Introduction to the scheme model

31st May 2019
History of Solar schemes

Started in NL in 2012
Launched Belgium in 2014
Launched UK in 2015 and paused

Relaunched in UK in 2018 with the GLA (2 schemes) and Essex, Suffolk and Norfolk

30 schemes
50K installations contracted
175 MW
Retail value: 200+ million

Customer satisfaction above 8 (out of 10)
Proven solar acceleration in region with schemes.
Exponential effects due to contagious nature of solar panels.
Customer proposition

- A resident indicates & ultimately accepts a turn-key standardised high quality offer (<10KW) based on:
  - System size determined by:
    - Generation potential (size/orientation of roof)
    - Usage volume and pattern
  - Preferences for options:
    - Storage via power diverter
    - Storage via batteries
    - PPA for metered export (in development)
Breaking the trust barrier

- Trusted Community Leader ‘hand holding’ overcomes inactivity for many
- Educates and informs to aid decision making
- Hassle free – simple customer journey with off and online assistance
- Volume enables suppliers to offer more competitive deals which households would not otherwise be able to access

Quality control through:
- Due Diligence Installers
- Fierce criteria for products and work
- Sample checks
- Panel tests
Local Authority

Commitment:

- Communication:
  - Direct mail
  - Local advert/article
  - Press releases
  - Social media
  - Venues info sessions

- Effort: modest investment of time from council officers (est. 30 to 60 hours/council)

Returns

- Green energy generation by private investment
- Local Authority enables residents
- A referral fee
- Increased activation of the market: solar is (still) interesting for everybody

<table>
<thead>
<tr>
<th></th>
<th>house holds</th>
<th>owned</th>
<th>targetted</th>
<th>estimated result 2019</th>
<th>owned / HH</th>
<th>target/owned</th>
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</thead>
<tbody>
<tr>
<td>Greater Manchester</td>
<td>1,189,893</td>
<td>713,936</td>
<td>237,979</td>
<td>1,904</td>
<td>60%</td>
<td>33%</td>
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Timeline

- County & councils to confirm commitment: START
- Start preparation, installer qualification: from the START
- Open registration: START + 8 WEEKS
- Auction: START + 13 WEEKS
- Start Acceptance: START + 15 WEEKS
- End Campaign: START + 20 WEEKS
- Holidays within a scheme will lengthen the period

Autumn 2019: START: Mid-July 2019 with campaign start in September
Council investment and recovery of investment

The council must commit to
- direct marketing to the target audience which can often be procured at a better rate outside of preferred council channels;
- officer time;
- venues for information sessions.

The council can recover costs
- iChoosr receives a referral fee for each successful installation which it can share with the council
Next steps towards start of Solar Together scheme

1. Commitment of councils
2. Legal: Contract (example available)
3. Reach out to (local installers) (RECC/STA/REA/Media/direct)
4. Finalise communication strategy
5. Start
HOW does a scheme work?

From a resident’s perspective

- Product criteria are set
- Free registration of interest through internet (any device)
- Receive an indication of panels and market pricing
- Price is set in a reverse auction by vetted suppliers
- Resident receives supplier’s personal offer via iChoosr
- During decision period residents visit info session
- If they accept they have a contract
- They are asked for a small deposit paid into secure account.
- Residents’ details are handed to winning installer.
- Winning installer technically surveys the property
- If needed the contract is adapted.
- Resident either accepts or rejects changed offer.
- The installation is planned.
- After delivery, resident signs off.
- They receive an invoice from the installer
- On payment resident receives handover pack with warranties
HOW does a scheme work?

From an installer’s perspective

- Installer **registers its interest**
- Installer receives the **qualification documents**
- It will need to pass a **DD, and 4 steps.**
- Installer receives a **draft supplier agreement**
- Before auction it is sent a **final agreement to sign.**
- **The auction** is a one-round bid.
- If needed, a 2nd round will determine **other winners.**
- The winning bid will be **validated** after the win.
- Winning installer will **prepare for the scheme**
- The **personal offer is sent** by iChoosr
- Installer will receive **contracted clients daily**
- **Surveying will start immediately**
- Some **stage projects** on short term.
- Installations will be **policed by independent experts.**
- iChoosr will be **open for assistance** and complaints.
- **iChoosr will assist** the installers