

# Solar Electricity - Premium Power for Consumers



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# Presentation

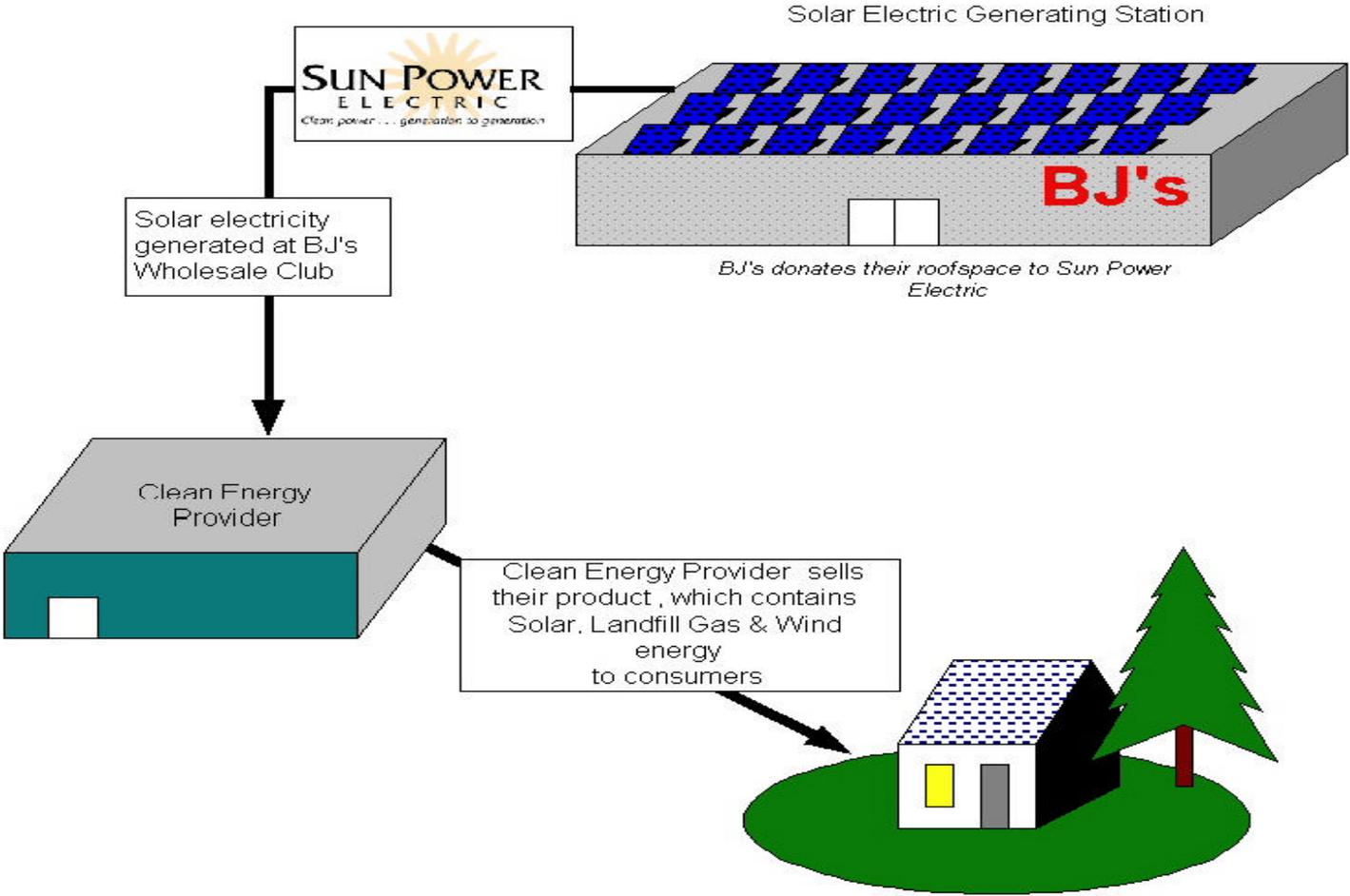
- 1. Background on Sun Power Electric
- 2. Green Products
- 3. Cost of Green Solar Electric Energy

# History of Sun Power

- Established in 1998 by Conservation Services Group (CSG) to provide consumer choice in the deregulated electric utility industry
- The first solar electric utility to provide consumers with PV power
- 107.7 kw has been installed since the program has been established
- Merged with Planergy to form affiliate: -  
CSGServices Inc. an additional 75 kW on schools.



# BJ's Wholesale Club & Sun Power Electric's Business Relationship



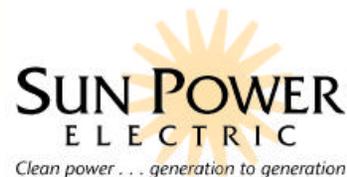
# Critical Success Factors

- Lower Cost through design and installation strategies
- Help the Market for **Green Power** Grow
- Secure the Full Economic Benefits of Solar Grid Connected PV
- Develop long term financing sources
- Reduce Barriers to Utility Interconnection



# Develop Replicable Design Strategies

- Design for common roof types
- Standardized and flexible inverter; interconnect and metering packages
- Mobile installation team
- Plan for expansion at low cost



# Key to the Future: Green Power Market

- Will solar be a part of the mix?
- Will Customers pay a premium for **Green**?
- Will Customers pay a higher premium for Solar content?



# Green Power Products and Sun Power Electric

- Green Mountain.Com: 137,000 kwh per year order
- AllEnergy/Regen: 60,000 kwh per year order
- Long Term contracts



# Using Solar to Market Green Energy

- Sun Power Electric is Reselling Regen on the Retail Level
- Sun Power Electric is helping Green Mountain.com sign up commercial customers packaged with solar installations
- Green Marketers Publicizing Sun Power Electric Involvement



# How much do they really cost?

- Based on the following for a 100 kW site:
  - \$7/watt installed cost PV, no subsidies
  - Low interest loan
  - 20 % cost for O & M
  - Good site at 1.8 kWh/kW production
- Cost to breakeven:
  - **10 c/kWh from host plus,**
  - **36 c/kWh for green attributes = 46 c/kWh total**



## Cost? Scenario 2

- Based on the following for a 100 kW site:
  - \$3/watt installed PV - (subsidies and innovative \$)
  - 0 interest loan - 10 year
  - 15 % cost for O & M
  - Good site at 1.8 kWh/kW production
- Cost to breakeven:
  - **10 c/kWh from host plus,**
  - **10 c/kWh for green attributes = 20 c/kWh total**



# Concluding Remarks

1. Sun Power Electric successful in offering solar GREEN products
2. Customers desire solar electric power in their mix
3. Need to continue finding innovative financing and cost reductions with photovoltaics

