

# Competitive Overview – Solar Companies

<b>Members of Canadian Solar Industry Association</b>	
<b>3 G Energy</b>	<b>Advenergy</b>
<b>Alternative Power International</b>	<b>Ameresco</b>
<b>Amp Solar</b>	<b>Bright Power</b>
<b>DC Solar</b>	<b>Ozz</b>
<b>Endura</b>	<b>Clearly Solar</b>
<b>Helios</b>	<b>EDF</b>
<b>Integrated Solar Solutions</b>	<b>GPEKS</b>
<b>OYA Solar</b>	<b>Infinite KWH</b>
<b>Sun Edison</b>	<b>Mondial Energy</b>
<b>Tioga Energy</b>	<b>Ontario Solar Electric</b>
<b>Rumble Energy</b>	
<b>Sky Power</b>	

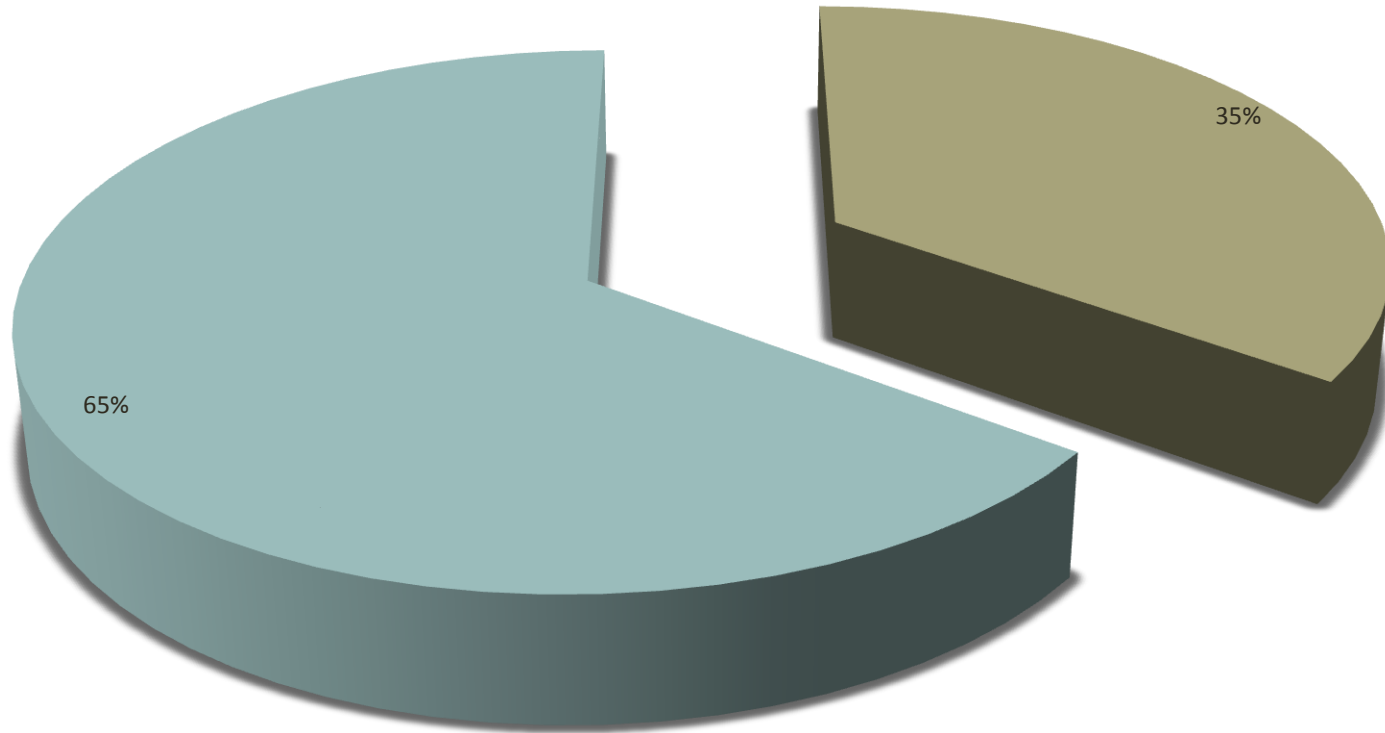
# Competitive Breakdown

- The competitive breakdown was performed from the perspective of a person or company looking for roof top leasing provider
1. How long in business
  2. Number of offices
  3. Services offered
  4. Specific criteria for renting roof space
  5. Examples of completed projects
  6. White papers available

# Competitive Breakdown

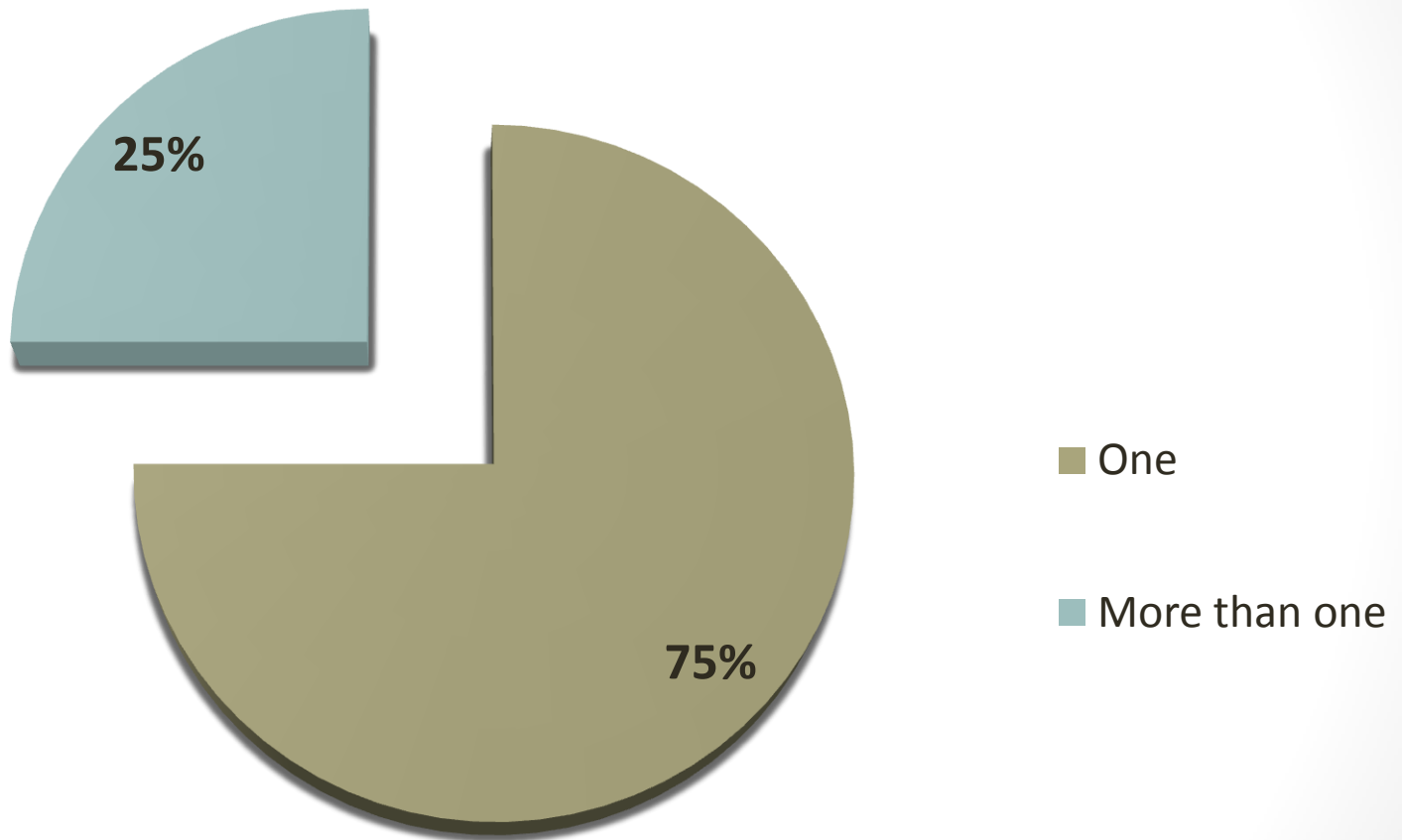
6. Planned events such as seminars
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8. Invitation to get on mailing list
9. On-line calculators
10. Incentives
11. Marketing and education materials and courses

# Years in Operation

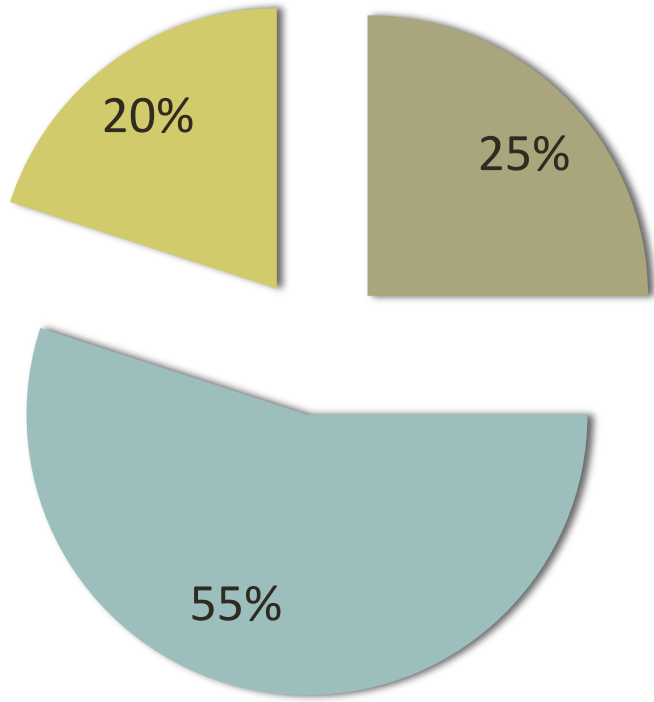


■ Less than 5 Years    ■ More than 5 years

# Number of Office Locations

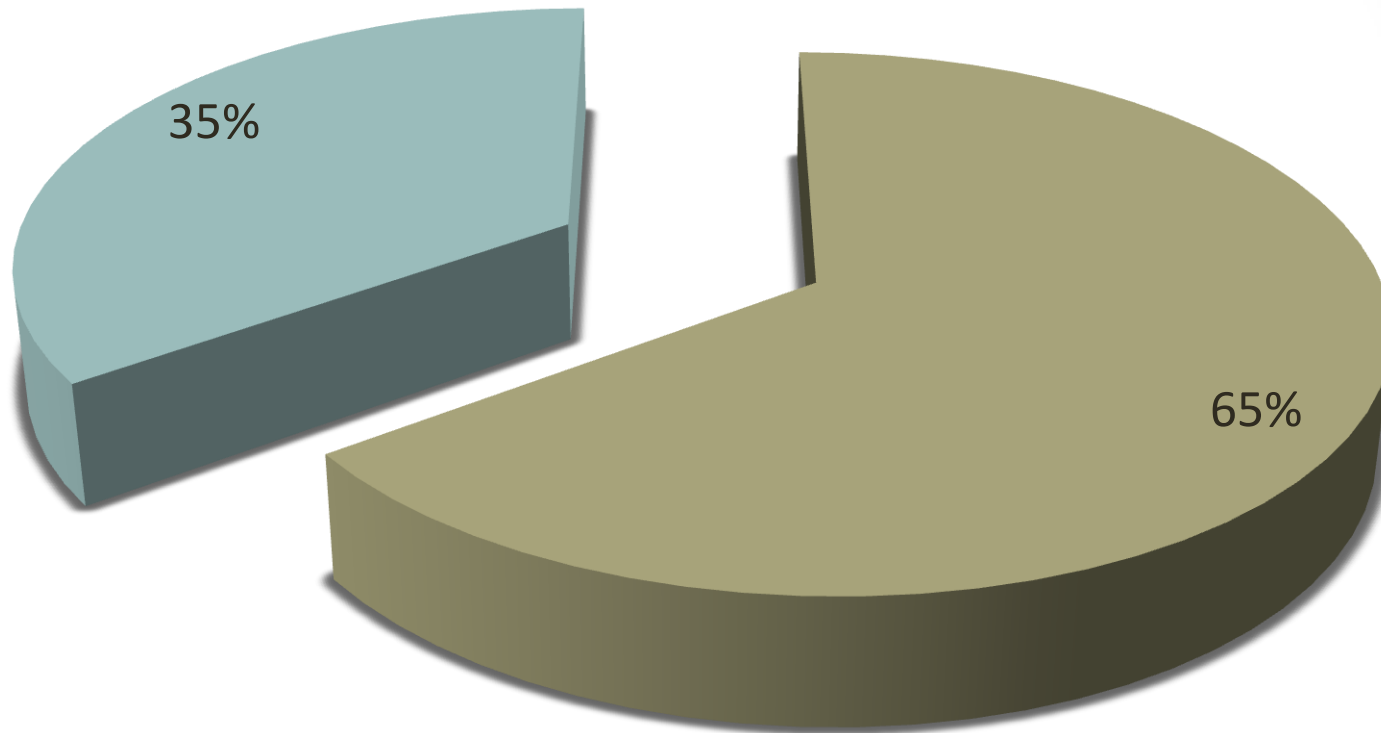


# Services Provided



- Roof Leasing Only
- Roof Leasing and Turn Key Purchase
- Roof Leasing, Turn Key and Product Sales

## Companies That Had Specific Leasing Criteria

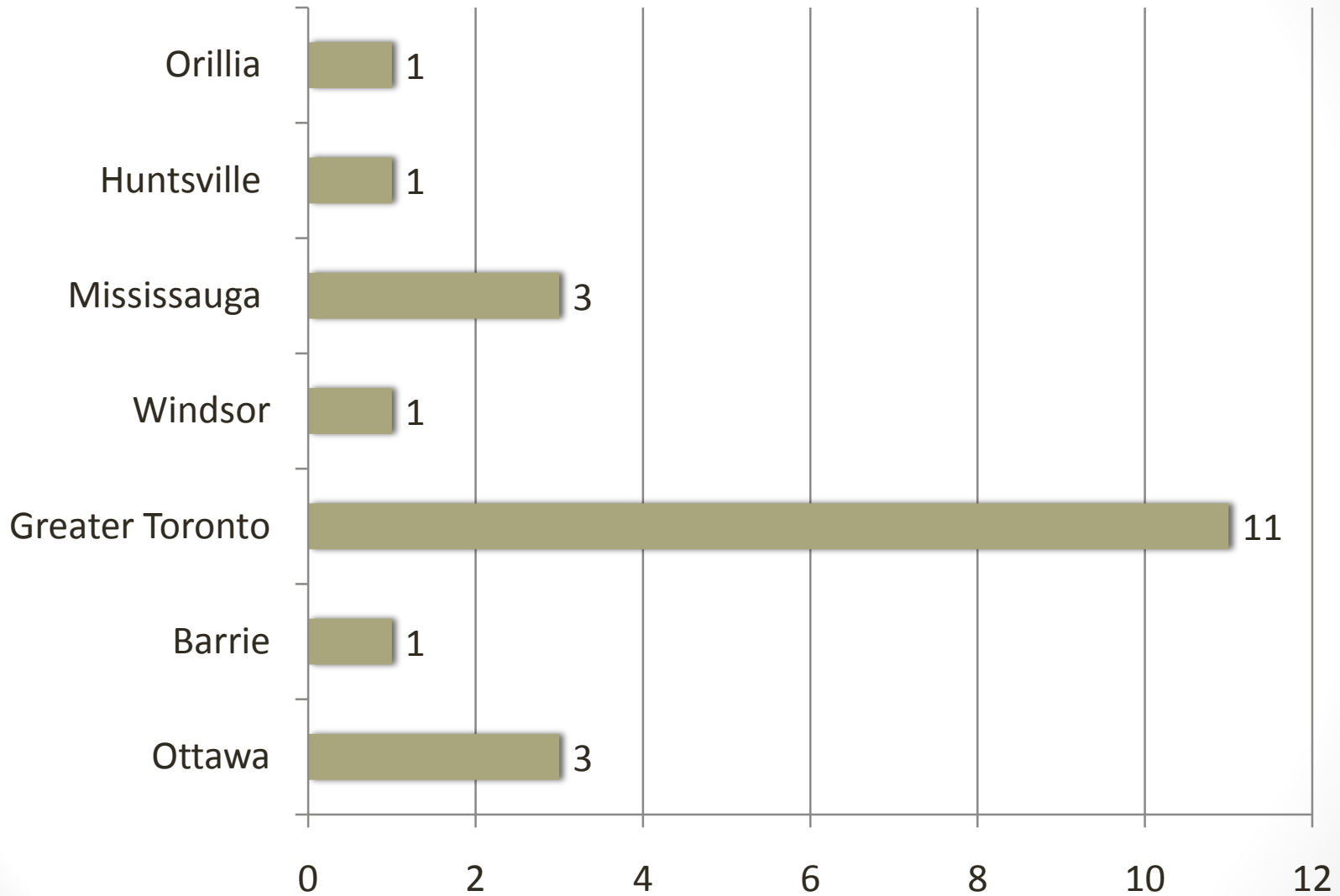


■ No Posted Criteria    ■ Posted Criteria

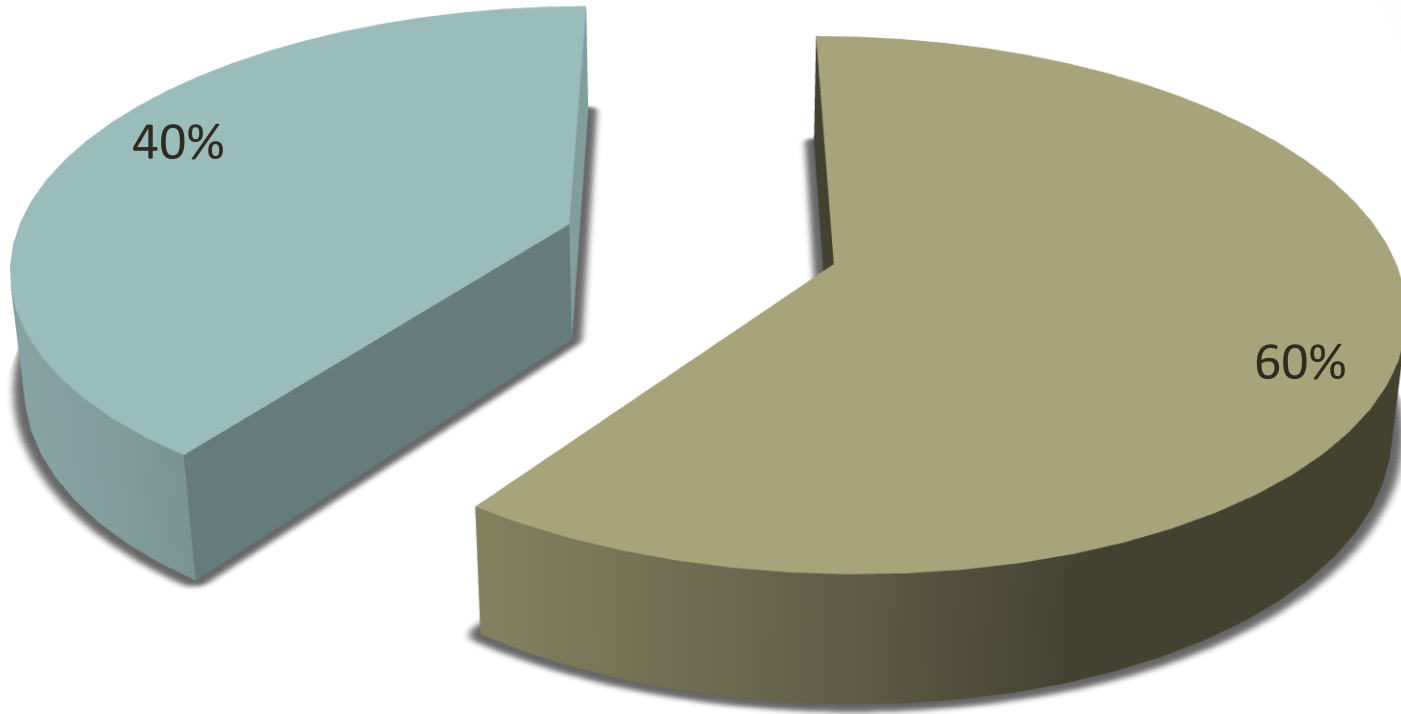
# Examples of Posted Criteria

- Alternate Power – Roof size 40,000 sq ft or greater
- Endura – 30,000 sq ft and 10 years left on roof
- Helios – 50,000 sq ft or 250 kw
- Sun Edison – 50,000 sq ft and roof less than 7 years old
- Bright Power – 50,000 sq ft to 80,000 sq ft
- Rumble – 40,000 sq ft
- Sky Power – Newer Roof

# Office Locations



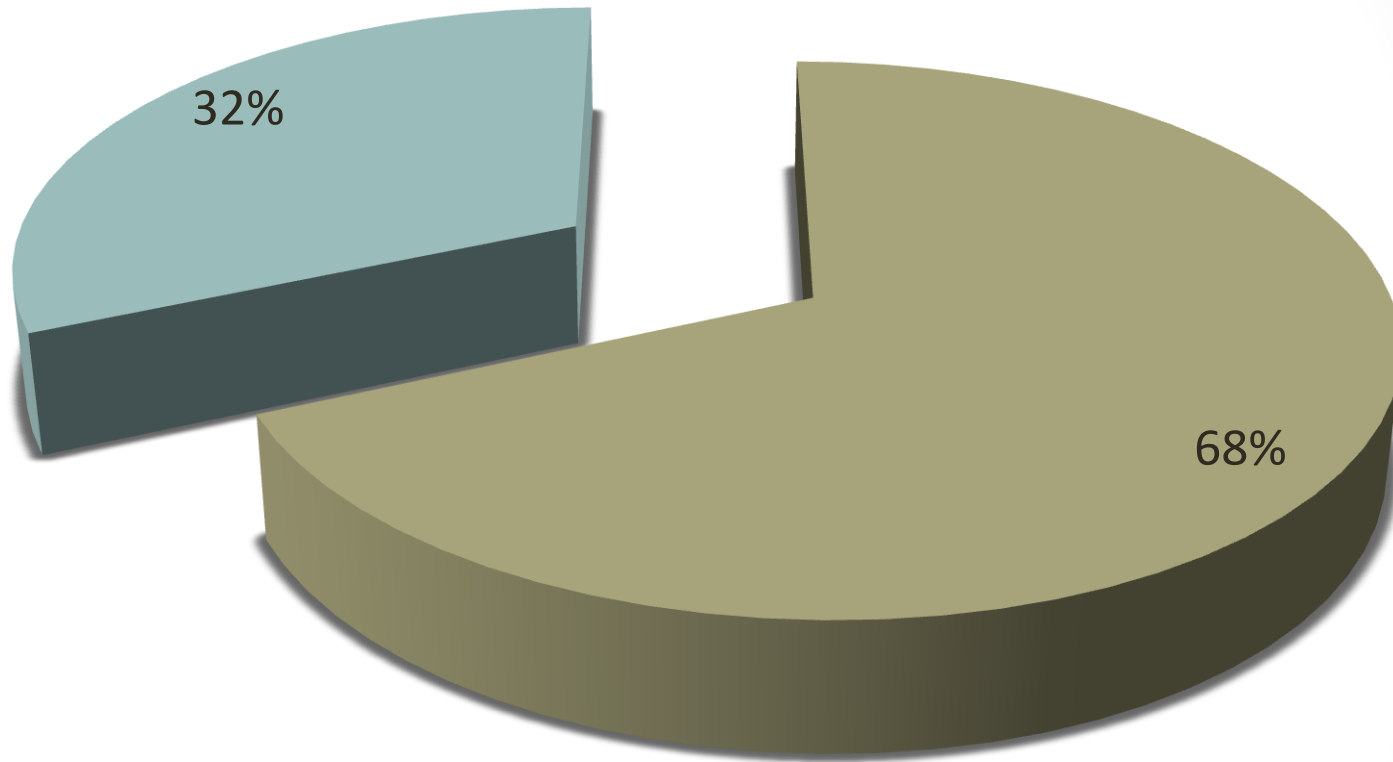
# Completed Projects Listed



■ No Projects Listed

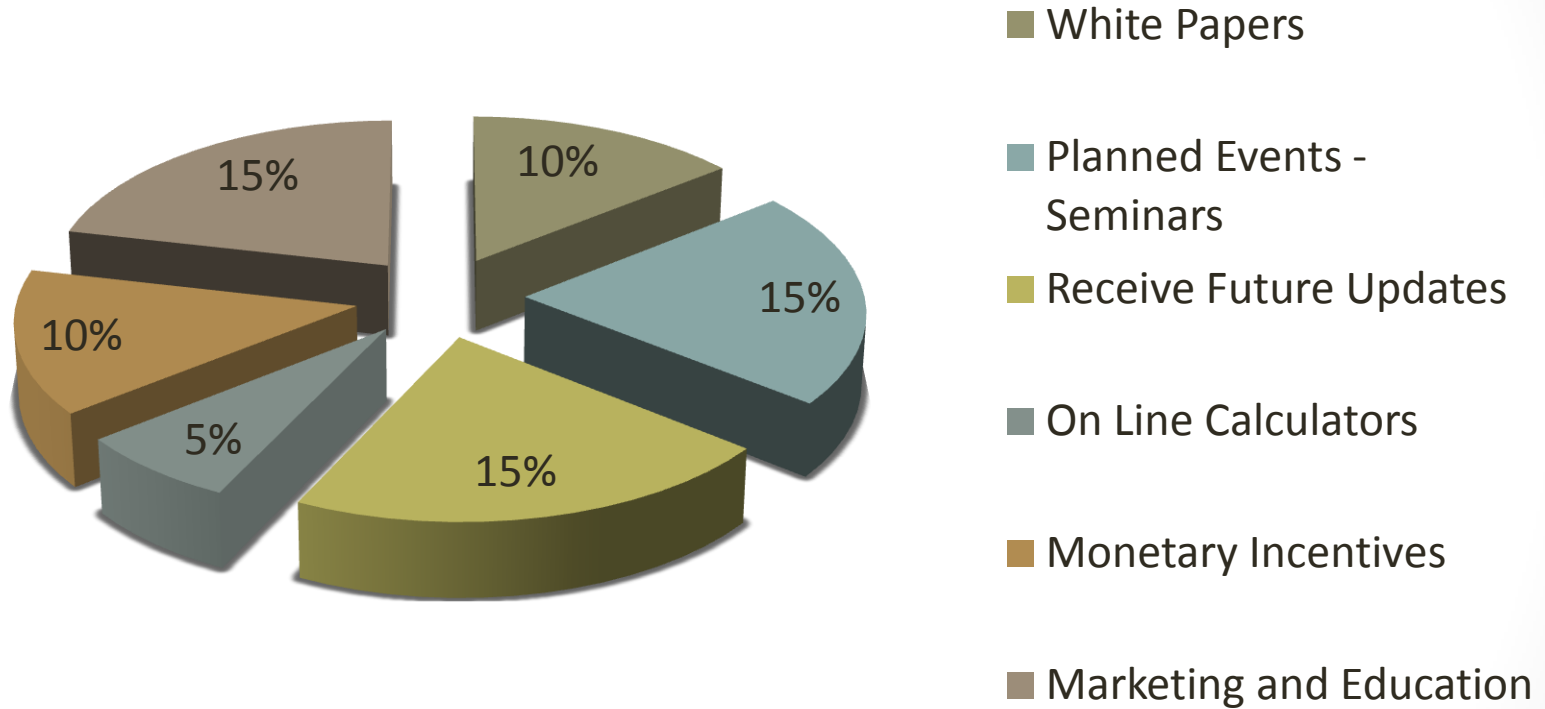
■ Completed Projects Listed

## Number of Completed Projects Listed On Web Site



■ Less than 10    ■ Greater than 10

# Value Adds on Web Sites



# Critical Factors

There are dozens of companies running around trying to sign up roof tops. Promising large rents before they even look at the roof. It is impossible to give a lease rate without going through a strict process.

# Must Do FIT Process

- Due Diligence
- Roof Type
- Mounting Systems
- Examples

# Critical Factors

1. Roof Condition
2. Roof Construction
3. Understanding the commitment
4. Understanding the company you are dealing with
5. Understanding all the benefits