

The Power of Solar is People

Frankensolar Americas Inc.

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Call or Visit Any time! ☺

AGENDA:

1. **Who is Jeremy Day?**
2. **Who is Frankensolar Americas Inc.?**
3. **Ontario's Solar Market**
4. **The International Stage**
5. **What are people so scared of?**
6. **Needs of Solar Installers**
7. **Needs of Solar End Users**
8. **The Power of Solar is People (Not Technology)**
9. **Thank You!**

WHO IS JEREMY DAY?

- **Professional Hockey Player (Goalie)**
- **BBA – Entrepreneurship**
 - Brock University
 - Sonja Bata Award for Entrepreneurship
- **Business Consulting, Specializing in Corporate Sustainability**
- **Energy Retail, Regional Sales Manager**
- **Solar PV Distribution, Sales Manager**

“My job is to be the business partner of solar professionals by supplying value-added services, PV products, while helping our customers achieve their short and long-term goals.”

– Jeremy Day, August 24th, 2012

WHO IS FRANKENSOLAR?

- **Frankensolar Americas Inc. is the North & South American division of an international PV Distributor .**
 - Top 5 Market Share in Europe for PV Distribution for > 5 years.
 - Frankensolar Germany won Best Solar PV Supplier in 2012 in the category of wholesale by EUPD Research!
- **Distributes a wide variety of PV products on behalf of local and internationally-based PV manufactures.**
- **Target Markets: Installers, Developers, EPCs'.**
- **Founded in early 1980s' within the Franken region of Germany.**
 - International HQ in Nurnberg, Germany.
 - Business in 27 countries throughout Europe, excluding subsidiaries.
 - Frankensolar Americas, HQ is in Mississauga, ON at 400 Britannia Rd. E, Suite 3.



Sales are driven by trust, relationships, product availability, pre and post sales-support, business consulting, design expertise and logistics management.

ONTARIO'S SOLAR MARKET

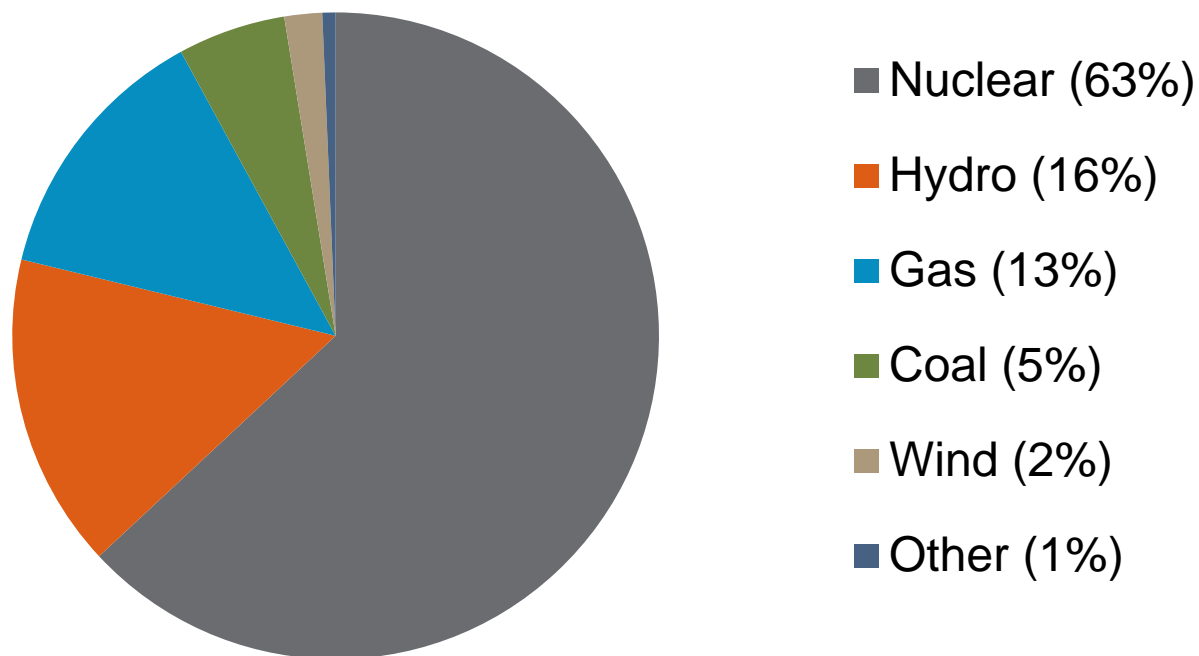


SITUATION ANALYSIS:

- **Ontario's Electricity is Dirt-Cheap!**
- **FIT 2.0 rates are the best in the world!**
- **Most FIT applicants can expect >10% ROI.**
- **The cost to install a PV system has substantially decreased in the past 12 months.**
- **FIT programs accelerate the path to Net Metering, including integrating with LDCs.**
- **What the FIT program and "Made in Ontario" means: JOBS and Tax Revenue!**
- **Political Uncertainty: Migraines for Ontario's PV workforce until grid parity?**
- **FIT 1.0 cut-off contract submissions as of August 31st, 2011.**
- **Fit 2.0 produced first Micro-FIT contract submission responses on August 23, 2012!**
- **In the last 5 days, Frankensolar received dozens of resumes from laid off PV workers.**

WHY IS ELECTRICITY CHEAP HERE?

Ontario's Energy Mix. Source www.ieso.ca on Aug 24, 2012



Ontario energy consumers are supplied with some of the least expensive electricity in the world! Meanwhile, the perception in Ontario is that rising electricity rates are out of control.

Ontario will be among the last markets to realize grid parity, yet we'll adopt net metering earlier thanks our people's experience.

THE REAL DEAL!

- **Ontario-based people and companies are known as PV experts on the international stage.**
- **Short-term success for many relies on the FIT program.**
- **Pursuit of business outside Ontario will key to long-term success for many.**
- **Meeting & Teaming up with people in other countries is key!**
- **Net Metering especially and also Off-Grid systems are the future.**
- **Let's leave it to the experts!**

WHAT ARE PEOPLE SO SCARED OF?



THE INTERNATIONAL STAGE

- **Hot Markets, such as Ontario.**
- **Significant global growth in PV installations while many struggle to survive.**
- **Ontario is an incubator for PV's integration across the world.**
- **Building Brand Recognition**
- **Building Bankability**
- **Building Buying Power**
- **Economies of Scale**
- **Innovation: Making is easier and less expensive.**
- **Strategic Manufacturing Assets, such as Ontario, Taiwan, China-based.**
- **Long-term Relationships & Partnerships are key.**

NEEDS OF SOLAR INSTALLERS

- **Reliable market demand.**
- **Reliable Supply-Partners that help make them competitive. Trust.**
- **Marketing Support**
- **Financial Support**
- **Warehousing & Logistics Solutions**
- **Product Availability**
- **Products to be made by bankable manufacturers.**
- **Design Support**
- **Product Knowledge & Pricing**
- **Breakfast & Lunch**
- **Other Pre and Post-Sales Services**

NEEDS OF SOLAR END USERS

- **Electricity and Money!**
- **10% ROI for investors' interest.**
- **Peace of Mind that other assets will not be harmed, specifically their roof!**
- **Reliable and trustworthy installers that properly design and install systems.**
- **Short and long-term services/support.**
- **Products made by bankable manufacturers that will honour warranties.**
- **Ability to connect a FIT or net metered PV systems into the grid!**
- **Money, Storage & Maintenance for batteries are needed to be off-grid.**
- **Comprehensive understanding of a building's load to go off-grid properly.**
- **A growing, improving industry to supply and support current and future projects!**

THE POWER OF SOLAR IS PEOPLE

- **Solar Success Demands Human Resources!**
- **Emerging “Hot Markets” start with ideas and groups of people.**
- **While international companies pursue foreign markets, installations create local jobs all over the world and taxes get paid.**
- **Teamwork throughout the PV value-chain gets us closer to grid parity!**
- **Process Innovations... by people.**
- **Technology Innovations... by people.**
- **Lack of public knowledge still holds us back.**
- **Other industries are actively contributing to barriers.**
- **More conversations are needed. Spread the word!**

THANK YOU! QUESTIONS?

