



## **PRESENTATION**

**Crowdfunding fuels our growth**

**PV SEC Amsterdam RAI**

**CrowdFundRES Workshop**

# **Solar energy made easy**

**25 September 2017**

**\*\* draft - private & confidential \*\***

# Crowdfunding fuels our growth

## Agenda

- Solease investor/crowdfunding pitch Ecosummit 4 July 2017
- Financing strategy
- Case 1: EUR Im project crowdfunding March 2017
- Case 2: EUR Im company crowdfunding July 2017
- Q&A

**Please make a note now**

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# Lamborghini vs. Tesla?



Put them in a room, engine running,  
and choose

# Why bother?



Astronaut Andre Kuipers  
told me

The atmosphere  
is our room



# Solease? Solar energy made easy



The sustainable utility  
of the future

# Solar lease customers?

No investment

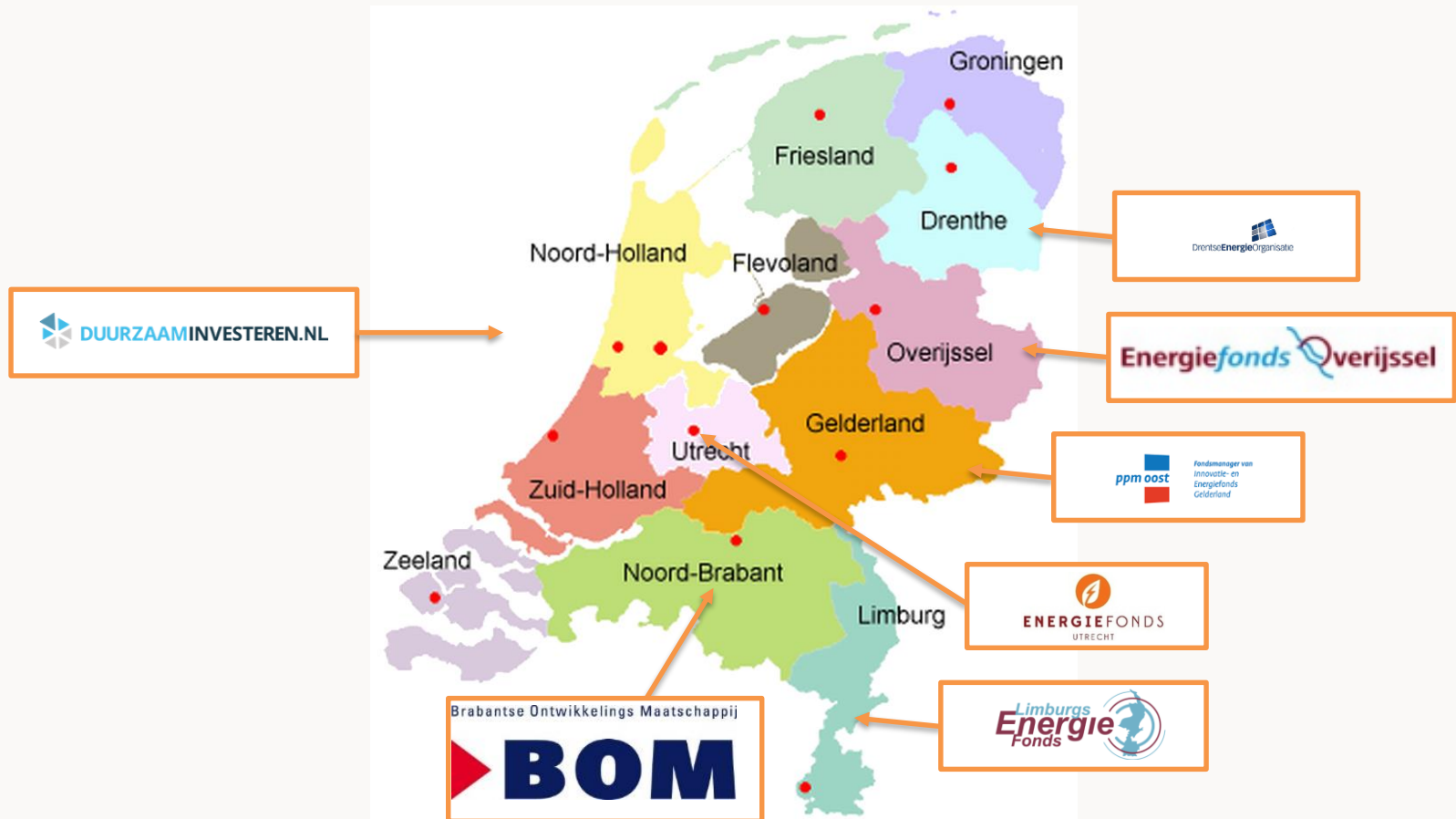
Hassle free

Low Risk



Net promoter  
score of  
8.7 (of 10)

# Solease partners?



Over €8.5m in project finance committed

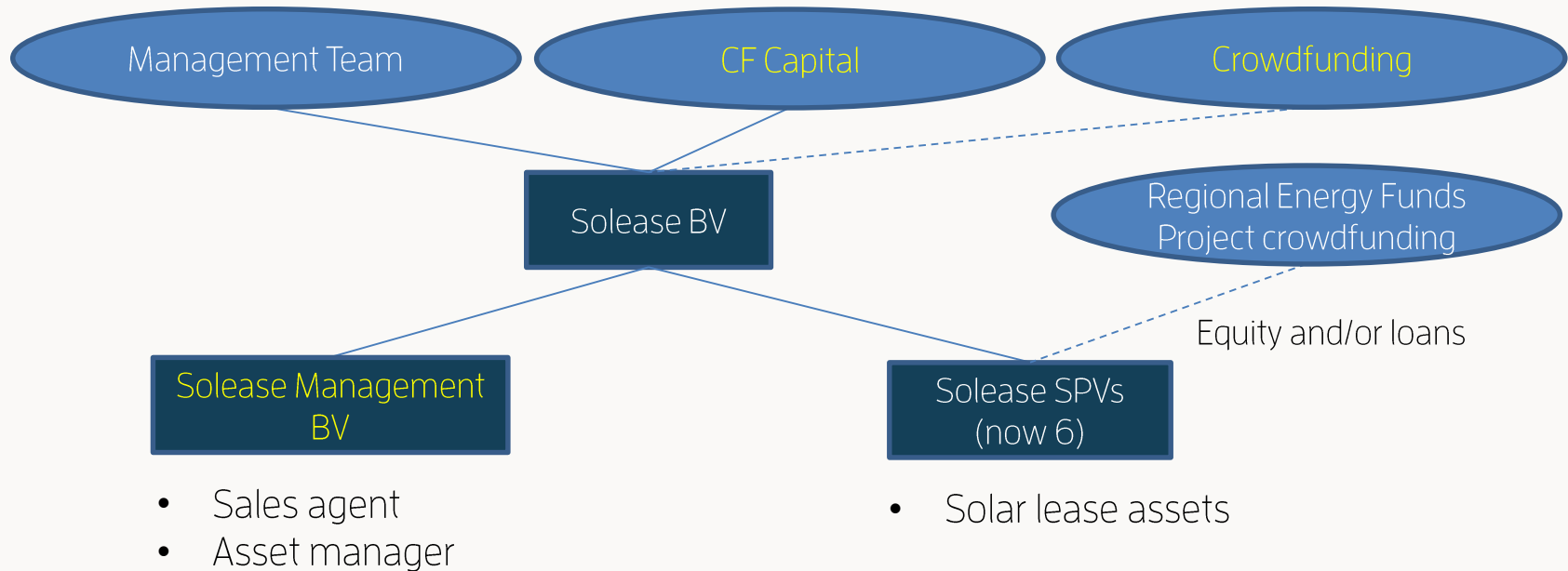
**Easy? It only takes 5 min to invest & share**

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# Optimized risk/return profile in management and project companies



- Solease **Management** BV is a sales agent & asset manager with a high risk/return profile (VC risk)
- Solease **Project** BV is a closed-end Special Purpose Vehicle (SPV) with a low risk/return profile (infrastructure risk)
- SPV structure is a blueprint that may be multiplied in parallel and over time

# Case I: EUR 1m project crowdfunding

## March 2017

- Company: Solease Project 2 BV (SPV)
- Amount: EUR 1m (split in 1.000 bonds of EUR 1.000)
- Use: 200 residential solar lease systems in the Netherlands
- Type: project (debt) finance
- Instrument: bond with 5% interest and 2yr bullet repayment
- Securities: pledge on assets and lease income
- Information: 42p Investment Memorandum & website page



# Case I: EUR Im project crowdfunding

## March 2017

- Preparation: 2 months (IM)
- Due diligence: medium
- Window: 1 month
- Media: news article & social media
- Timing: fully raised in 7 hours (!)
- Result: 180 investors with average investment of EUR 5,500
- Conclusion:
  - Strong crowdfunders' appetite for secured bond/loan products
  - Crowd focuses on financial return combined with sustainable return
  - Not much marketing effort needed from Solease

# Case 2: EUR Im company crowdfunding

## July 2017

- Company: Solease BV (Holding)
- Amount: EUR Im (minimal EUR 250)
- Use: growth
- Type: company hybrid (debt/equity) finance
- Instrument: convertible loan with 6% interest and 3yr conversion period
- Securities: pledge on founders' shares
- Information: 16p Investment Memorandum & website pages

# Case 2: EUR Im company crowdfunding

## July 2017

- Preparation: 2 months (IM)
- Due diligence: heavy with IC approval
- Window: 1 month
- Media: news articles, social media/day
- Timing: fully raised in 1 month
- Result: 291 investors with average investment of EUR 3,400 (median EUR 1,000)
- Conclusion:
  - Medium crowdfunders' appetite for convertible loan products
  - Crowd focuses on company story and each other
  - More marketing effort from platform and Solease was very successful



## Q&A

Together we make the  
world more sustainable

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