



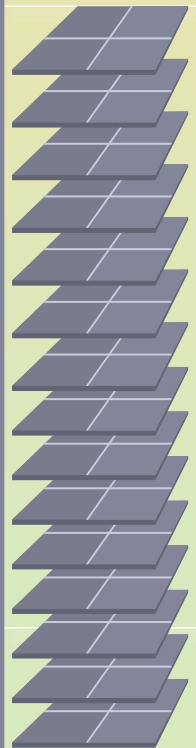
PV ROOFTOP INSTALLMENTS ARE BOOMING

Q3 2014 represented the second largest quarter ever for solar installations in the U.S., with an increase of 41 percent over Q3 2013.

41%+

40 MW

2014



10 MW

2013

HOWEVER, 50% ARE EXCLUDED

from rooftop PV for the following reasons:



HOME IS RENTED



TOO MUCH SHADE



UNSUITABLE ROOF



UNABLE TO COMMIT

AND UNAWARE THAT COMMUNITY SOLAR IS AN OPTION



SOLAR GARDEN



what is community solar?

Current community solar installations suffer from limited awareness, complexity and a lack of intimacy

OPPORTUNITY FOR UTILITIES

With their unique understanding of consumers and low cost of capital, utilities can now market and sell community solar to all customers.

- Retain customer relationships
- Create grid-friendly solar gardens
- Offer customers more choice

Accelerate the development of community solar projects through enhanced marketing and personalized engagement with



www.tendrilinc.com/solving-your-needs/community-solar

1



ACQUIRE CUSTOMERS

Lower the high cost of customer acquisition

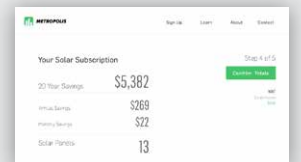


2



QUALIFY LEADS

Streamline the sales process and ensure a steady stream of leads



3



ONGOING ENGAGEMENT

Enable customers to manage panels as if they were on their rooftops

