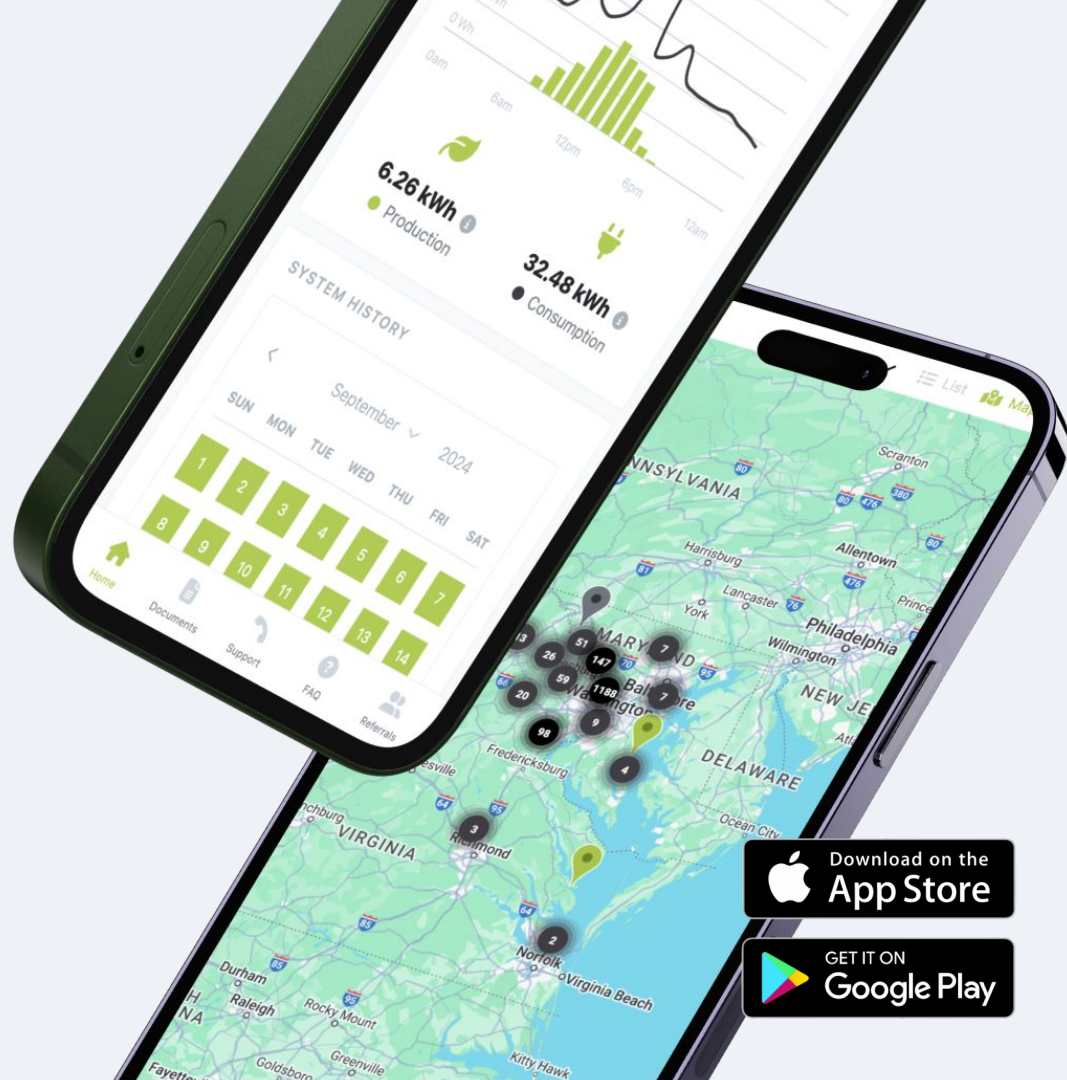




Sunvoy App

App Adoption and Results



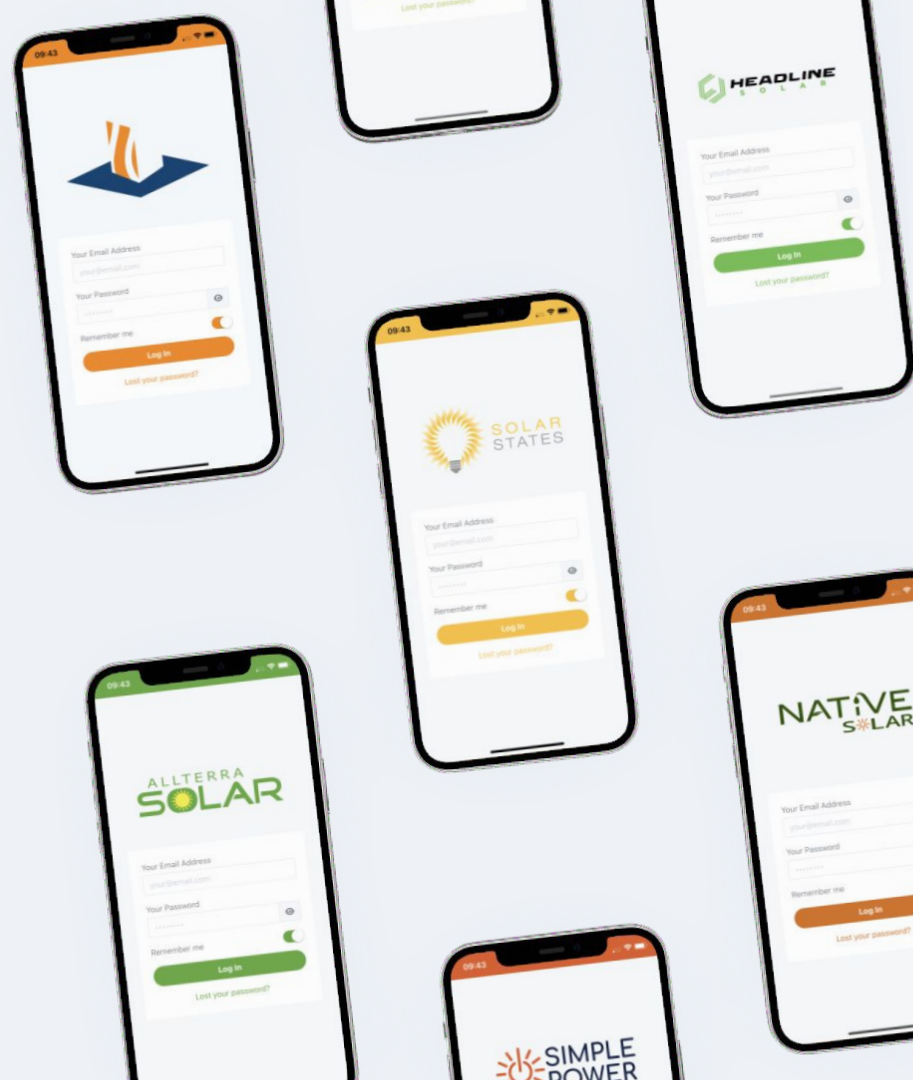
What is Sunvoy?

Sunvoy is a beautiful white-label app designed to grow your solar business.

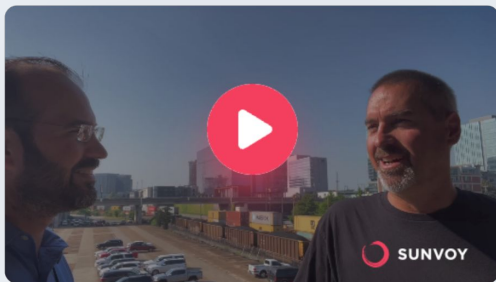
It equips solar companies with the tools to elevate customer experience, streamline operations, and boost their revenue.

Here's How Sunvoy Makes It Happen:

- ✔ **Generate** more referrals & reviews
- ✔ **Increase revenue** by adding high margin services
- ✔ **Automate** tedious & repeated day to day tasks
- ✔ **Promote** your own brand instead of hardware manufacturers



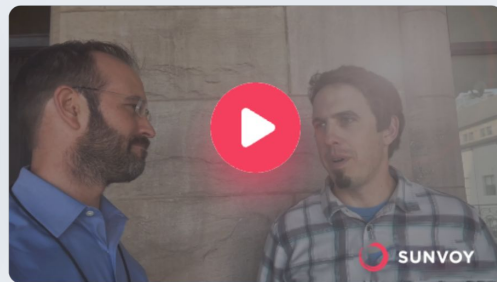
Sunvoy is generating results for **top solar installers worldwide:**



"triple the amount of referrals"



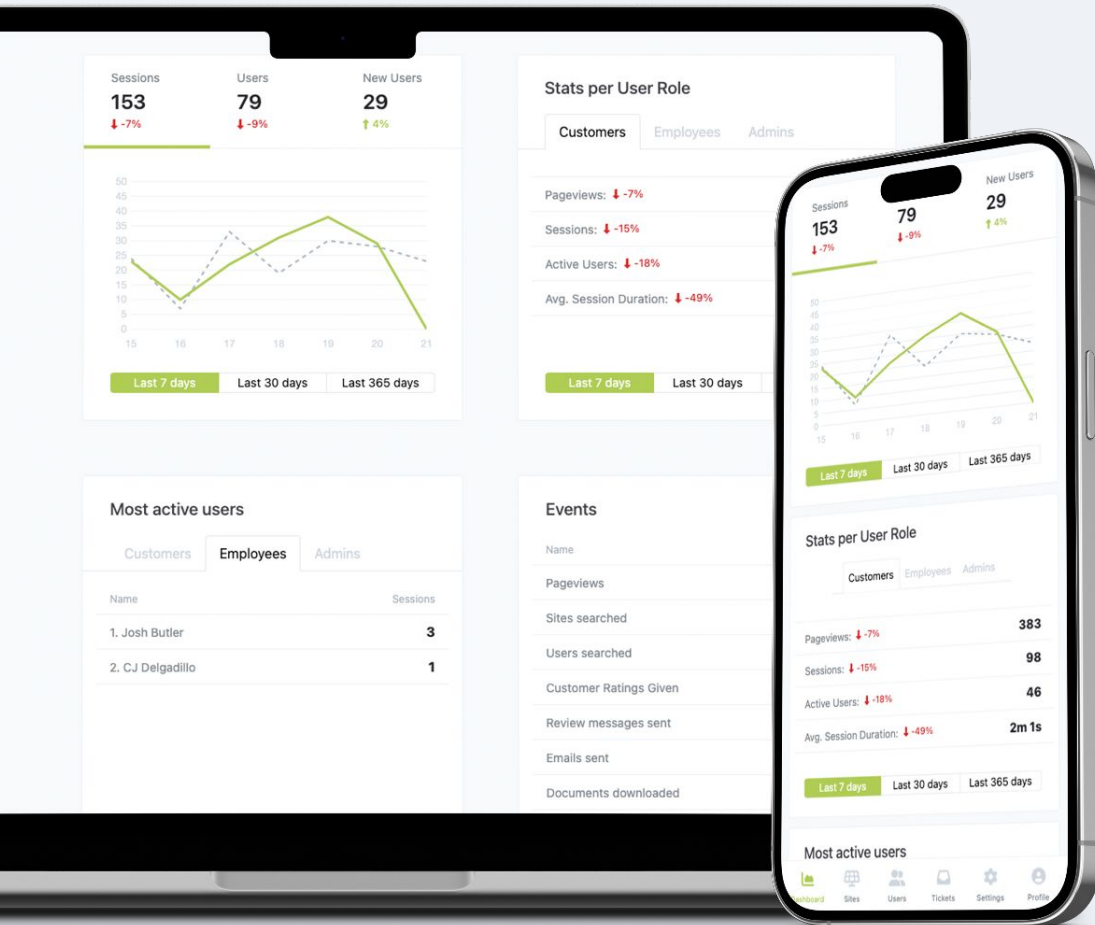
"have us top of mind"



"working smarter not harder"



App Usage Statistics



Usage Metrics

Definitions and calculations

Solar Installers using Sunvoy measure their customer behavior via the industry standard Google Analytics 4.



Customers get access to the app immediately after signing their contract, providing them full visibility and control in their installation process from the very beginning.

We will deep dive in the metrics to get a better understanding on how Homeowners are engaging and using the App.

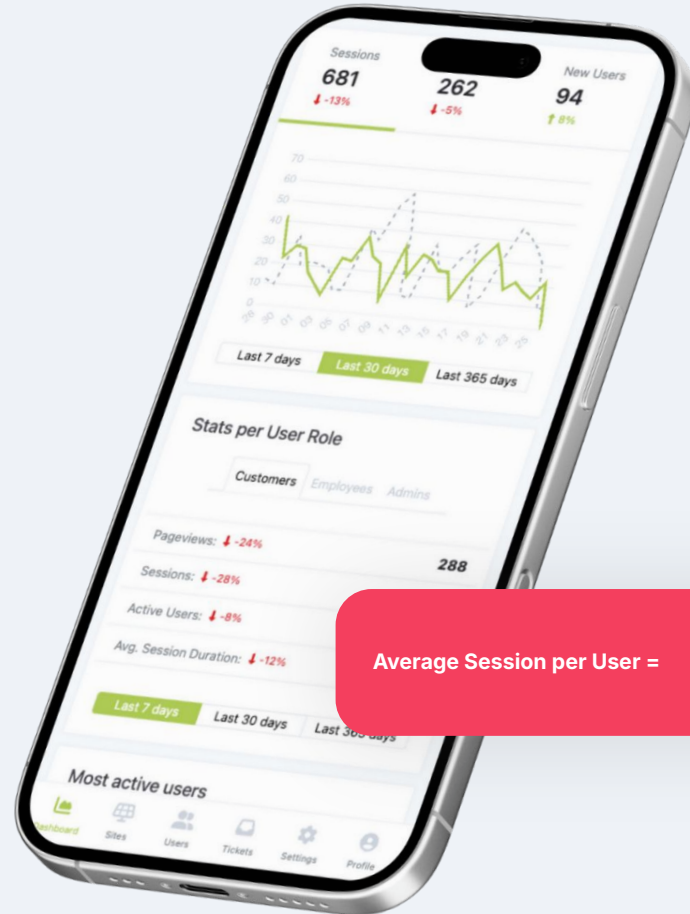
Login Metric

Using Average Sessions as Indicator

The **Sessions per User** metric tells us how often Homeowners are actively engaging with an installers app, regardless of whether they are asked to login each time.

It gives a clear picture of overall user activity and how frequently they return to the app, which is a great indicator of engagement. We calculate the avg. Session per user via standard metrics:

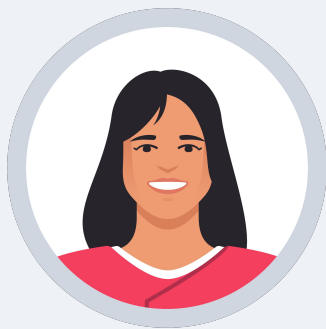
- ✓ **Active Users:** Represents unique users who engaged with a solar installers app
- ✓ **Sessions:** Represents the number of times users interacted with a solar installers app



$$\text{Average Session per User} = \frac{\text{Total Sessions}}{\text{Total Active Users}}$$

Understanding Sunvoy App Users

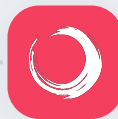
We classify our users as either **Power Users** or **Regular Users** to better understand how they engage with the app and use its features. This approach allows us to customize experiences and focus on developing features that match their needs, improving satisfaction and retention.



Power Users

Engage frequently and make extensive use of app functionalities, which helps us identify key trends and drive feature adoption.

Sunvoy App



Regular Users

Typically use the app less often and interact with core features, giving us a baseline understanding of overall usage.

Avg. Sessions per User

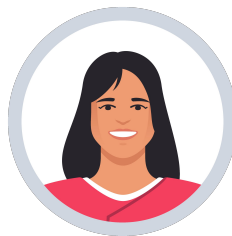
Measured via Google Analytics 4

Report time frame: last 30 days
Calculation does not account for unique users across months

Overall

Avg. Session per User = **3**

By User Type



Power Users

10 Avg. Sessions per Month

Power users are those who actively engage with the app. This level of usage indicates they rely heavily on the app's features for monitoring.

(Accounts for 15% of total User Base)



Regular Users

2 Avg. Sessions per Month

Regular users are those who engage with the app occasionally. This type of usage suggests they rely on the app for specific, less frequent needs.

(Accounts for 85% of total User Base)

Active Users

Measured via Google Analytics 4

Via the Engagement and Traffic Acquisition reports in GA4, we pull the key metrics to calculate the avg. session per user.

We use:

- ✓ **Active Users:** Represents unique users who engaged with a solar installers app
- ✓ **Sessions:** Represents the number of times users interacted with a solar installers app

Active Users = **100**

Sessions = **250**

The average Sunvoy Installer has around **100 average users** and **250 sessions per month** across an avg. fleet size of 1.5k systems.

Users frequently return to the app to check their energy production and consumption — whether it's after receiving a utility bill, during extreme weather, when activating a new appliance, or to share insights with household or business members.



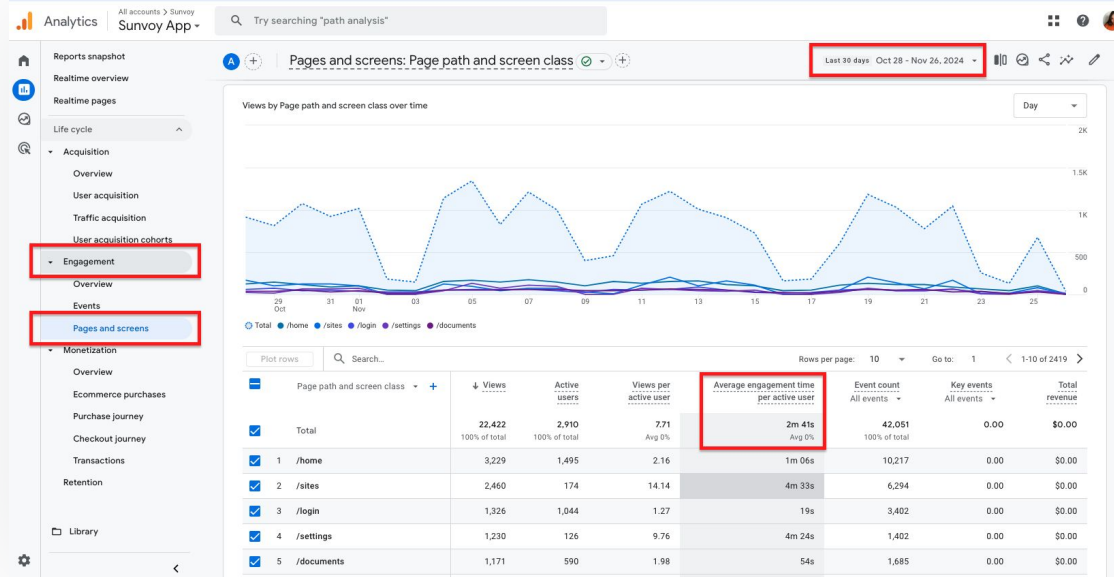
Average Engagement Time per Active User

The **Average Engagement Time** per Active User shows how much time, on average, each Homeowner spends actively engaging with an installers app during their visit.

It's a key indicator of how interested and involved users are when using the app.

This metric helps us understand the quality of user interactions, beyond just how long the app is open.

Report time frame: last 30 days



In a typical month, we can see the following:

- The **total average engagement time per active user** is **2 minutes and 41 seconds** across all pages. This means, on average, users are actively engaging with the app for just over 2 minutes during their visits.
- The sites page shows the highest engagement, with users spending an **average of 4 minutes and 33 seconds**. This is to be expected, as the system performance, energy production data, and map view are prominently featured here, showcasing how the app empowers solar installers to consistently monitor and manage their customers' energy data with ease.



Referral System Results

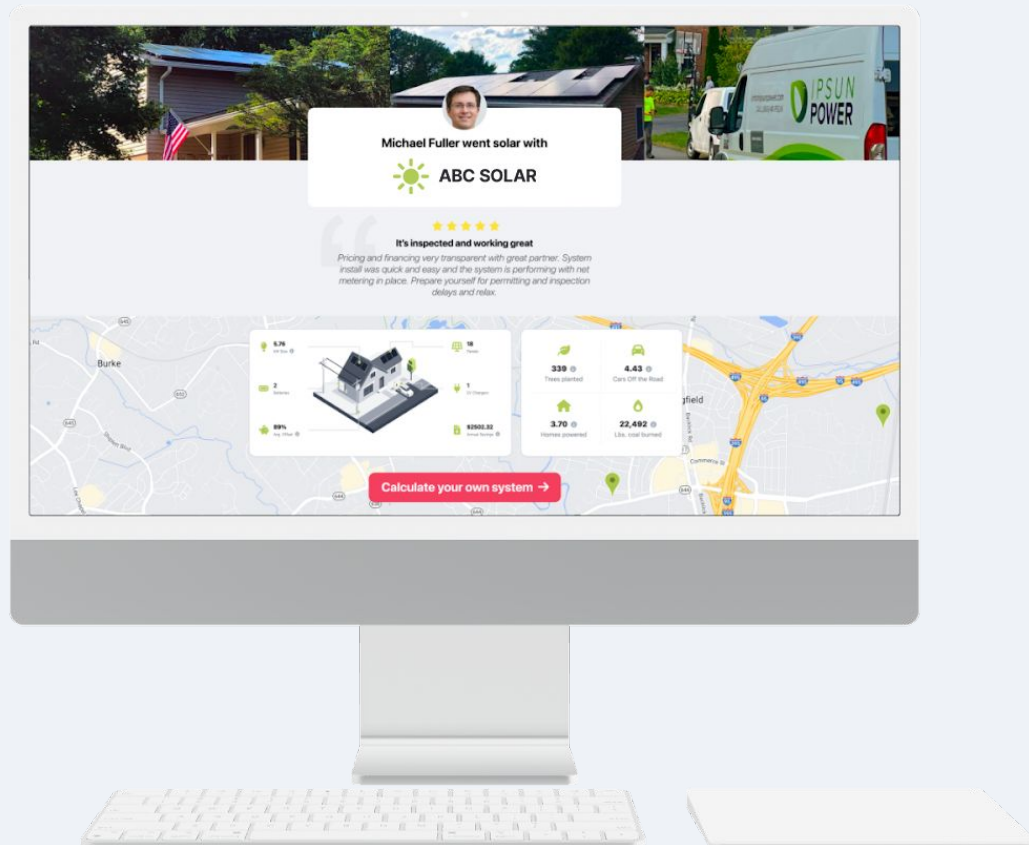
Sunvoy's Referral System

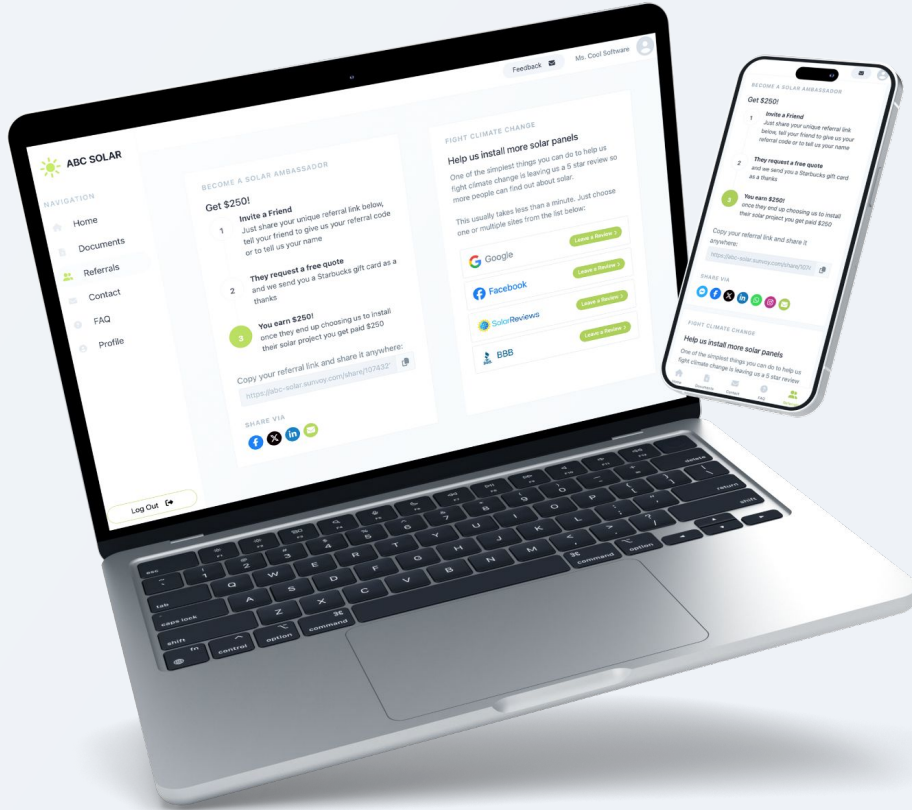
Overview of the solution

Sunvoy's referral system simplifies and personalizes the referral process, turning it into a highly effective tool.

Instead of a standard link, customers share a unique landing page featuring:

- ✓ Their photo
- ✓ Your company's review ratings
- ✓ System installed in the same area
- ✓ Aggregated social proof
- ✓ A beautiful & conversion optimized lead signup flow





A leading solar company successfully leveraged Sunvoy's referral system to enhance customer engagement and achieve remarkable results.

Here's how they did it:

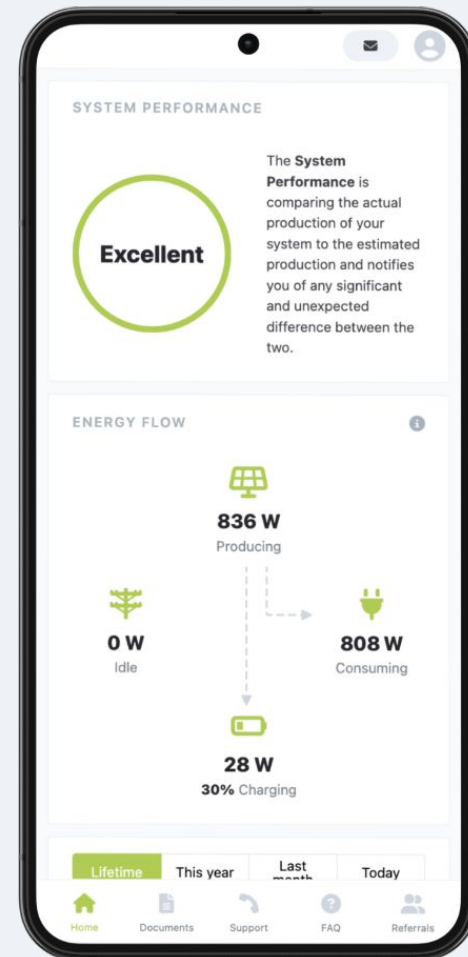
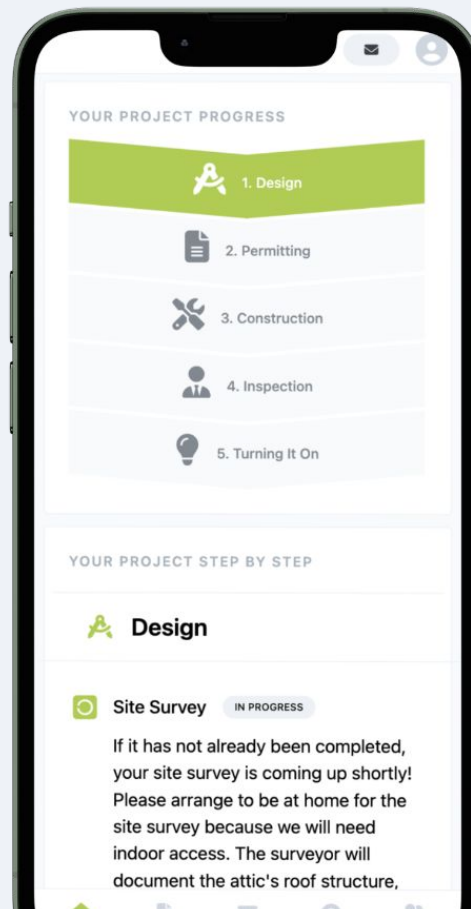
- ✓ **Branded App Access**
- ✓ **Referral Hub**

We will take a closer look at the process to gain deeper insights into how Sunvoy clients are utilizing and benefiting from the referral system.

Branded App Access

As soon as a customer signs a contract, they're given access to the company's white label branded app:

1. **Customers can track their project's progress**, ensuring they remain informed and engaged before installation.
2. Once the system goes live, they can **monitor energy production, consumption and even battery status directly in the app**, keeping the installer instead of the manufacturer top of mind.

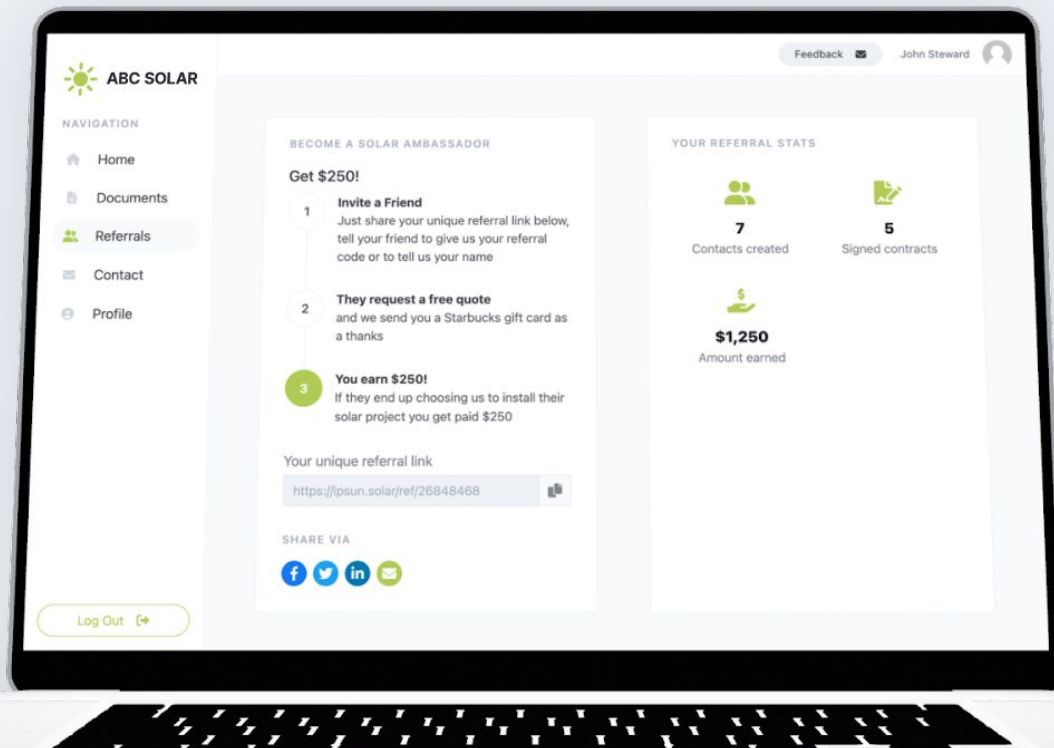


Referral Hub

The app includes a dedicated referral hub where customers can:

1. Easily access & share their **unique referral link**.
2. **Track referral statistics** to see how many people they've referred.

By combining consistent visibility, intuitive tools, and personalization, this company **empowered its customers to become promoters of their brand**.



And the impact?

The results speak for themselves. One of Sunvoy's clients fully embraced the referral system and achieved exceptional outcomes:

82 Referrals

in just 12 months

\$2.5 Million

in additional revenue

These metrics highlight the **power of a referral system that aligns the customer experience with business growth.** By keeping their brand top of mind and making referrals simple and rewarding, this company unlocked a significant **new source of revenue.**

Trusted by Industry Leaders

Don't just take our word for it — some of the **largest solar installers across the country and around the globe** are raving about Sunvoy!

"...g the bar while also working to provide
s for our growing industry."

★★★★★

"Sunvoy is fine tuned to how an install company thinks. It simplifies the process and offers a proper view of solar for the company void of third party marketing."



Tony Lostracco
CEO, Public Service Solar

★★★★★

"Great support and knowledge to help solar installers! Northwind Solar in Wisconsin - really likes the branded app for customers to monitor performance; helps us keep the strong relationship, positive word of mouth, and referrals."



Barb Sauer
No Operations, Northwind Solar

"...and his team at Ipsun [...] the
dence he provided, **we achieved right**
d have taken us weeks to achieve."

★★★★★

"Great work guys! Very clean looking and functional app that checks a lot of important boxes for us and our customers."



Lloyd Lee
CEO, NATIVE Solar

★★★★★

"This is really fabulous, Joe, Herve, Jascha. We've been **talking about exactly this set of functionality for about 5 or 6 years, and while we've been talking about it, you just went out and built it. So cool!**"



Fortunat Mueller
CEO, Revision Energy



43
Referrals



405
Active Customers



\$967,500
Referral Revenue



11%
Referral Rate



36
Referrals



1,185
Active Customers



\$810,000
Referral Revenue



3%
Referral Rate

SHINESOLAR



Be part of a transformative movement in the solar industry!

We're already **driving thousands of referrals, engaging tens of thousands of homeowners, and monitoring hundreds of thousands of systems** for solar installers like you.



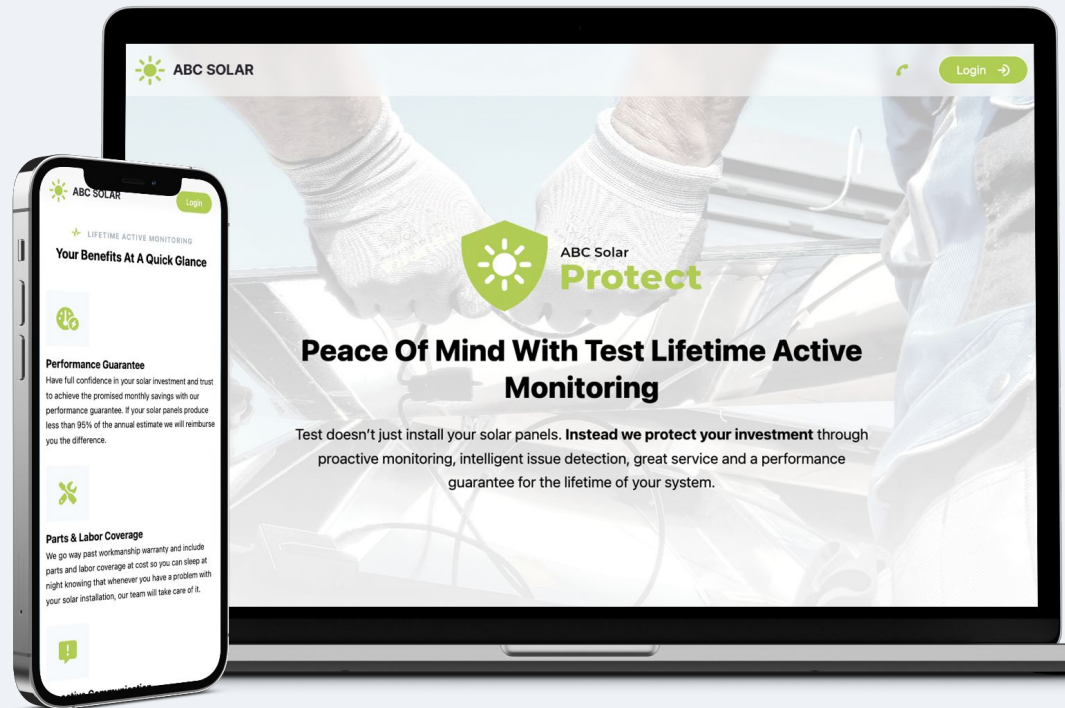
Selling Lifetime Active Monitoring

Selling Lifetime Active Monitoring Using Sunvoy

Overview of the solution

Sunvoy enables solar installers to offer lifetime active monitoring as both a value-added service and a revenue generator.

By consolidating hardware (inverters, batteries, etc.) and software (CRMs, solar design tools) into a single branded portal, Sunvoy provides real-time monitoring at both the fleet and system level.



Reselling Sunvoy As A Service

Sunvoy already “soft” pays for itself by generating more referral business for your company and reducing cost of acquisition.

But it can even “hard” pay for itself literally, if you decide to sell access to your own app at cost or at a markup like other Sunvoy customers have done successfully in the past.

On avg., we have seen a **>90% attachment rate** (the percentage of solar customers which purchased access to the installers app at a markup) **after adding a line item** to every sales proposal that says **“Lifetime Access”** for prices running between \$129 and \$300 or even **“Lifetime Active Monitoring”** for up to \$1,495.

 **ABC SOLAR**

521 N Main St. Mt Holly, NC 28120, USA

System Components			
	Price	Discounts & rebates	Total price
Base Price for Solar Based on a 7.65 kW Installation	\$21,649.50		
Battery - 1 Powerwall 3 Based on a 13.5 kWh installation	\$16,540.00		
Squirrel Guard (Strongly Recommended) 1 x \$535.50	\$535.50		
Lifetime Access to the Ipsun Solar App Project Tracking & Energy Monitoring	\$129.00		
Pricing Valid for 15 Days			
Gross Cost	\$38,854.00		\$38,854.00
Federal Tax Credit Residential Renewable Energy Tax Credit - 30%		-\$11,617.50	
Cost after rebates & incentives*	\$38,854.00	-\$11,617.50	\$27,236.50

Note:
* Not everyone is eligible for credits, incentives, or rebates or can fully use them. Please consult your tax professional or legal professional for further information.
* Incentives are subject to change. The actual amount can be higher or lower than what is quoted, and may not stay at a fixed rate over time. It can also change based on the tax bracket you are in.

Any kind of markup over the retail price of Sunvoy (\$95) only adds an almost neglectable increase to the cost of an avg. sized 10kW system for the homeowner.

And the outcome?

- ✓ **Generating hundreds of thousands in additional revenue to strengthen service departments.**
- ✓ **Companies are building robust O&M solutions.**
- ✓ **Happier customers lead to more referrals and long-term brand loyalty.**

Results:



97%
attachment rate



\$129
retail price



\$45,021
additional revenue



12 months
period