

The logo for Sunexchange features a stylized sun icon on the left, composed of two concentric yellow arcs and three dots. To the right of the icon, the word "sunexchange" is written in a lowercase, italicized sans-serif font. The "sun" portion is white, and the "exchange" portion is yellow.

sunexchange



WHAT WE DO

Sun Exchange is a marketplace where anyone can buy remotely located solar cells and lease them to projects in the sunniest places on Earth. Rental income is paid in local or digital currency.

Customers buy solar cells in projects hosted on our financing portal, which are priced with a 10% dealer mark-up on the total project CAPEX.

Electricity consumers pay to use our customers' solar cells at a discounted tariff, and solar cell owners receive revenue via our autonomous blockchain platform.



PROBLEM

Businesses and communities in developing markets often lack the capital needed to finance solar power energy solutions.

Individuals and businesses want to own solar assets but often lack suitable roof space or the capital for a whole system.

As privately-owned, decentralised solar plants take a rising share of the energy economy, utilities need to service both solar consumers and prosumers within smart grids.



SOLUTION

Sun Exchange empowers individuals and businesses to remotely own solar assets operating in the sunniest locations on earth.

Businesses and communities pay zero capital upfront for installations, and consume electricity at lower costs than alternative options.

Sun Exchange's blockchain based crowd-selling platform enables quick, secure and low-cost cross-border payments.



OPPORTUNITY

\$500 million •5-year micro-grid investment in Africa 5-
\$5 billion year African C&I solar investment Funded by
\$300+ million Sun Exchange in 5 years

In Africa alone, Sun Exchange can capture 5% market share with \$30+ million EBITDA over 5 years

Opportunities exist in India, LATAM, and elsewhere for Sun Exchange to scale even larger



MARKETSTRATEGY

PROJECT ACQUISITION

Trusted local project developers on referred projects, reviewed and validated by Sun Exchange.

ONLINE STRATEGY

Facebook, Google and YouTube. Produce unique video content.

OFFLINE STRATEGY

Generate press coverage; run public competitions; present at public events and conferences.

Earn the trust of professional investors via personalized service.



PROJECTS



STELLENBOSCH WALDORF SCHOOL

15 kWp rooftop
Cape Town
USD 30k
August 2016~
60+ participants
Generating 10.6% yield



TYRE CORPORATION RUSTENBURG

45 kWp rooftop
Rustenburg
USD 85k
March 2017~
100+ participants
Generating 12% yield



CROW WILDLIFE REHABILITATION CENTRE

17 kWp rooftop
Durban
USD 35k
May 2017~
70+ participants
Generating 8% yield



KNYSNA ELEPHANT PARK

60 kWp Ground-Mounted
Cape Town
\$USD 97K
Sept 2017~
139 participants
Generating 10% yield



TEAM

ABRAHAM CAMBRIDGE

CEO –Solar expert
10 Years Experience
Project due
diligence and
technical sales



LARRY TEMLOCK

CFO
25 Years Experience
Capital markets
origination, financial
engineering



LISA LYHNE

COO –Operations
manager with
30 Years Experience
Specialises in
software
development



MORWESI RAMONYAI

CCO –Entrepreneur
10 Years Experience
Solar project
developer and rural
electrification
specialist



LOURENS COETZEE

CTO –Software
Developer with
extensive
experience in
Blockchain



ANTHONY STONEFIELD

Key Advisor –
Technology
entrepreneur
26 Years experience
Veteran tech start
up expert



Advisors in the appendix



PROXIMA

Sun Exchange software infrastructure

Customer dashboard, crowd-sale software engine

SQL database, react.js, node.js, BTC & ETH nodes

Integration with BitGo wallet system, IdentityMind
KYC, crypto exchanges, bank payments systems



SUNEXTOKEN

Evergreen discount/bonus
coupon on Sun Exchange portal

Gamifies solar cell buying activity

Key Innovation

Can be “staked” for up to 20%
return on the new Solar Project
Insurance Fund



SUNEX

ERC20
Ethereum
token



SMARTCONTRACTS

Solar Project Insurance Fund (SPIF)

Visit thesunexchange.com/token for more details

Ethereum smart contract accepts SUNEX escrowed stakes on the SPIF, insurance against lease defaults by offtakers

The SPIF will be collateralised with fiat cash and Treasury bills, and staked SUNEX is a 2nd source of claims payment

Therafter we will develop an smart contract to manage aspects of the SPIF claimsprocess



Energy Web Foundation Has a Fix for Blockchain's Biggest Problem

The organization shows how blockchains can function without using so much energy.

The platform developer's website lists a wide range of customers, including Centrica, Duke Energy, E.ON, Electron, Eneco, Engie, Exelon, Innogy, Pacific Gas and Electric, Sempra Energy, Shell, Slock.it, Statoil, Swytch and Tokyo Electric Power Company.

The Sun Exchange, a South Africa-based marketplace for [solar](#) PV equipment, is one of the companies looking to adopt elements of the EWF platform as they roll out.

"The Sun Exchange plans to participate in a pilot of the Energy Web Origin decentralized app," confirmed Abraham Cambridge, founder and CEO. "We're targeting implementation of the project pilot in two or three of our South African projects in summer 2018."

Sun Exchange hopes the pilot will help it implement a virtual transactive grid by tracking the place of origin and ownership of renewable generation.

"This will also provide helpful input to EWF before the Energy Web Chain, which Origin runs on, goes live in a year," Cambridge said.



SECONDLAYER

Lightning Network

Cheaper, faster transactions over a 2nd layer to the Bitcoin blockchain

Similar technologies for Ethereum and other blockchains are in development

Streaming sun money

For Sun Exchange, these may enable nearly real-time payment of cryptocurrencies to members, at very low cost



