



# NEW BUSINESS MODEL FOR PV DEPLOYMENT



**INVESTMENT COST**



**BUREAUCRACY**



**COMPLEXITY**

**Despite**

Federal subsidy and Tax rebate  
System price reduction

**Perception**

PV is expensive and complicated  
PV is risky

**Result**

Despite Continued Growth Solar Penetration Remains Low  
Less than 2%



**Simplification and innovation are needed to grow the market**

1) YOUNERGY FINANCES AND OWNS INSTALLATION

2) CUSTOMER PAYS FOR THE ELECTRICITY PRODUCED

**youenergy** Le solaire facilité, accessible pour tous

**Votre Abonnement Solaire**  
Offre au 100% (100%)  
du 01/01/2017  
M. Thierry Galkowski  
Canton de Prévessin-Alp d'Ain  
10 163 kWh par an  
de puissance  
8 570 kWh  
Adresse: Route de Lussery, 1011 Epagny

**Comment fonctionne un abonnement solaire?**

1. Youenergy finance et installe un système solaire sur le toit de votre propriété et vous fournit l'électricité produite par le système. Vous payez votre abonnement fixe par le biais de votre facture d'électricité.
2. Un paiement est effectué à votre fournisseur d'électricité en fonction de la quantité d'électricité produite par le système. Vous ne payez rien pour l'électricité produite par votre système solaire.
3. Un système solaire produit de l'énergie que vous pouvez utiliser pour votre consommation personnelle ou pour la vendre sur le marché de l'énergie.

**Notre engagement!**

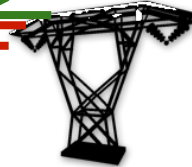
Cout d'investissement du système	Tarif d'électricité par kWh	Durée du contrat
0 Fr.	0.207	20 ans

\* Les tarifs sont indicatifs et peuvent varier en fonction de la région et de la puissance du système.  
\* Ne pas confondre avec un abonnement solaire (PPA) sans coût supplémentaire.  
\* Ne pas confondre avec un contrat d'achat d'électricité (CAE) qui est un contrat à long terme.  
\* Le prix par kWh est basé sur le tarif réglementé de vente de l'électricité (TRV) en vigueur au 01/01/2017.  
\* Les tarifs sont indicatifs et peuvent varier en fonction de la région et de la puissance du système.  
\* Les tarifs sont en CHF par kWh.  
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**youenergy**  
Le solaire facilité, accessible pour tous

youenergy vous offre des solutions innovantes pour votre énergie. Vous pouvez profiter de nos services.

Compteur  
Installation  
Maintenance  
Assurance



## DEDICATED PRODUCT PER CUSTOMER SEGMENT

**SINGLE FAMILY  
HOMES**



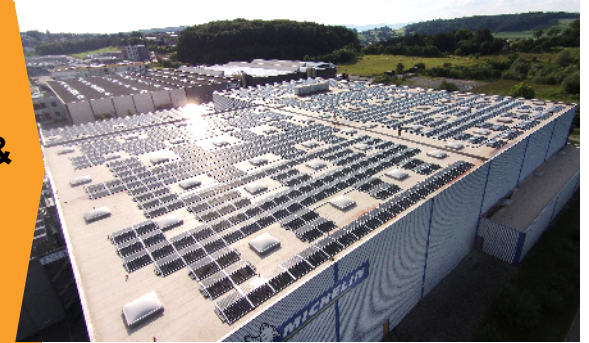
**MULTI-  
APARTMENT  
BUILDINGS**



**PUBLIC  
BUILDINGS AND  
SCHOOLS**



**COMMERCIAL &  
INDUSTRIAL**



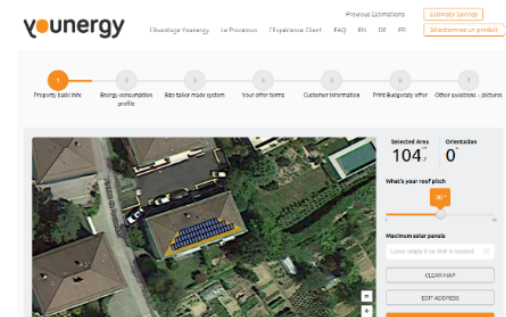
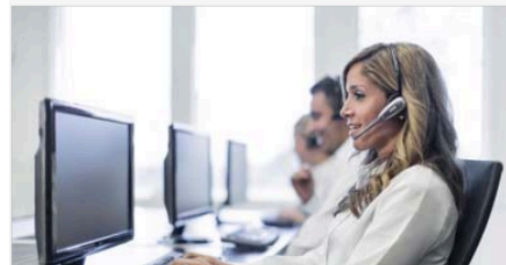
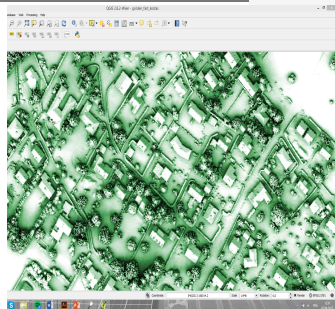
## Lead generation

- Performance Marketing
- Retail partners
- Home Builder partners
- Malls
- Events
- Canvassing
- Ambassadors
- Referrals

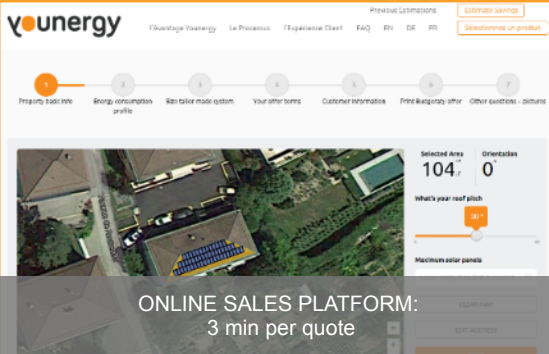


## Close

- In Home Consultation
- Phone Consultation
- Online

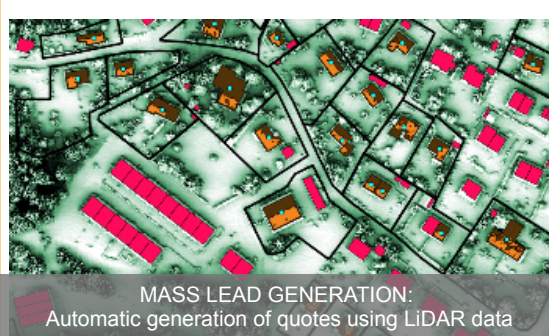


## MODULE 1 SELL



The screenshot shows the YouEnergy website interface. At the top, there are navigation links: Knowledge YouEnergy, The Process, Experience Client, FAQ, EN, DE, FR, and a button for 'Estimate Savings'. Below this is a progress bar with steps: 1. Frequency and kW, 2. Energy consumption profile, 3. Site tailor made system, 4. Your other terms, 5. Customer information, 6. Final Request offer, 7. Other questions - picture. A main section features an aerial view of a residential area with a red box highlighting a specific house. To the right of the image, it displays 'Selected Area 104' and 'Orientation 0'. Below the image, there is a slider for 'What's your roof pitch?' set to 30% and a 'Maximum solar panels' section.

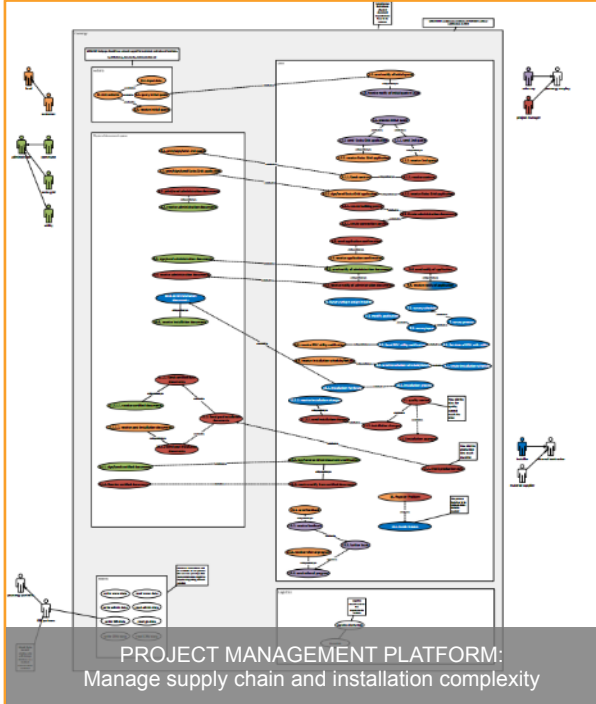
**ONLINE SALES PLATFORM:**  
3 min per quote



The screenshot shows a 3D LIDAR map of a residential neighborhood. Houses are highlighted in red and orange, indicating potential leads. The map is overlaid with a grid and various data points.

**MASS LEAD GENERATION:**  
Automatic generation of quotes using LIDAR data

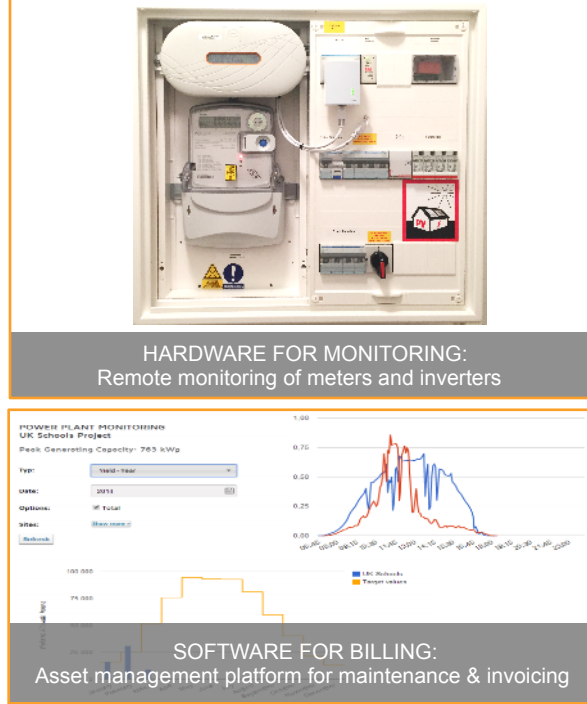
## MODULE 2 INSTALL



The screenshot displays a complex project management platform interface. It features a large flowchart with numerous nodes and connecting lines, representing the supply chain and installation complexity. The nodes are color-coded (red, blue, green, orange) and arranged in a hierarchical structure. On the left and right sides, there are small icons of people, suggesting collaboration and team management. The interface is designed to manage the intricate details of the installation process.

**PROJECT MANAGEMENT PLATFORM:**  
Manage supply chain and installation complexity

## MODULE 3 RUN



The top part of the image shows a white electrical cabinet with its door open, revealing internal components including a meter, inverters, and various electrical connections. A red warning sign is visible on the right side of the cabinet.

**HARDWARE FOR MONITORING:**  
Remote monitoring of meters and inverters

The bottom part of the image shows a software interface for billing and asset management. It includes a header for 'POWER PLANT MONITORING UK Schools Project' and 'Peak Generating Capacity: 765 kWp'. There are dropdown menus for 'Type' (set to 'Year - Year') and 'Date' (set to '2015'). A line graph shows 'Total' energy generation over time, with a blue line for 'UK Schools' and a red line for 'Target values'. Below the graph, there is a table with columns for 'Year' and 'Value', showing a step-like increase in values over time.

**SOFTWARE FOR BILLING:**  
Asset management platform for maintenance & invoicing



## HOW DO WE PROVE THE VALUE OF OUR PRODUCT?

How can we overcome the stigma associated with solar to earn trust and brand loyalty?

By focusing on four simple steps:

- Get consumer engaged
- Build trust
- Remove barriers to entry
- Maintain and grow the customer relationship

## SOLAR LEASE CONTRACT

Cost savings through predictable monthly payments.

- No upfront costs
- Eligibility to waive annual rate increase
- Production guarantee
- Roof and system warranty

## SOLAR LOAN CONTRACT

You own the system and pay it off in regular increments.

- No upfront costs
- Federal subsidy and tax credit
- Production guarantee
- Roof and system warranty

Propose Solar with other energy products.

- Batteries
- Energy Management Systems
- Smart Heater
- Smart Thermostat



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