Who we are

- PowerMarket provides community solar software and managed services
- Founded in 2014, based out of the Urban Future Lab in Downtown Brooklyn
- 100% Employee Owned
- DoE SBIR Award Phase II recipients

We’re using software to unlock the potential of Community Solar
Community Solar (Simplified)
3 Industry Challenges

- Project Management
- Customer Billing
- Customer Acquisition
Customer Management & Billing

Data Exchanges

- **Asset Owner**
  - Provides capital to support project
  - Monthly payment for supporting project

- **Customer**
  - Delivery of NMC; credited against bill

- **Power Market**
  -

- **Energy Project**
  - Delivery of electricity to grid

- **Utility**
  -
Customer Acquisition

Hurdles

• Physical (Residential) vs virtual (Community) product
• Arduous contract terms

How do we change the status quo?

• Digital paradigm
• Educational campaigns
• Establish trust through local organizations

Greentech Media, 2016
Questions or more information...

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