START-UP DATA COMPANY:

TEAM MEMBERS:
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Key words— Geographic Information System (GIS) & Solar Energy

Software Data → Service → Photovoltaic Installer
Home Owners

Improve Efficiency
Decrease Cost

Software package of applications
Radiation Spatial Data

Scout
Power
Bid
Light

‘Differentiation’

- Partnership with data resource
- High resolution, real time data, 3D Visualization
- Integration of each segment

Where is the suitable location for solar system?
How much energy can be generated?
SOLAR INDUSTRY VALUE CHAIN

Geostellar provides Data as a Service

Material -> Process Stream -> Manufacturing -> Distribution -> Installation

Colocation / Data Centers -> Mapping & Model -> Analysis & Data -> Software & Integration -> Business and Public Services

Providers: High Resolution Imaging and Solar Data Collectors

Customers: Solar Installation Companies

Installation Segment can be divided into 2 different areas:
Hardware – PV panels, Wiring, Mounting Frame, etc.
Software – Data management, Troubleshooting Systems, etc.
VALUE CAPTURE DIAGRAM

Network:
- Founder - expert in computer & software development
- CTO - involved in software start-up companies
- CFO Advisor - Software Tech Comp. & TC named CFO of the year '02
- VP system & security – Veteran in software and security
- VP Sales – is from the solar industry
- Partnered with GeoEye

Passion:
- Serve the residential and utility sectors

Skills:
- Headquarters in Virginia
- Engineering & Production in West Virginia (Research Center)

Assets:
- Provide environmental friendly info
- Prepare system Design
- Recommend Installer
- Finance options to meet you needs
**INVESTABILITY DIAGRAM**

**Estimates:**
- 426 MW installed in 2011 on the states with Geostellar presence
- Solar Adoption Rate – 22%
- Installation Cost is $5.80/watt & declining at a rate of 5%/year

**Assumptions:**
- 10% of installations in 2011 used Geostellar’s software
- Geostellar’s job accounts for 20% of the Total installation job
- Series C of investment of $15million

**Results:**
- Revenue: $90million after 5 years
- EV Proxy 1 (TGS): $500million
- EV Proxy 2 (Fugro): $600million

**Investment Rounds:**
- Series A: $2million
- Series B: $14million
RECOMMENDATION- INVEST!

Installers
Economic Cost reduction
Temporal Cost reduction

Geostellar
Developing own software platform;
Partnership with data resource company

Geostellar
Software/data as product
Software/data as service

Business with Geostellar

Economic Cost reduction

Revenue

One time charge (license)
Recurring charge