable settings for communicating to your sales teams
- ✓ Customizable settings for your dashboard and team recognition



THERE'S A BETTER WAY

Get end-to-end sales enablement & project fulfillment **Power Enterprise**



Sales Enablement

- ✓ Brand & marketing support
- ✓ Lead management
- ✓ Proposal & design system
- ✓ Diverse product & equipment options
- ✓ Diverse financing options
- ✓ Leverage our closers or use your own



Project Fulfillment

- ✓ National install footprint
- ✓ Proprietary site survey app
- ✓ In-house design & engineering
- ✓ Project management software
- ✓ Dedicated project managers
- ✓ Real-time homeowner app & communications
- ✓ Certified regional experts as labor partners



Plus, get complete
Administrative Control

- ✓ Onboarding
- ✓ Training
- ✓ Procurement
- ✓ Team Management

- ✓ Reporting
- ✓ Flexible commission design
- ✓ Commission distribution



WHAT IF...?

All of this flexibility &
control meant you can be
more profitable?

Expanded revenue potential with industry-first fully transparent **Cost of Goods model**

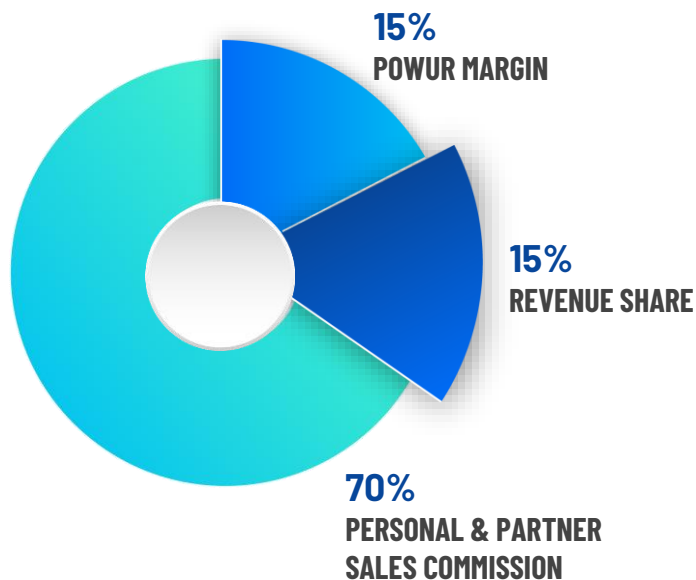
- ✓ You are in complete control & can set your own pricing, margins & compensation distribution
- ✓ Leverage Powur's buying capabilities for low cost of goods
- ✓ Full transparency on costs throughout the project lifecycle
- ✓ Greater flexibility and higher earning potential than an outdated redline model
- ✓ Control what your team members see and do not see on a project

ITEM	PRICE/WATT	TOTAL
Permit Submission & Pick Up	\$0.01	\$100.00
Core Services Racking	\$0.13	\$1,300.00
Permit fees	\$0.04	\$400.00
Standard Site Survey	\$0.02	\$200.00
Base Install & Inspection	\$0.75	\$7,500.00
Plan Design	\$0.02	\$200.00
Interconnection Application Submission	\$0.03	\$300.00
Structural Engineering Stamp	\$0.02	\$200.00
Electrical Engineering Stamp	\$0.02	\$200.00
Project Management	\$0.06	\$600.00
Warranty Reserve	\$0.02	\$200.00
Freight	\$0.01	\$100.00
Canadian Solar 355	\$0.35	\$3,500.00
Inverter(s)/Monitoring	\$0.13	\$1,300.00
Total CoGS	\$1.61	\$16,100.00
Sales Margin	\$1.20	\$12,000.00
Total Cash Price	\$2.81	\$28,100.00
GoodLeap 25 Year 4.99% - Standard Installment(31.99 %)	\$0.90	\$8,989.19
Total Financed Amount	\$3.71	\$37,089.19
Powur Rev Share	\$0.24	\$2,400.00
Total Cost (Including Powur Rev Share)	\$1.85	\$18,500.00
Closer Rev Share (70%)	\$0.84	\$8,400.00
Enterprise Bonus @ 80% Volume Tier (10%)	\$0.12	\$1,200.00
Finance Rebate (1.5%)	\$0.06	\$558.34
Total Enterprise Project Earnings	\$1.02	\$10,156.34

Sample Project

REVENUE OPPORTUNITY

How your organization can earn on the **Powur Platform**



Org Sales	70% of the net margin (you determine team split)	\$6,000 - \$7,000 / project	Daily
Volume Bonus	10% of the net margin (volume based)	\$800 - \$1,000 / project	Daily
Partnered Sales	Split commissions 50/50 with Powur sellers	\$3,000 - \$3,500 / project	Daily
Team Bonuses	Earn on projects in your team - up to 6 levels	\$150 - \$550 / project	Weekly
Finance Rebates	Earn a rebate on every eligible loan	\$600 - \$800 / project	Monthly
Stock Options	Be an owner of the Powur platform	Exponential potential	Performance based



WHAT IF THERE WERE A BETTER WAY?

Would you
make the switch?

MORE THAN JUST PROFITS

Using our scale **for good**

CHECK OUT OUR
IMPACT REPORT



Ecologi



Pachamama
Alliance



PUBLIC
BENEFIT
CORPORATION



By the numbers

9 YEARS
IN BUSINESS

3 YEARS ON
INC. 5000



\$1 Billion

Lifetime Revenue



26,000+

Installations



7,000+

Sellers



300+

Employees



300+

Enterprise Organizations



300+

Labor Partners

Inc.5000

Nº **938** 2020

AMERICA'S FASTEST-GROWING PRIVATE CO*

Inc.5000

Nº **61** 2021

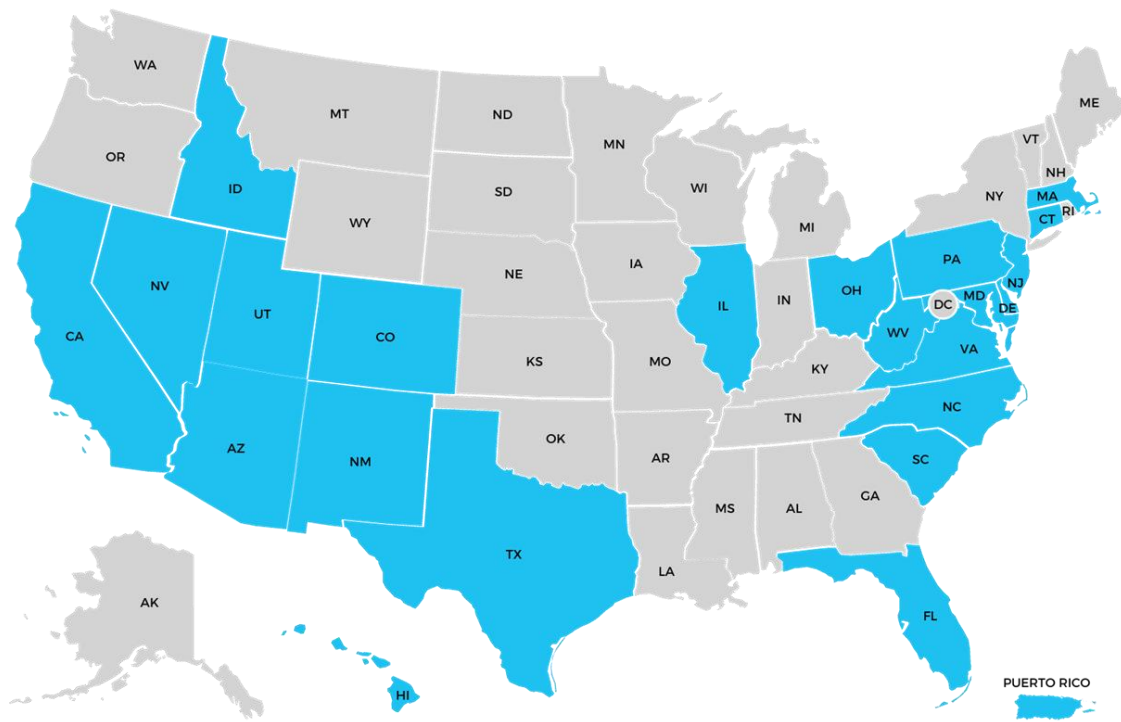
AMERICA'S FASTEST-GROWING PRIVATE CO*

Inc.5000

Nº **43** 2022

AMERICA'S FASTEST-GROWING PRIVATE CO*

Extend your reach instantly with Powur's national footprint



● Active

We are looking for the best installation professionals



Requirements to be a Powur Build Partner:

- ✓ Certificates of Insurance
- ✓ General liability endorsement pages
- ✓ Car insurance with Powur as the certificate holder
- ✓ Certification on all products (eg. Franklin, SolarEdge, Enphase, etc.)
- ✓ Warehouse space

Enterprise Product Suite

Powur Seller

Premiere software designed to empower **individual** solar sales professionals.

- Powur back office software suite
- Design proposals, loans, and contracts with Powur's proposal tool
- Leverage Powur's Cost of Goods model to sell your own systems
- 70/30 margin split
- Build an organization and earn revenue share
- Earn Equity Ownership in Powur
- Powur's Virtual Site Survey app for instant site surveys
- Get Paid More with Powur's On-Demand Site Surveyor program
- Learn and get certified with Powur University

\$85/mo
+\$99 setup fee

Start Free

Powur Pro

Increased functionality designed to provide greater **team control** for advanced solar professionals and small sales groups.

- All the benefits of the Powur Seller program
- Add lead generators, support staff, and managers to your team structure.
- Offers leads to closers with customized pricing
- Set minimum margins you earn on leads you offer to closers
- Set lead generator compensation
- Automatic compensation & bonuses distributed to your team
- View all project details of an accepted lead offer
- Preferred partner assignment

\$175/mo

Start Free

Powur Enterprise

Most innovative platform designed to provide maximum control to solar **sales organizations** with multiple lead generation and sales professionals.

- All the benefits of the Powur Seller Pro program
- Earn up to an 80/20 margin split
- Design your own compensation plan for your organization
- Enterprise Equity Earnings Plan
- Create and "seat" your team of sellers
- Automatically access lead offers for your sellers
- Customize mentorship requirements
- View your team's earnings
- Advanced team reporting features
- Bring on a manager to oversee your team

\$350/mo

Start Free

Additional User Licenses

Access for your **team members**.

\$50/mo
Seated Seller (Closer)

\$25/mo

Admin Roles

- Manager
- Support
- Lead Generators

Start Free



POWUR ENTERPRISE

The smartest way to **grow your solar organization**

