



思得 Seedler

DEPLOYING ENERGY-SAVING SOLUTIONS AT SCALE

连接你我和他，构筑干净明天

WWW.SEEDER.CC

@alexshoer

Contact:

Alex Shoer

Founder and CEO

Email: alex@seeder.cc

A wide-angle photograph of a large-scale solar panel installation on a flat roof. The panels are arranged in neat, parallel rows, extending towards the horizon. Several workers in blue and white uniforms are visible in the middle ground, some standing and others working. In the background, a city skyline with multiple high-rise buildings is visible under a clear sky. The overall scene conveys a sense of large-scale infrastructure development.

**CHINA DEPLOYED 5.04 GW OF SOLAR IN Q1 2015,
ALMOST AS MUCH AS THE U.S. IN ALL OF 2014**

***China is on course to install 17.8 GW of capacity this year**

BUILDING OWNERS ARE UNDER PRESSURE

Factories/Warehouses



Need to differentiate

Office Buildings



Boost returns

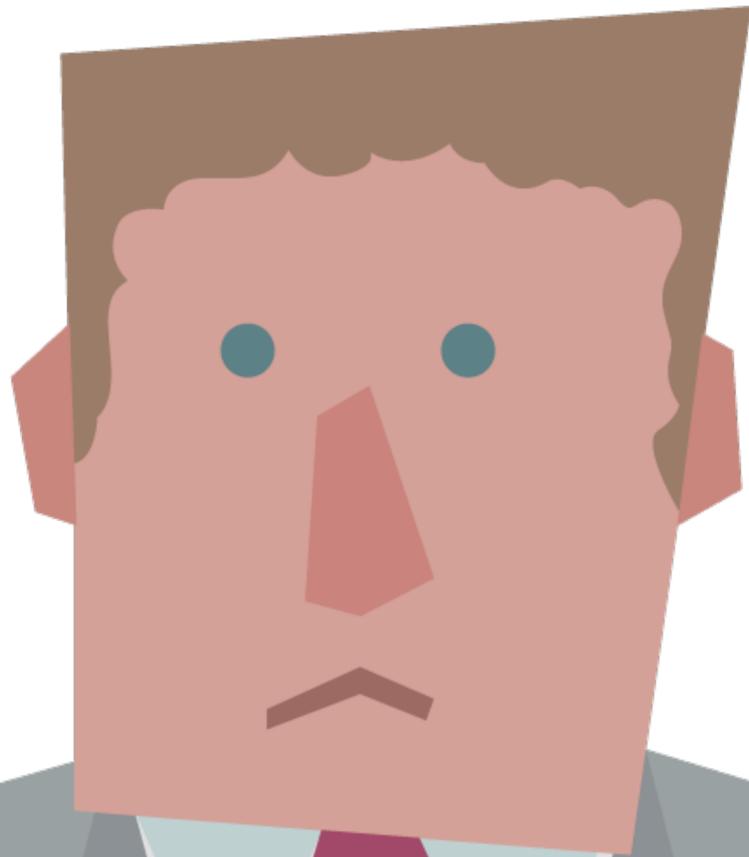
Hotel/Retail



Attract new guests/tenants

DON'T KNOW WHERE TO BEGIN

*This office building
owner is stuck:*



How can you lower my energy bill?



Which companies can be trusted?



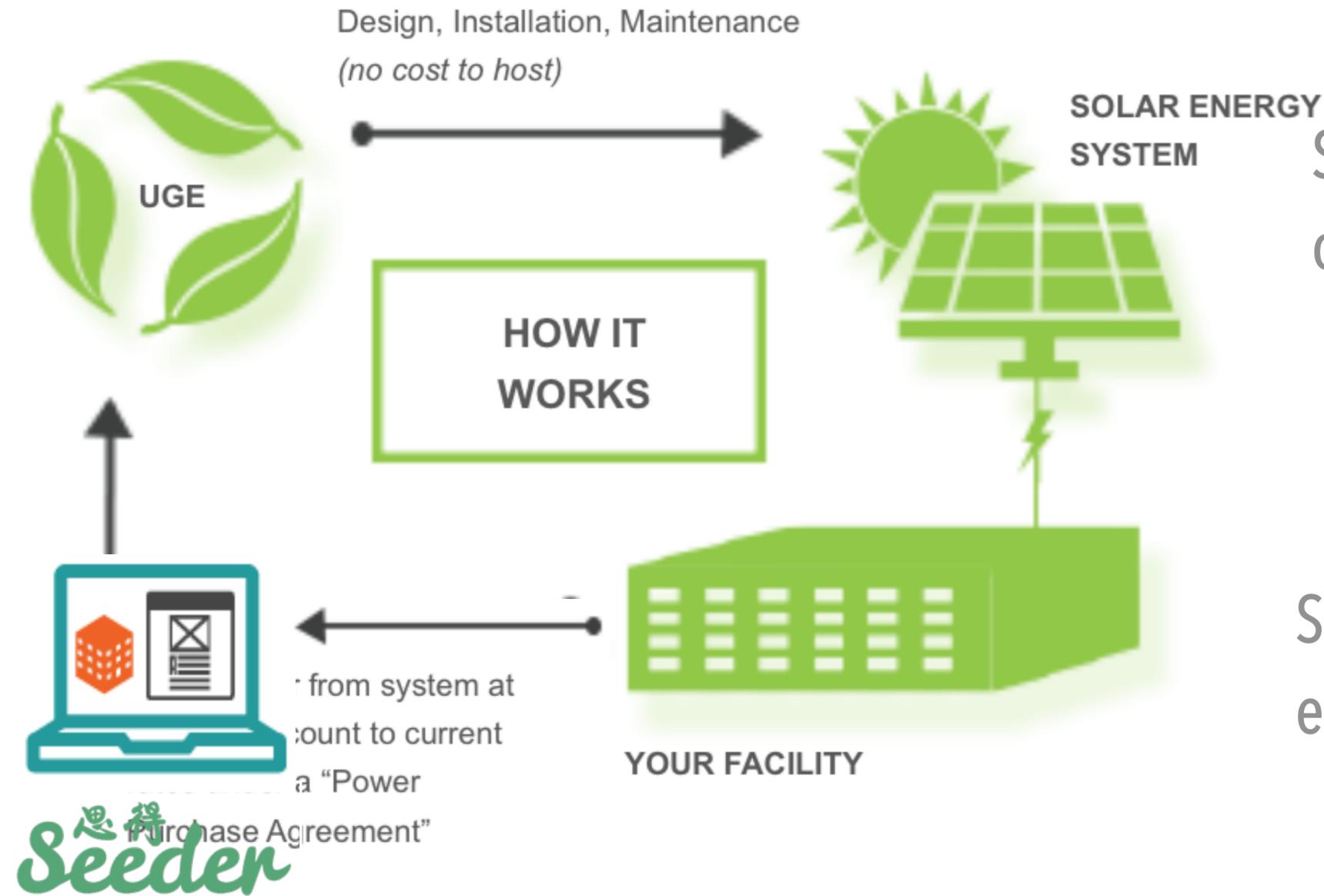
How can I pay for this?

ZERO-COST SOLAR

Buildings save 10%-20% in energy bills from day one

UGE designs, installs & operates the system

Seeder gets project lead & vets the property



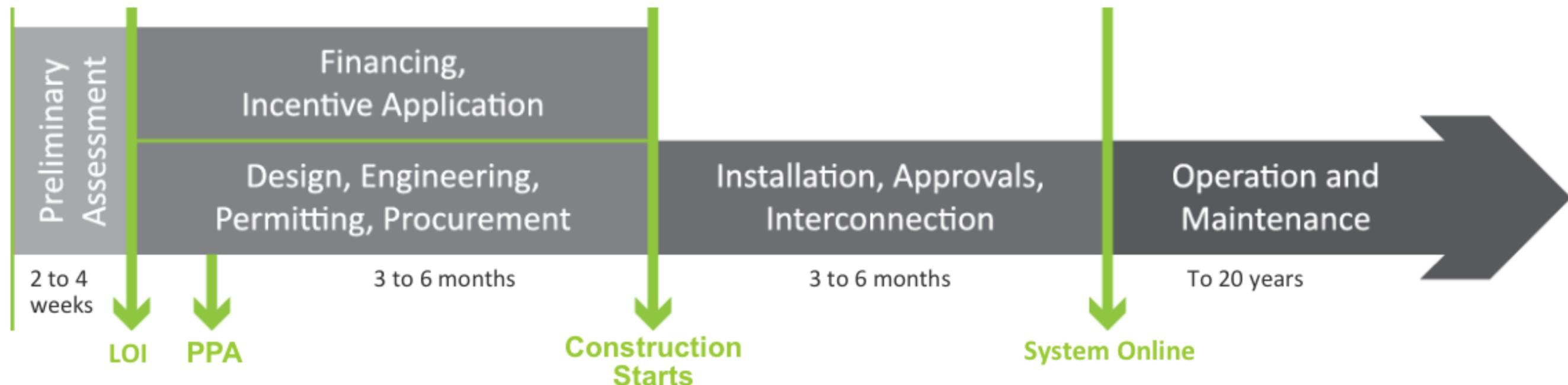
Solar investors own the system

Sign PPA to buy electricity for 20 yrs

HOW THE PROCESS WORKS

How Seeder and our partners develop a project

- **Project Lead:** Building owners share project details and request a proposal at <http://Seeder.cc>.
- **Finance:** Seeder's financing partner Blue Sky, reviews the project details and approves financing.
- **Design:** Each solar installation is designed and installed by our solar partner, UGE.
- **Maintenance:** UGE provides all necessary maintenance, upgrades and repairs and insures the system.
- **Metering and Billing:** Seeder meters solar electrical output and bills monthly for the energy produced.



WHY?

SECURITY

- Diversify energy supply
- Backup power (solar + battery)

COST

- Reduce opex through financing models like the PPA

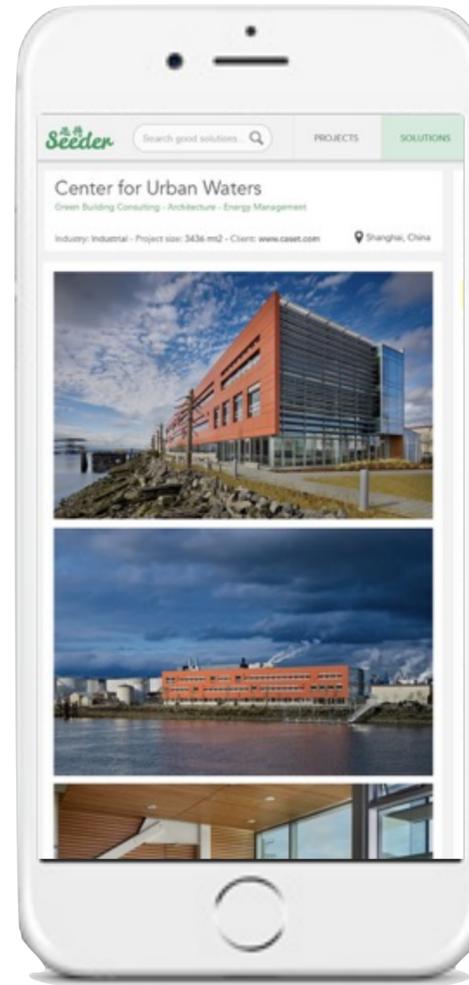
SUSTAINABILITY

- Align with government priority
- Demonstrate commitment to China's environmental goals

OUR PRODUCT

For Owners

- Easily submit projects
- Get pre-approved financing
- Learn about latest solutions



For Financiers

- Get a deal flow pipeline
- Access pre-vetted projects
- Project info in one place

Seeder specializes in solar but also connects properties to:



Energy Efficiency



HVAC & Air Quality



Smart Metering



Green Building Cert.

THE MODEL

思得 Seedler

Solar Vendors
expand business



4% of solar contract

+

Financing Partners
access vetted pipeline



2% financing fee

+

Properties
get no-cost solar



3% equity stake

CASE STUDY: ROOF-TOP SOLAR

One of the first commercial Power Purchase Agreements (PPA) in China

Project Details

Location: TongZhou, China (near Beijing)

Solution: 248 kW grid-tied solar

Savings: 90% energy off-set, 12% savings on electricity costs

Financing: 20 year PPA, 100% financed



TRACTION



50+ vendor introductions



\$2,000,000 in contracts
(17 projects)



16 active leads
in the pipeline

BACKERS



ST>RT-UPCHILE



PARTNERS



Collaboration Partners



Financing Partners



Project Channels



OUR GOAL: REDUCING COAL

In China, air pollution has reduced average life expectancy by 5.5 years



Seeder believes that it doesn't have to be like this...

INTERNATIONAL DEAL FLOW PARTNER



Technologies & investors
looking for new markets



Seeking environmental solutions
that improve property values



Looking for new sources of capital

Want to invest excess capital overseas



**PLANTING THE SEEDS FOR A CLEANER TOMORROW...
ONE BUILDING AT A TIME**



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Founder and CEO
Email: alex@seeder.cc