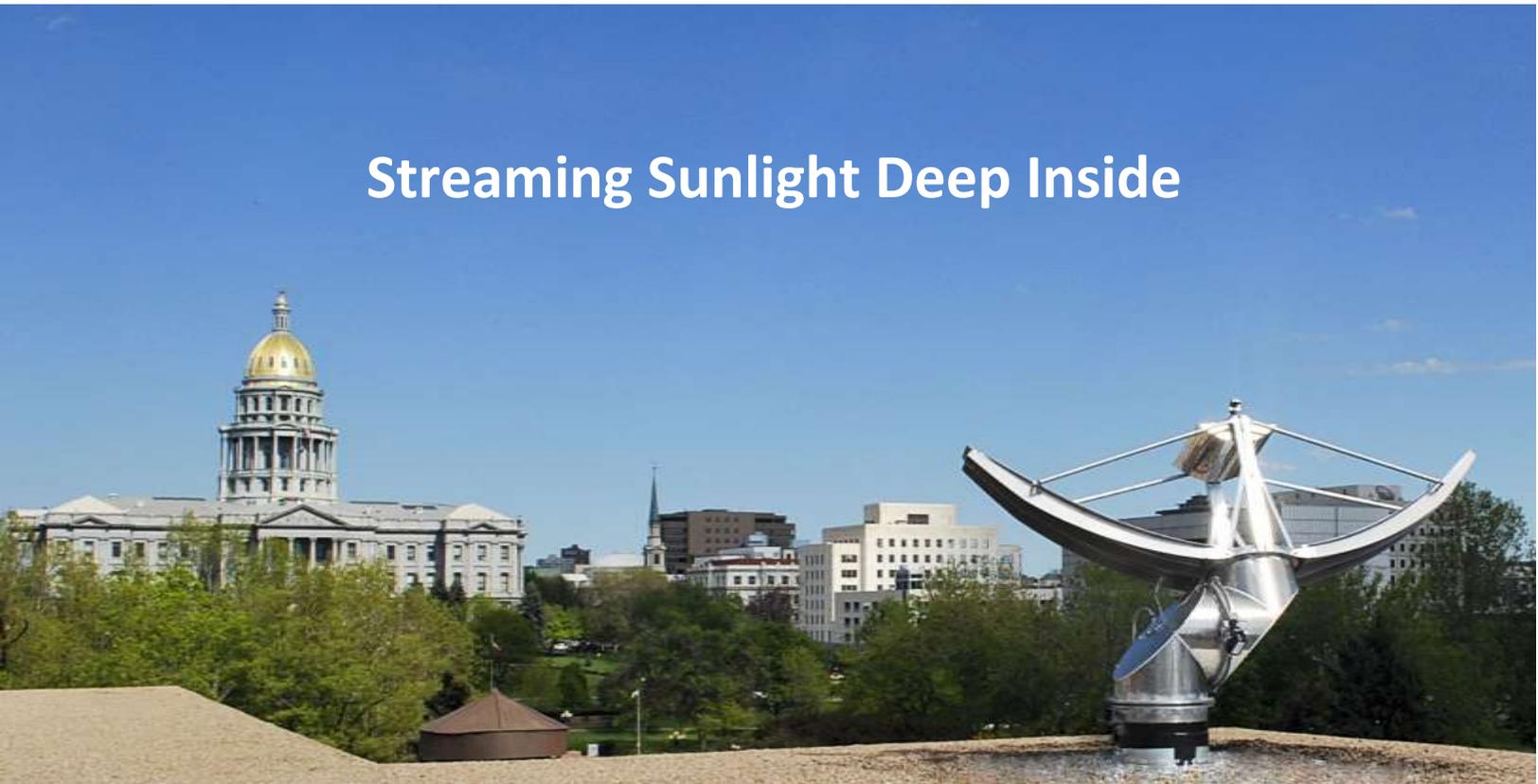




Streaming Sunlight Deep Inside



Denver, CO



Aurora, CO
Two floor Entrance



Boulder, CO
2,000 ft² – 100% daylight,
one Sundolier, one 2 ft hole

Contact:

Peter Novak, CEO

Robert Fenwick, Chairman

cell: 303-746-0700

cell: 303-323-5661

pnovak@sundolier.com

robert@fenwick-smith.com

Sundolier Executive Summary

Retailers have shown that interior daylight produces a 6% to 40% increase in sales. Similar results have been shown for healthcare, business, government and education, increasing health, healing, work quality and productivity. Sundolier® offers the most effective and lowest-cost active “core” daylighting system, allowing daylight to be streamed into the center of the most difficult interior building spaces and providing the first off-grid 24/7 Net-Zero lighting solution. Sundolier’s first 25 units have been installed in the USA, Middle East and Africa; and with a current sales pipeline of over 500 units, Sundolier® is poised for strong growth and worldwide impact in global multi-billion dollar daylighting markets. Sundolier is seeking to raise \$1.0 million to build out its sales force & channels and scale manufacturing.

The Positive Bottom Line Impact of Interior Daylight is well-Established

In 1993 Walmart tested daylighting and was shocked to see sales increase dramatically. Associates thrived in daylight and store managers demanded more. Today 2,900 Walmart stores are 100% daylight and Costco, Home Depot and Lowes have followed Walmart’s lead to capitalize on the economic benefits of daylight. Many studies have proven the benefits of interior daylight:

- Retailers have documented **6-to-40% higher sales**,
- **Cognitive performance** has been proven to increase by **up to 20%**,
- Companies have documented **higher employee retention**,
- Children have achieved **21% better scores in reading and math**.
- Many illnesses have been proven to benefit from daylight.



Sundolier Streams Daylight Into the most Challenging Building Interiors

A Sundolier® delivers 100,000 lumens with unique patent-pending technology:

Active: With active tracking of the sun from sunrise to sunset we capture up to 40% more hours of daylight than skylights.

Collimated: With collimated streaming we bring light deep into building interiors with minimal loss - 5% per 400 feet (350m). 90 degree turns bring sun anywhere.

Indirect Sunlight: Indirect light is higher quality – no glare or hot spots. You can feel and see the difference in Sundolier® daylight. Lighting Designers tell us that Sundolier is “delivering on the promise of daylight”.



Sundolier® is Well-Positioned in Growing \$Billion Markets

Sundolier® addresses the intersection of 3 markets all growing at ~10% annually:

- \$1 Billion US commercial daylighting market – with currently only perimeter solutions (skylights, light pipes and one-off architectural solutions)
- \$3.5 Billion US commercial advanced lighting and lighting controls market.
- \$3 Billion US commercial rooftop PV market.

Sundolier is the only solution capable of streaming daylight deep inside interior spaces, many floors down and far away from perimeter openings.



Two Sundolier Systems – 8,000 Ft²

Sundolier® Solutions Provide a Compelling Value Proposition

Sundolier® targets architects, architectural lighting designers and sustainability-oriented companies globally which have portfolios of existing buildings or plans to build more. The Sundolier® offers strong economic benefits:

- Interior indirect “Central” daylight providing more high quality space in buildings,
- Effective daylighting providing one of the highest sources of LEED™ credits,
- Significantly fewer roof penetrations and pipes to move light to core space.

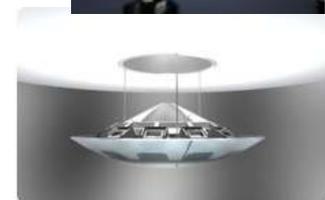
For many customers Sundolier® offers a 2 year ROI with a solution that will last more than 35 Years:

- **Lower construction costs:** Architects working with Sundolier® have proven that the Sundolier® reduces construction cost, eliminating the need for architectural feature such as light wells, clerestories or other expensive daylighting designs.
- **Retail ROI within 1 year:** With national average retail sales of \$300 per square foot, the 6% increase of sales from interior daylight, means \$18 more sales per square foot for a Sundolier® solution at a cost of only \$10-to-20 per square foot.
- **Office ROI within 1 year:** A call center with employees paid on average \$30,000 per year and having an average work space of 50 square feet, will experience a 5% productivity gain, yielding a \$30 per square foot per year productivity improvement. A professional engineering center will deliver even higher returns. Most importantly the cost of people represents 94% of the total 20-year cost of owning and operating an office building and daylight has been shown to substantially improve employee retention.
- **Energy & Carbon Reduction:** Lighting loads for commercial space range from 1 to 3 watts per ft² – representing 25-40% of a buildings energy load. The Sundolier offsets 1+ watt per ft² in lighting load on sunny days. The savings for daylighting ranges from 0.24-0.66 cents/ft². Core sunlight can completely offset electric light on sunny days, reducing peak load and emissions to zero for these periods, 25% of the time in Seattle, 90% in Arizona.

Sundolier® Has a Strong Sustainable Competitive Advantage

Sundolier is well positioned to maintain its lead over the competition:

- **Cost advantage:** Sundolier has a strong cost advantage over its competitors. *Solutions from the two emerging direct competitors, Parans and SunCentral are over three times the cost per ft².* Value engineering and volume production should see this lead increase.
- **Only deep core:** Only Sundolier® can effectively deliver meaningful amounts of daylight hundreds of feet deep into a building; Parans and SunCentral can only penetrate 60ft (20m).
- **Only two floor daylighting:** Only Sundolier® can daylight two floors of open space with one harvester.
- **Only real retrofit:** Sundolier can daylight 1,000 (typical classroom) to 5,000 (warehouse) square feet with one 24” roof penetration.
- **Patents:** Sundolier’s current pending patents will protect all major aspects of the Sundolier®: daylight harvester, core sunlight distribution methods and a combined power & light solution.
- **Full product range:** Sundolier® is the only provider of a full product range available to meet the green design need of architects – Daylight, Hybrid Light, Renewable Power & Light – with a growing range of in-room fixtures to meet different styles.



Sundolier® Has an Experienced Team with a Track Record of Delivering Value

Sundolier already had assembled a team with the skills and track record that will produce success:

CEO	Peter Novak	Global sales, growth, and execution expert, 16 years on three continents with Cooper Industries
President	Jim Walsh	Expert in sustainable commercial construction, systems optimization and building energy audits
CTO	Ross McCluney	Optical physicist, leading (solar) daylighting scientist, on International Fenestration Board
VP Sales	Fill with Funding	Accelerate leveraged selling – channels, strategics
Sales	Mike Horner	15+ year sales veteran, entrepreneurial sales, commercial lighting
Chairman	Robert Fenwick-Smith	Founder of Aravaipa Ventures, former CEO of Romaco,
CFO		pharmaceutical packaging & process machinery

Board: Peter Novak, Jim Walsh, Robert Fenwick-Smith, John Keane (King Hill Capital), Paul Hutton (LEED AP Architect), Peter Papesch (LEED AP Architect).

Path-to-Market and Accelerated Growth

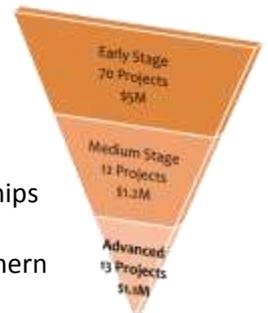
Sundolier® is establishing its leadership position in core daylighting through direct sales to owners & developers with a focus on retrofit sales. Retrofit sales result in faster revenue with an average sales cycle of 180 days versus 24 month for new construction.

Our market research has revealed that these decision makers are best reached through:

- Professional web presence, www.sundolier.com:
- Leveraging construction data-bases – Sundolier is mining projects from BidClerk for qualified projects,
- Direct presentations to architects and owners,
- Email campaign & cold-calling on corporations/architects with known projects & sustainability commitments.
- Exhibiting at major trade shows (AIA national convention, Light Fair, Green Build)

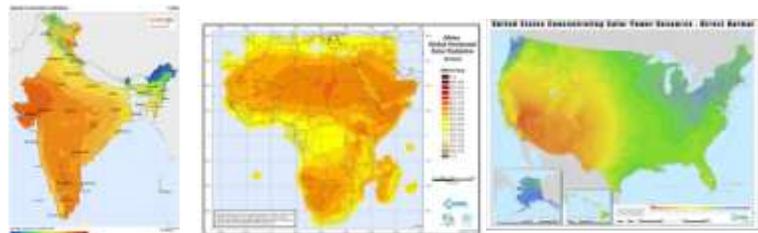
We currently have a \$6 million pipeline of opportunities and are adding 20-30 projects every month. In July-August we received orders for 7 systems.

Accelerated growth will come through leveraging channel partners with a focus on a select group of high-end architectural products distributors. These partners have existing relationships with our target markets. They represent high-end passive architectural daylighting such as Kalwall, CPI and Duo-Guard. We have signed up the first of our target 15 US channel in Northern California. Sundolier is actively searching for a seasoned sales and marketing executive with established relationships with these channels .



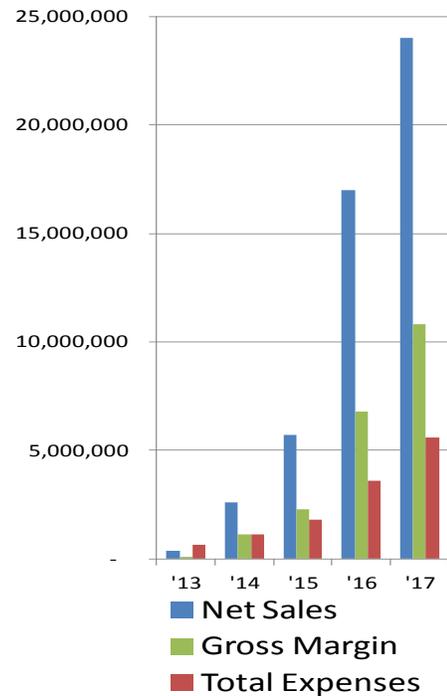
Target geography:

- USA: strong solar regions, namely Southwest and Southeast.
- Emerging Markets with strong solar maps, high energy costs and instable power grids: sub-Saharan Africa, India.



Sundolier® Projects Positive Cashflow in 2014 and EBITDA of over \$5 million in 2017..

- The price of a standard Sundolier® unit today is \$16k at 35% Gross Margin.
- Custom designs result in higher price & margins.
- Sundolier® has identified specific value-engineering and volume purchasing to reduce cost by 50% to allow Sundolier® to drive unit prices to \$10k with a 40% Gross Margin.
- Industry standard payment terms for specialty architectural products include deposits with order of 50%.



Sundolier is Seeking to Raise \$1.0 Million (350k committed) to Accelerate its Progress.

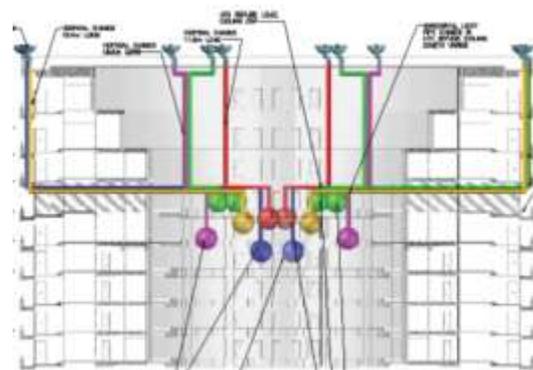
Sundolier® is a proven master at bootstrapping, with an average monthly burn-rate over the last two years of \$40k. However now that the product and sales strategy are validated, Sundolier® is seeking to invest \$1.0 million to accelerate sales & marketing and complete further R&D & tooling to reduce unit costs.

Sundolier® expects that investor exit will be achieved by acquisition in 3-5 years by companies such as:

- Lighting company: Cooper Lighting, Acuity Brands, Targetti, Phillips, Hubbell, GE, Osram, etc.
- Sustainable architectural products company: 3M, St. Gobain, Colt, etc.
- Perimeter daylighting company: Velux, Solatube.



UAE – Abu Dhabi
Net Zero Research
Net Zero City Masdar City



India - Mumbai
200m Atrium
Sundolier Awarded a Design & Trial Contract
Trial 2nd ½ 2013, 800k Order 1st ½ 2014