



## **Fact Sheet**

### **Geostellar // The Sustainable Energy Network**

**What We Do:** The Sustainable Energy Network provides advanced home energy simulations wrapped in a social network. Every neighborhood solar market has early adopters and solar evangelists who encourage others to go solar. Geostellar helps them do this by providing an instant, free and independent analysis of each home, which can be shared on the network.

When homeowners express interest in going solar, Geostellar collects bids from a wide variety of installers and distributors. We give the homeowner a detailed comparison of the proposals.

Before Geostellar, homeowners had difficulty comparing proposals. One might appear to offer greater savings, but it could be based on different assumptions than another. A proposal that presented better savings might assume that utility rates would rise an average of 7% over the 25-year life of the panel, and another that on the surface showed worse savings would assume only a 4% rate increase. One might assume higher SREC (Solar Renewable Energy Credit) prices than another. Geostellar makes it possible for homeowners to compare proposals apples to apples.

Geostellar is completely free to the homeowner. We are paid a commission by the solar installer after a deal closes. This commission is lower than the installer would have spent on marketing and sales, so both sides save money.

**Availability:** Continental U.S. + Hawaii

**Company:** Incorporated on February 22, 2010. Founded by CEO David Levine, CTO Brighton Dawe, and VP of Systems and Security Butch Deal. 31 employees. Headquartered in Martinsburg, WV with offices in Menlo Park, CA and Silver Spring, MD.

**Investors:** In May, 2012, Geostellar closed a \$14 million Series B round that included public companies NRG Energy, the largest independent power producer in the U.S., and satellite imaging company Digital Globe through its recent acquisition of GeoEye as strategic investors. A \$2 million Series A round led by Flash Forward Ventures closed in April 2011.

[www.geostellar.com](http://www.geostellar.com)

Facebook: <https://www.facebook.com/geostellar>

Twitter: @Geostellar

**Big Data Geomatics:** Geostellar's core technology crunches huge amounts of data. Our predictive algorithms find the energy production potential of individual properties by looking at precise amounts of sunlight reaching each roof facet. This includes weather patterns; the size, orientation and slope of a roof; and shadows from trees, structures and terrain. Then, financial performance is computed by applying utility rates, energy usage profiles and federal, state and local renewable energy incentives. Finally, carbon reduction is computed through an analysis of the mix of coal, natural gas and nuclear conventional energy generation plants on the local grid.

**Geostellar Meters:** The Sustainable Energy Network delivers information about each potential rooftop solar installation in the form of four metrics: Money, Power, Glory and Love. The Money meter presents the amount that would be saved on electric utility bills if solar were installed. Power is the potential kWh of energy produced. Glory is the amount of carbon emissions averted in cubic tons, thereby helping to save the planet. And Love is the number of friends who have checked out your project online and supported you in your push for sustainability.

**A New Pillar of the Internet:** Just as Google is the go-to Search engine, Amazon is the place where people shop and Facebook is where we socialize, Geostellar is staking a claim on the new energy economy. With Superstorm Sandy, climate silence was effectively ended. Homeowners want to fight climate change and higher utility bills at the same time. In many parts of the country, solar is already less expensive than conventional energy. By reducing the cost of acquiring customers, Geostellar brings down the total cost of solar and opens up new markets.

**Solar Industry:** Solar *is* booming. U.S. installs in 2012 far surpassed any previous year in all sectors, including residential, commercial and utility, with over 6,400 MW of total capacity now installed – enough to power over 1 million homes. Meanwhile, the average price of a solar power system has declined 58% since 2011. The industry also creates lots of good-paying green jobs, with 119,000 solar workers across the country, up 13.2% since 2011. Few other industries are hiring at such a robust rate.

**Partners:** Geostellar offers homeowners a wide variety of options on equipment, installers and financing. Our partners include NRG Energy, Soligent, Conergy, Real Goods Solar, Astrum Solar, Kenegy Solar, Namasté Solar, Verengo Solar, Milestone Solar, Standard Solar and Sun to Sun.

**David Levine, CEO:** Mr. Levine worked in a variety of business and technical leadership roles at such geospatial pioneers as Lanworth, Sewall, and ImageTree. Previous entrepreneurial endeavors include Gamebryo, a video game technology platform (formerly Butterfly.net); Ultraprise, a B2B exchange for financial products; and HuskyLabs, the first Web design and Internet integration company. Mr. Levine presented a paper at the First International Conference on the World Wide Web at CERN Particle Physics Lab and wrote one of the first books on the Java programming

language, *Live Java: Database to Cyberspace*. He holds a degree from Yale University and was awarded the Rackham Memorial Fellowship in Poetry at the University of Michigan. He performed as a singer/songwriter and frontman for Senator Flux, a DC post-punk band seen on MTV, from 1985 to 1991.

**Taglines:** The Power of Place; See Energy in a Whole New Light

**Awards:** CERAWEEK 2013 Energy Innovation Pioneer; Global Cleantech 100; Global Cleantech Cluster Association's Best of Solar; AlwaysOn GoingGreen Global 200.

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