



San Diego's First Retail Solar Store

OPPORTUNITY

San Diego leads the residential solar market in California with over 2,200 homes currently with solar and another 4,000 applications in the pipeline. This figure is projected to increase dramatically by 2015. With incentive programs such as the \$3.3 billion California Solar Initiative and \$60 million San Diego Clean Generation Program the market is expected to rapidly grow.

MARKET PROBLEMS FOR

HOMEOWNERS

Homeowners are fearful of purchasing solar because of limited knowledge. Additionally, homeowners can't shop for solar at their own pace. The purchase process is intrusive and time consuming along with solar installation companies hard selling homeowners.

SOLAR INSTALLERS & CONTRACTORS

Solar installers and contractors are facing issue in the expanding market. As more general contractors and electricians are providing solar installation in their services portfolio, they're facing key problems.

- Lack of Access to Competitive Pricing
- Product Lack of Knowledge on How to Start
- Limited Customer Service From Current Suppliers
- On Time Delivery Issues
- Warehousing Issues
- High Theft of Systems on Jobsite
- Lengthy Shipping Times
- High Shipping Costs
- Long Order Time For Replacement Parts
- Financing Cash Flow Issues

SOLAR CIRCLE'S SOLUTION

Solar Circle will become San Diego first retail solar products store focused on supplying solar systems and products to both homeowners and solar installation contractors.

For a homeowner Solar Circle will be a place where they can walk in, learn about solar and purchase a system at their own pace. Solar Circle will provide personalized customer service and assist a homeowner through each step of the process. Once a homeowner has chosen Solar Circle install they're system we will then pass the installation to our preferred subcontractors.

For solar installer and contractors Solar Circles solution is to provide direct competitive access to a wide range of solar products and brand types. The product range includes solar PV panels, solar inverters, brackets and typical replacement parts. Additionally, we will eliminate problems by offering lines of credit, day of installation deliveries, contractor help desks and outsourced services such as home energy audits.

THE SOLAR CIRCLE DIFFERENCE

- Interactive Place for Consumers to Educate and Shop for Solar
- Personalized Customer Service
- Access to Cost Effective Solar Products For Contractors
- Training & Education For Contractors
- Reduction in Theft, Shipping Cost, Cash Flow Issues for Contractors
- Solar System Design and Rebate Submittal for Contractors

MANAGEMENT TEAM

Solar Circle is lead by a team of highly talented and experienced solar, construction, real estate and retail industry veterans.

THE TEAM

- Robert Frasuto
Business & Construction
- Omar Sevilla
Business, Real Estate & Sales
- Michael Stevens
Solar Industry Veteran
- Art Conchas
Sales & Contractor Relationships
- Octavio Jiménez-Chavez
Warehouse Management & International Product Purchasing
- Hector Maldonado, CMP
Management & Sales

FINANCIAL PROJECTIONS

The financial projections for the business are based on conservative estimates.

YEAR 1

Solar System Sales – 150
 Revenues – \$3,787,060
 Net Income (pre tax) – \$223,327

YEAR 2

Solar System Sales – 200
 Revenues – \$5,617,347
 Net Income (pre tax) – \$1,012,330

YEAR 3

Solar System Sales – 300
 Revenues – \$7,990,970
 Net Income (pre tax) – \$800,419

YEAR 4

Solar System Sales – 400
 Revenues – \$10,108,562
 Net Income (pre tax) – \$2,386,797

YEAR 5

Solar System Sales – 500
 Revenues – \$11,422,132
 Net Income (pre tax) – \$2,020,853

BUSINESS & INVESTMENT OPPORTUNITY

Solar Circle is seeking initial seed equity funding in the amount of \$2 million. This funding will provide capital for startup cost along with aquisition of retail building. Solar Circle would command a \$60 million valuation after year 5 of operations. After year 2, Solar Circle will begin to provide yearly income distributions to investors.

For More Information About Solar Circle and the Investment Opportunity:

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