

BRIGHTERGY

A NEW KIND OF ENERGY COMPANY

November 2014
Paul Snider



Brightergy

- Started in 2003 as The Energy Savings Store; became Brightergy in 2010
- 65+ Employees
- Headquartered in Kansas City, with offices in St. Louis and Boston
- Commercial focused
- 700+ clients: 1,200+ projects
 - Substantial focus on schools and governments











What we do

Brightergy provides a wide array of energy solutions across three main categories: Energy Projects, Energy Services and Software

- **Energy Projects** consist of rooftop solar power systems, energy efficiency projects and combined heat and power (“CHP”) solutions
- **Energy Services** include expense and data management, supply side energy management, energy procurement, utility tax management and a behavioral based management program called “BrighterSavings”
- **Software** consists of the Brightergy’s client-facing, cloud-based intelligence software “BrighterLink”

Comprehensive Solution Offering

Energy Projects			Energy Services				Software
 Solar Power	 Energy Efficiency	 CHP	 Expense Data & Management	 Energy Supply Management	 Utility Tax Management	 Behavioral Energy Management	 BrighterLink Platform
Distributed solar	Full-service lighting projects	Microturbines powered by natural gas	Utility management & reporting	Market intelligence & analysis	Experienced utility tax consultants	Behavioral-driven demand side energy management	Cloud-based, multi-tenant SaaS platform
Complete project management	Mechanical system efficiency evaluation	Capstone authorized distributor	Dedicated team of energy experts	Energy procurement & supply chain development and optimization	Comprehensive review of billing and respective tax law	Monitoring & analysis of energy consumption / production	Real-time alerts, big data analytics, actionable insights
Brighter Classroom™ K-12 School Curriculum	Building automation and controls	Complete project management	Detailed customized monthly reports	On-going rate and supply monitoring	Fulfillment of required tax documentation	Utility bill & tariff analysis	Ready-to-use apps

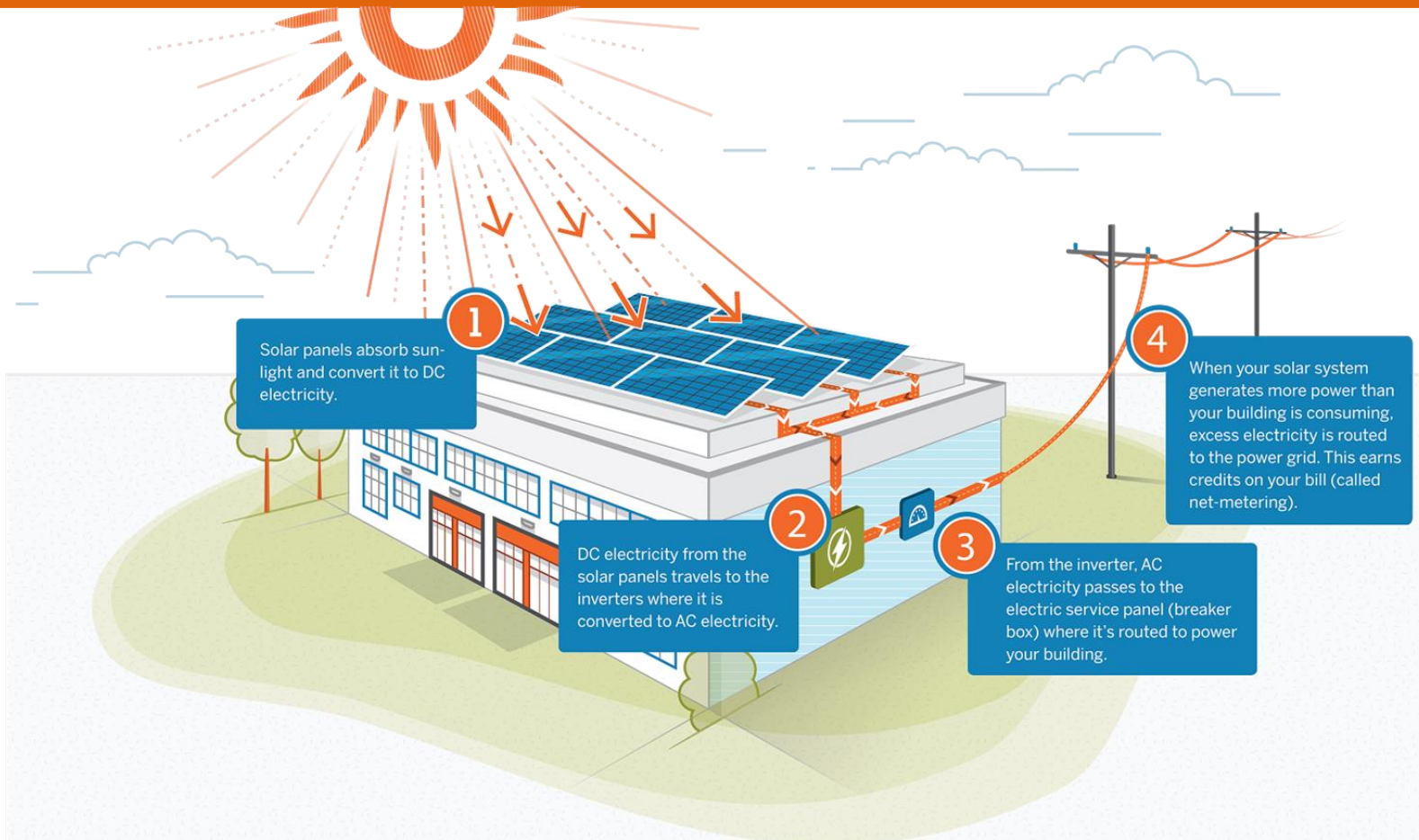
Partial Client List



Edison quote

“We should be using Nature’s inexhaustible sources of energy — sun, wind and tide. I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that.”

How Solar Energy Works





UMB Bank,
Kansas City

1 of 5 25 kW
systems across
Missouri

Residential solar



Solar/Renewable Policies

Net Metering:

- 43 states have adopted policies, most of them in the last decade
- Energy used by customer first—excess energy goes to grid and customer receives full credit (like rollover minutes)
 - Policies vary on how excess energy is treated at end of month
- Several states have done cost/benefit studies concluding benefits approximate or outweigh costs

Missouri Net Metering:

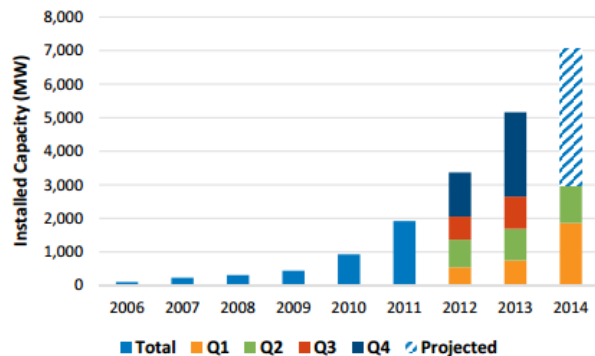
- Adopted in 2007--"Net Metering and Easy Connection Act"
- Applies to solar, wind, hydro and some fuel cells
- Limits size to 100kW
- Can't oversize
- Applies to IOUs, municipals and cooperatives
- Limits on how much utility has to accept
 - 1% of yearly peak load in any year and 5% total for program

What drives adoption?

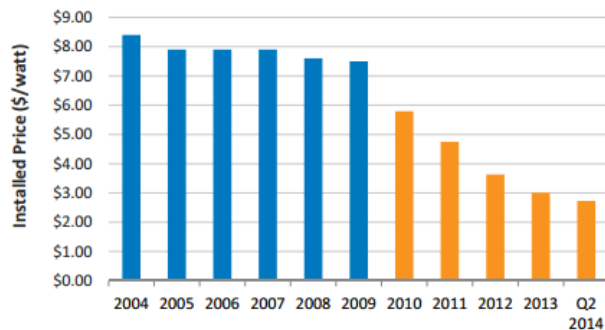
- Cost
- Policies
 - Net metering
- Incentives
 - ITC, rebates, SRECs
- Mandates
 - RPS/RES, Clean Power Plan?
- Utility rates
- Zoning/HOAs
- Roof Structure/Trees/Building heights

Solar is growing

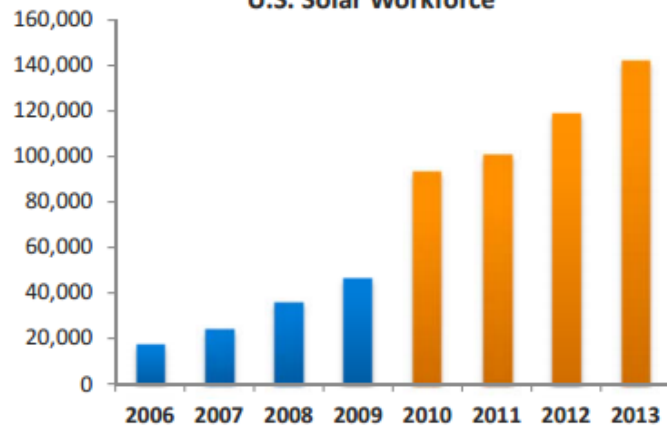
U.S. Solar Electric Installations



Average PV System Prices



U.S. Solar Workforce



Paul Snider
VP of Policy & Government Affairs

paul.snider@brightergy.com

816-897-1040