Clean Power / Finance

www. clean power finance.com

Online Customer Acquisitions

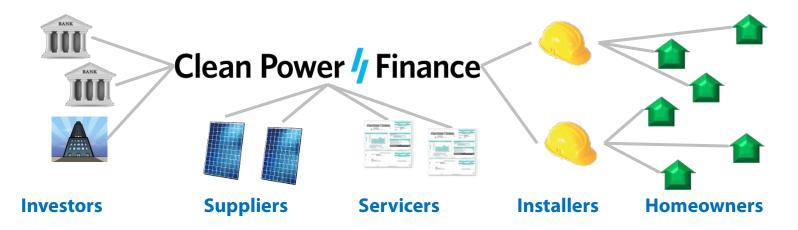
April 10, 2013

CLEAN POWER FINANCE

Company Overview

Online Marketplace for the Solar Industry

- Connects capital providers with companies driving mass solar adoption.
- Supports 100+ installers/ originators selling finance through SaaS platform



Catalyzing Customer Acquisitions

- Currently developing an online brokerage for customer acquisitions through SunShot Initiative grant
- Supporting partners with analytics to improve sales processes & products.
- Collaborating with NREL on "big data" research analyzing consumer adoption of solar







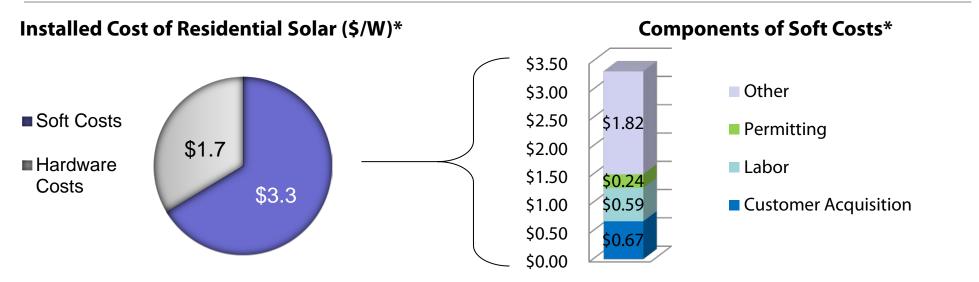






COST BREAKDOWN OF SOLAR

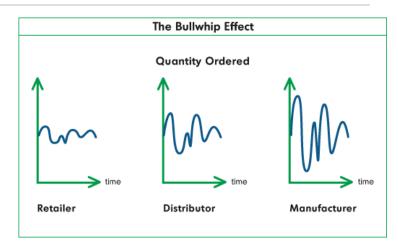
Customer acquisition is arguably most important



^{*} Data on soft costs from 2012 NREL/LBL study. Hardware cost estimated assuming an installed cost of \$5.00/W

- Unpredictable consumer demand creates frictional cost throughout the solar value chain (bullwhip effect)
- Creating a steadier stream of customers will greatly reduce soft cost and—to a lesser degree hardware cost.

Understanding end consumers is essential



Source: Sina's Logistics

THE CONSUMER ADOPTION PROCESS

Online marketing a key component for solar adoption

Classic Consumer Purchase Funnel



Solar Sales Funnel



- Solar is a large investment, requiring heavy consideration—typically with no trial.
- Consumers seek credible information & references before switching to solar.
- Online resources/tools are effective in educating consumers and driving customer acquisitions.

ONLINE STRATEGIES

Help the customers who do their research online.

Company Website

- Educate consumers on solar and your company.
- Provide metrics on tactics and insights on potential customers.
- Homepage is the front door; should provide easy access to contact you.

Search Engine Marketing (SEM)

- + Pay for clicks on ads on key word searches
- Expensive learning curve

Search Engine Optimization (SEO)

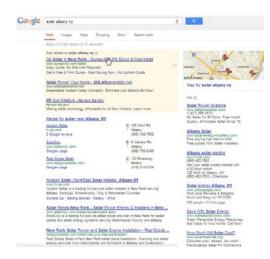
- + Optimize website so it appears first in organic search results
- Extremely hard to execute

Other

Display ads: good for branding, but potentially costly for lead generation.

Social media: yet to be fully leveraged.

- Recent research suggests credibility (not availability) of information is important.
- Information exchange between adopters and potential customers accelerates adoption.





FINAL NOTES

Online customer acquisition is not the only approach

Need for Integrative Customer Acquisition Approach

 Online tactics work best in conjunction with offline ones and vice versa (e.g., leads from door-to-door canvassing will likely refer to your company websites)

Category Sale vs. Competitive Sale

- Consumers first need to be sold on solar (category sale) before they can be sold on the different options (competitive sale)
- Skipping to the competitive sale (e.g., one installer vs. another, or cash vs. leasing) confuse end consumers, scaring them away from solar.

Don't Forget the Old-Fashioned Way

- Referrals are still most cost-effective means for customer acquisitions.
- Companies can get more referrals simply by asking for more.