



# Solar for All, LLC

A wholly owned subsidiary of the non-profit organization Solar Richmond



Richmond: *“City of Pride and Purpose”*





**Highest murder rate** per capita in CA (2008)  
9<sup>th</sup> highest in the country

**Asthma hospitalization rate** almost double the county  
(30.5 per 10,000 vs 17.0 per 10,000)



# Community Electricity



- Proven model - St. Paul's Episcopal Church pilot project
- Financing, ownership, monitoring and maintenance
- 20 to 80 kW systems
- 100 to 400 grid-tied solar PV panels per rooftop



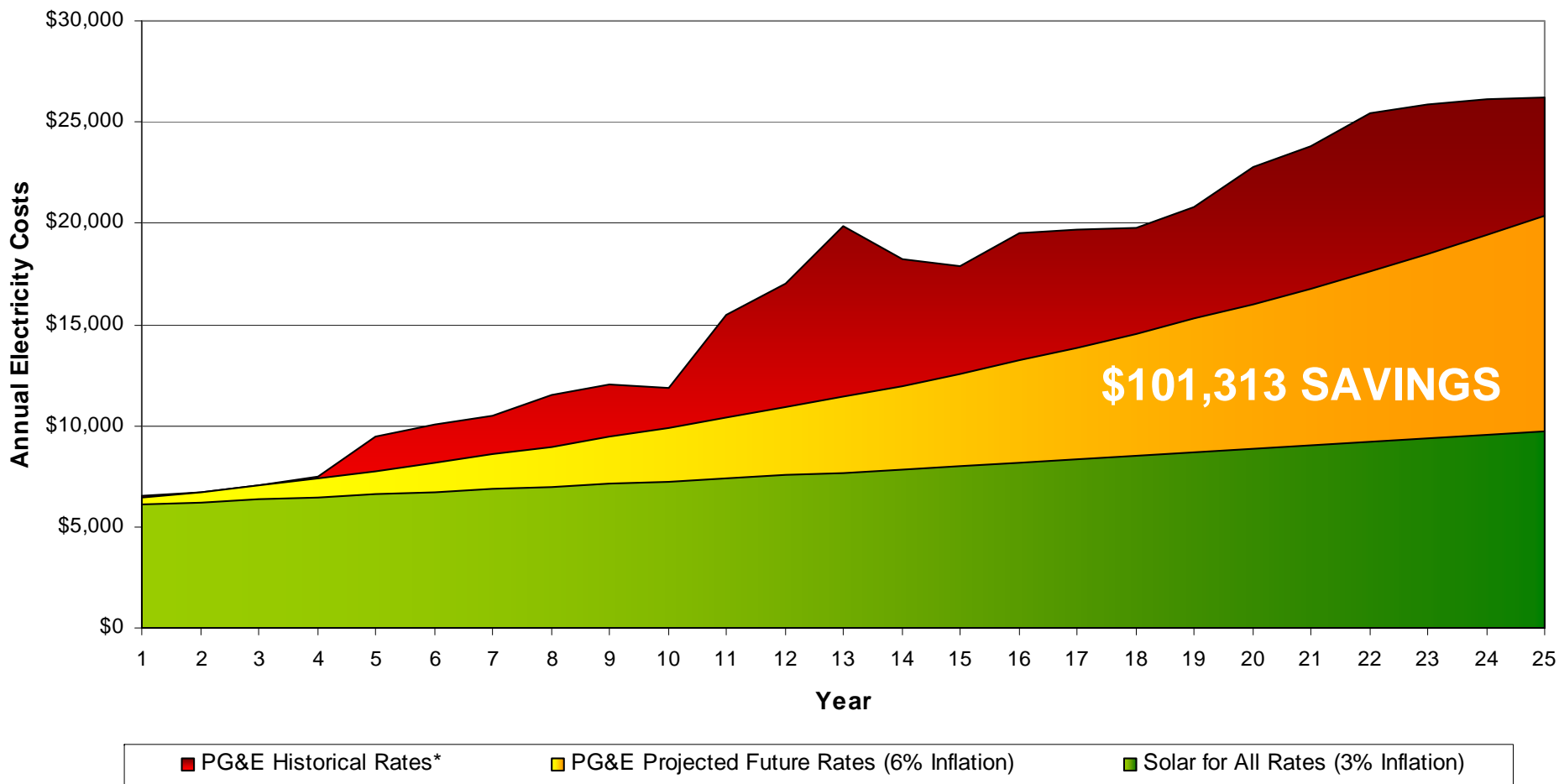
# Customer Benefits



- No capital costs
- No maintenance or monitoring
- Low, stable electricity prices
- Lowered pollution and CO<sub>2</sub> emissions



# Customer Savings



\*Approximated historical data shown for comparison only. Based upon PG&E historical rates 1970-2001.

# Operational Model



Community  
Non-Profits

Solar power for  
a monthly fee



Labor,  
Management,  
Capital

**SOLAR  
RICHMOND**  
Parent Entity

Financing, Ownership,  
Monitoring, Maintenance

## Solar For All

Incentives

Loans, PRI,  
Equity

Installation,  
Permitting &  
Warranty

Increased  
business &  
potential hires



Foundations,  
Investors &  
Government



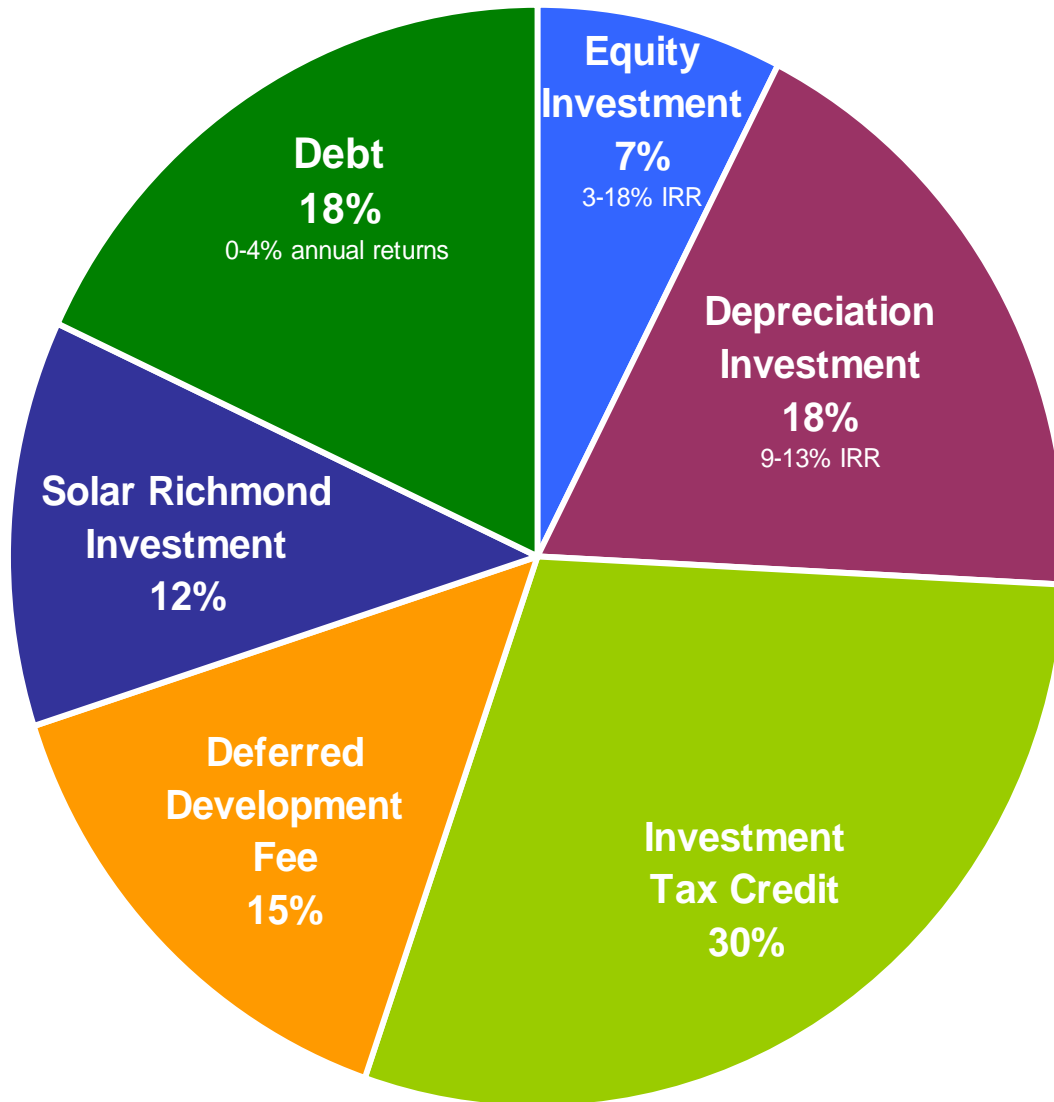
Conventional  
Utilities



Commercial Solar Integrators

# Capital Sources

## Sources and Uses

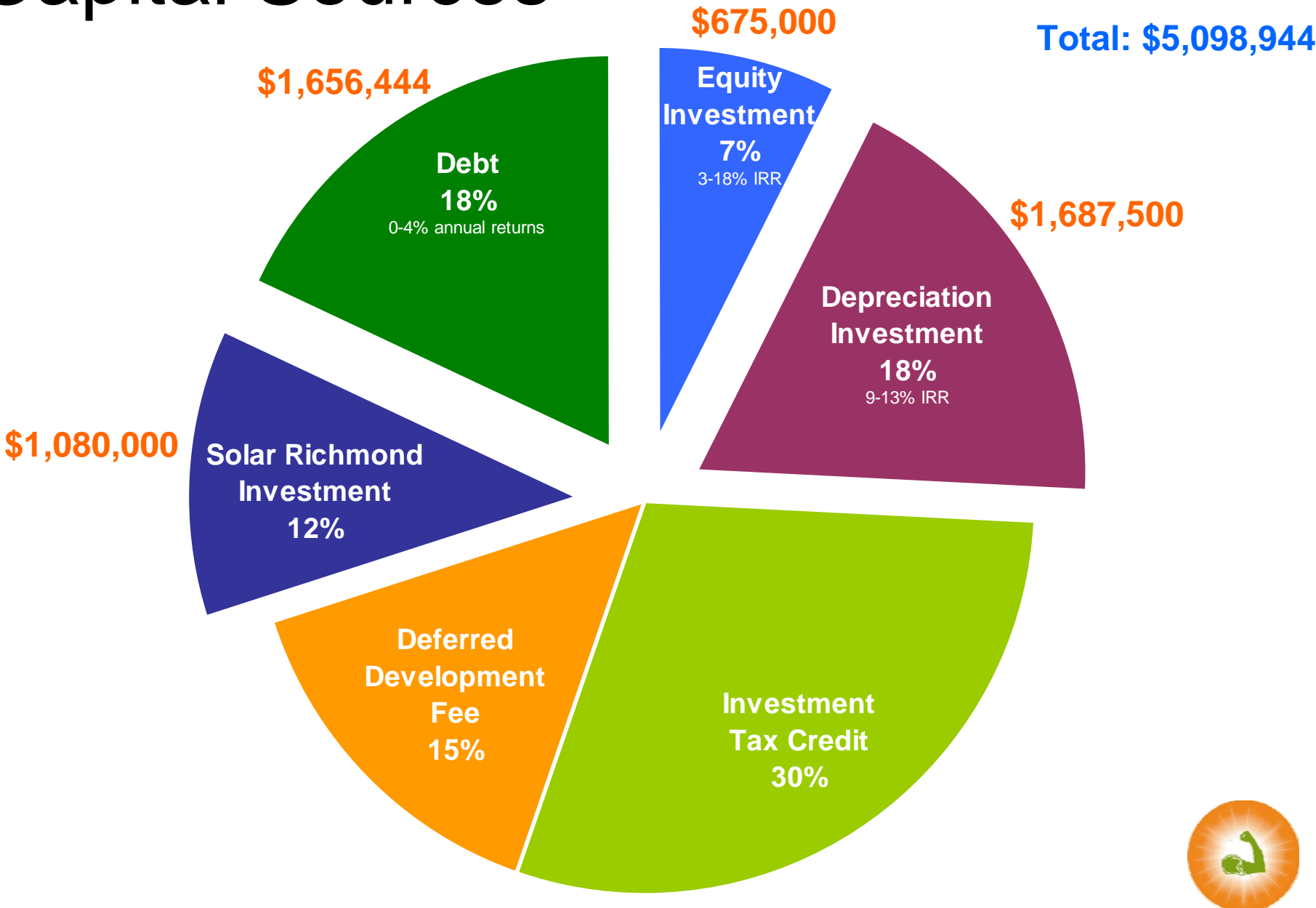


Sources	Single	Years
	PPA	1-3
Investment Tax Credit	\$ 50,175	\$ 2,709,456
Depreciation Investment	\$ 31,250	\$ 1,687,500
Debt	\$ 30,675	\$ 1,656,444
Solar Richmond Investment	\$ 20,000	\$ 1,080,000
Equity Investment	\$ 12,500	\$ 675,000
Deferred Development Fee	\$ 25,000	\$ 1,350,000
<b>Total</b>	<b>\$ 169,600</b>	<b>\$ 9,158,400</b>

Uses		
Equipment	\$ 96,900	\$ 5,232,600
Labor	\$ 25,200	\$ 1,360,800
Design/Integration	\$ 22,500	\$ 1,215,000
Development Fee	\$ 25,000	\$ 1,350,000
<b>Total</b>	<b>\$ 169,600</b>	<b>\$ 9,158,400</b>



# Capital Sources



# Management



**Michele McGeoy, Founder**

**John Russell, Operations & Finance Manager, MS NP Mgmt, New School University**

**Kandea Mosley, Sales & Marketing Director, MBA, Cornell University**

**Mitchell Smith, Training & Placement Manager, EdD, UMass – Amherst**

**Advisors Include:** Drew Tulchin, Van Jones, Gifford Pinchot and BGI,  
Duane Morris LLC, Solar Richmond's Board of Directors



# Target Market

9,200 Non-Profit  
Building Owners

Affordable Housing, Churches,  
Schools, Community Centers,  
Municipal Buildings



- The U.S. solar PV market is tripling to \$6 billion between 2009 and 2012 (growth rate of 37.5%)
- The SF Bay Area is home to 31% of the \$1.64 billion spent on solar in California



# Competitive Advantage



- Parent entity media coverage and word-of-mouth marketing
- Parent entity experience
- Niche installation size
- Targeted non-profit client pipeline
- Social mission of building diversity and inclusion in clean tech



# Flexible Growth

32 (Year 2012)

18 (Year 2011)

4 (Year 2010)

54

# of Installations per Year

S4A is raising \$5 million in equity, debt and philanthropic investment to finance 54 solar installations



# Training



- 9 weeks of pre-apprenticeship construction skills (RichmondBUILD)
- 3 weeks of energy efficiency (Rising Sun)
- 3 weeks of solar installation skills (Solar Richmond)
- 2 live-system installations on low-income homes



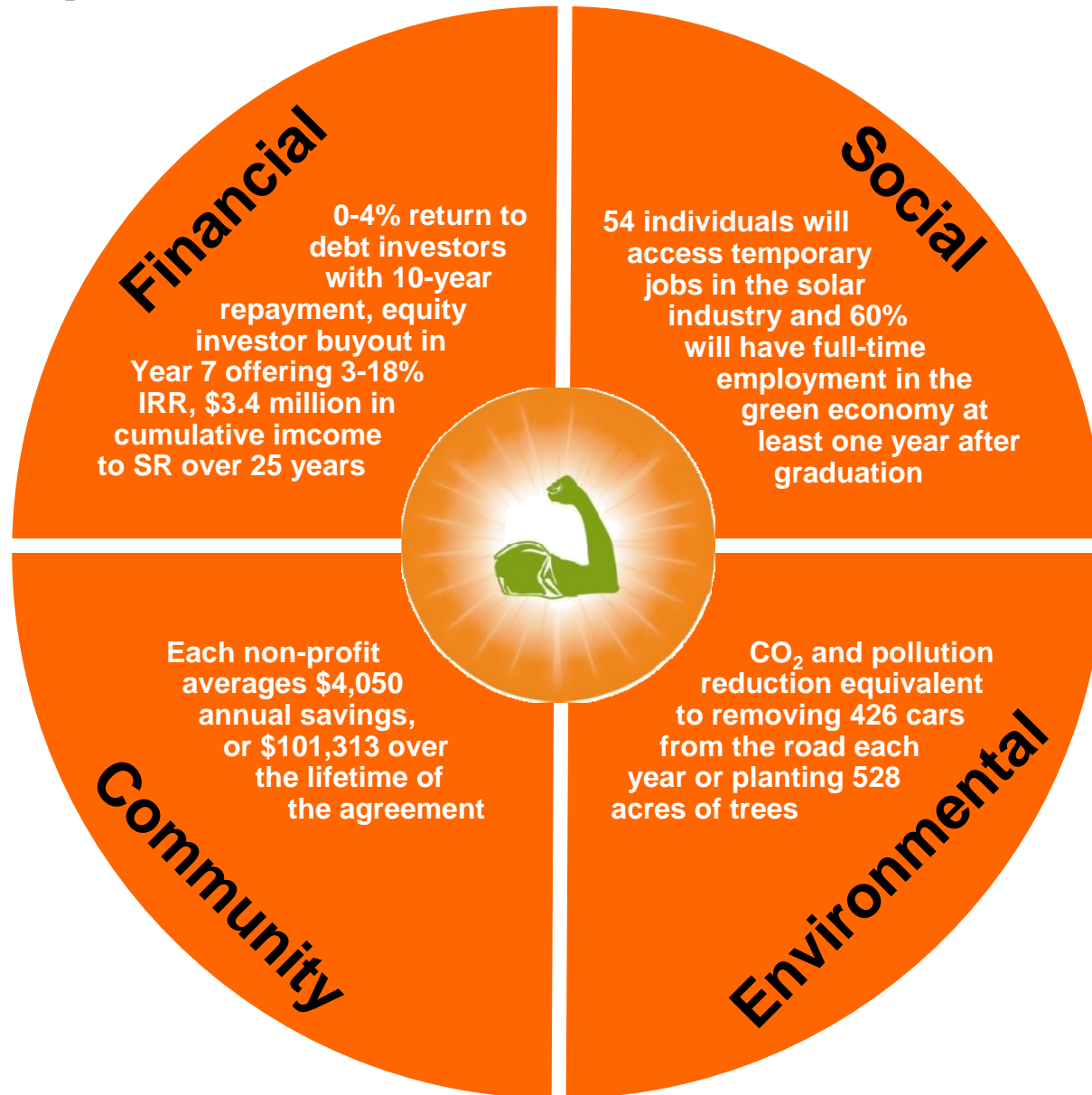
# Achievements



- 9 Cohorts (180 Students)
- 23 Full-Time Solar Job Placements
- 32 Temp Solar Positions
- 12 Solar Installations for Low-Income Homeowners



# Quadruple Bottom Line



# Replication

Solar  
Seattle

Solar  
Richmond

Solar  
Fresno

Solar  
Denver

Solar  
Chicago

Solar  
Philadelphia

Solar  
Memphis

Solar  
Austin

Solar  
Hawaii



# LEADERS!



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