



Solar Forma Design Seed Round Investment Overview – February 2024 **\$3.5M - \$5M equity investment**

Solar Forma is a place-conscious designer and manufacturer of inspired solar products. Our multi-function assets add *shade, artistry, and clean energy generation* to built and natural landscapes. We create products that enable organizations to artfully demonstrate their sustainability leadership, help to achieve Environmental, Social and Governance goals (*ESG*), while contributing to reducing their carbon emissions. Clients who install Solar Forma product assets are taking *planet-positive actions* for a clean energy future.

Solar Forma operates in one of the fastest growing segments within the energy transition market. In the last decade alone, solar has seen a 33% CAGR, driven by strong federal policies like the Solar Investment Tax Credit, rapidly declining costs, and increasing demand across the private and public sector for clean electricity. The Inflation Reduction Act has accelerated these trends. Solar Forma's management expect revenues to grow from \$1.3M in 2022 to \$3.1M in 2024 and achieve a 16% net profit margin, driven by the unique nature of their products and a desire by their customers to achieve practical, cost effective and aesthetically pleasing solutions in their outside space.



E-Cacia Solar Tree

The Problem

Investments in clean energy and sustainability are too important to hide.

Conventional solar arrays are unsightly and unsuitable to many human spaces. They lack aesthetic and personal appeal which depresses interest, adoption, and uptake. However, solar is an important symbol of an organization's sustainability identity, their *green ethos* and a meaningful source of electrical power. But oftentimes it remains hidden on rooftops or behind fenced enclosures.

The Answer

Solar Forma brings solar energy out of the shadows and into peoples' lives.

Solar Forma integrates solar into human spaces with *inspired* product designs. In so doing, our products make a sustainability statement, allowing the showcasing of less visible de-carbonization efforts and conveying a culture of sustainability and leadership that many organizations are seeking to project.

Our products broaden the base of solar siting options, increase the adoption and uptake of clean energy technologies, and enhance human spaces with an element of interest. We foster



E-Cacia Solar Savanna

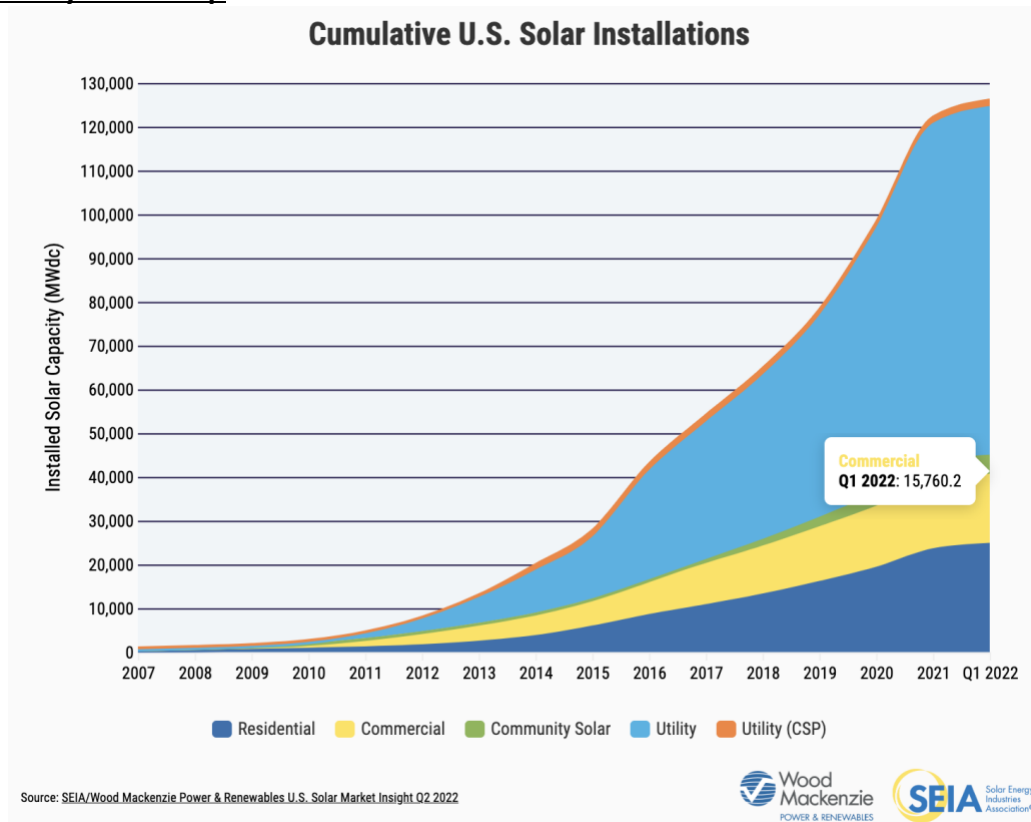
community and deliver people-centric functions such as device charging, programmable lighting, and Wi-Fi connectivity. ***We make solar WORK. . . BEAUTIFULLY!***

Opportunity in Growth

Commercial entities choose solar power because it is readily available, extremely efficient and is usually favorably regarded by the public and the various constituencies that the organization serves. There are *direct* benefits to commercial and industrial buyers through lower emissions, cost savings and more predictable energy costs. There are also *indirect* benefits such as improved employee and customer recruitment and retention¹. This explains why commercial customers make up one of the fastest growing segments of the solar marketplace.

The solar industry has been growing steadily for decades. It has accelerated exponentially in the last 5 years. From 2016 to 2021 the industry achieved 277% growth². The commercial segment has increased annual investment by 900%³.

This tide of solar investment is raising all boats. Solar Forma offers the opportunity for the thousands of organizations and sites investing in solar to more **publicly demonstrate their sustainability leadership.**



¹ <https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company>

² <https://www.seia.org/solar-industry-research-data>

³ <https://cebuyers.org/deal-tracker/>

Company Overview

Solar Forma is headquartered in Eau Claire, Wisconsin. We build our products right here in Wisconsin. The company was formed in 2019 and spent two years designing, engineering, testing, and obtaining the necessary product certifications. Several of our products have been sold to the City of Eau Claire and Milwaukee and we have sales pending with a number of other customers in various business sectors and locales both in Wisconsin and beyond.



Our flagship product is the *E-Cacia Solar Tree*. The *E-Cacia* adds an element of artistic interest, solar power generation, shade and people-centric functions such as programmable LED lighting, device charging, and Wi-Fi connectivity to public sites. They also serve as an icon and make a



sustainability statement that can call attention to an entity's other planet-positive actions. They are elegant, complementary elements to outdoor public spaces and make *a place* rather than take up *space* as conventional solar assets tend to do. The company has other products as well including the *WAVE Solar Carport* and a free-standing outdoor meeting and seating area called a SOLAR POD.

With our investment to date, Solar Forma has:

1. Created a portfolio of innovative renewable energy products that are aesthetically beautiful, multi-functional and well-matched to current urban planning, landscape architecture and commercial real estate trends.
2. Completed advanced design, engineering and certification processes for all of these products.
3. Built working prototypes and established a solid proof-of-concept. There are additional products in our development pipeline that are consistent with established product directions and that hold strong market potential.
4. Established a manufacturing collaboration and accompanying processes that allow for us to scale up production as our business needs demand, while limiting our overhead costs.
5. Developed a unique brand identity and defined a new product niche. We are steadily building awareness of our company and our products within our target audiences.
6. Made initial sales of the *E-Cacias* and WAVE carports to the City of Eau Claire and two other Milwaukee-based customers.
7. Achieved revenues totaling \$500,000 since 2021.

Founder Profile

Brian Graff founded the company in 2019 and created a collaborative partnership with Greg Johnson and his Artisan Forge Metal Works entity to establish Solar Forma's core design and fabrication capabilities. In 2020, the company obtained an exclusive license to the *Nature* product designs of Samuel Wilkinson, a London-based product designer, and set about bringing these elegant ideas to life. Both of these collaborations remain in place and are ongoing elements of the business.

Brian is a seasoned manager and has held executive leadership and senior marketing positions in Fortune 500 companies, agencies and business start-ups including General Mills, Mueller Mack Agency, Essentia Health, and TradePoint Consulting. His exposure to the renewable energy sector came by way of a two-year stint as a consulting Chief Operating Officer with Gen-Pro Energy, one of the nation's premier solar installers. With 30+ years of experience, Brian focuses on developing creative solutions and surfacing new opportunities for the company that will profitably grow the business. He is an avid outdoorsman and environmentalist and serves as the Chair of the Eau Claire Sustainability Advisory Council.

Investment Needs

The company is seeking \$3,000,000 - \$5,000,000 of investment through exchange of equity to expand its business development efforts. To date the organization has been funded by revenue, founder capital, and a single early-stage angel investor. We have a commitment from Pablo Capital of Eau Claire, WI for \$200,000.

Ideally this *new* investor would bring capital but also have an ability to strategically expand the company's market reach through benefits provided by their own existing business activities.



The Solar Forma Family of Inspired Solar Designs

Use Of Funds

To grow the company we need to invest in:

1. Expanded product and brand awareness against key market segments: municipalities, corporations, colleges & universities, and healthcare
2. Solidify executive leadership team & add key functionalities (i.e. field install and engineering)
3. Recruit, train, and deploy 3 sales professionals in key geographies of Colorado, Arizona and the Upper Midwest
4. Refine and expand our product offerings
5. Prove out & improve our manufacturing & sales cost models



U.S. Senator Tammy Baldwin

Solar Forma Financials

	2021	2022	2023	2024
Revenue	\$180,810	\$229,379	\$130,162	\$3,149,150
COG	\$54,341	\$164,131	\$59,621	\$1,836,667
Gross Profit	\$126,469 (70%)	\$65,248 (28%)	\$70,541 (54%)	\$1,312,483 (41.6%)
Total Other Expenses	\$125,426	\$208,276	\$ 87,908	\$785,502
Total Costs	\$179,767	\$372,407	\$147,529	\$2,622,169
Net Income	\$1,043 (<1%)	(\$143,029) (-62%)	\$ (16,725) (-13%)	\$526,981 (16.7%)

Why this company will succeed

Global warming and the effects of climate change are rapidly becoming the existential issues of our time. Virtually all organizational entities that operate at even a modest level of sophistication and enlightenment are searching for ways to adopt better sustainability practices and advance their de-carbonization efforts. Concern over climate change is very high among 18–39-year-olds, a key target demographic as both customers and employees.

The key opportunity drivers that give us confidence of success are:

ENERGY Transformation

- Migration towards electrification
- RE Technology Advancement
- Battery Storage Technology

CLIMATE CHANGE MITIGATION Focus

- Proliferation and Cost of Extreme Weather Events
- Lower Cost of Renewables and Higher Efficiencies
- De-Carbonization Efforts

GOVERNMENT Posture/Action

- International Policy
- Climate Action Goals/Spending Plans
- Tax Incentives/Spending (EV Infrastructure, federal climate change investment)

BUSINESS & INDUSTRY

- ESG Criteria
- Fossil Fuel Divestment Pressures
- ROI Confidence and innate market desire for more refined product designs

Competitive Landscape

The appetite for solar solutions that integrate into peoples' lives has been growing in recent years. We view the following organizations as demonstrative of this market and potential competitors:

1. **Spotlight Solar:** Industrial Solar Trees
2. **Lumos Solar:** Premium solar panels, structures, and benches
3. **Beam4All:** Portable solar EV charging station
4. Minor contributors providing solar benches, bus stations, and canopies



Solar Forma Solar Pod

Summary

We are poised to take advantage of a vibrant and truly global market opportunity. We have uniquely innovative products that provide us with differentiated designs and functionalities that afford us *first market-mover advantage* in a new and growing market niche. Our products are focused against an environmental, societal, and economic issue that is of an increasingly important concern.

We appreciate your interest and look forward to your inquiries and our further conversations.

A more detailed and in-depth presentation is available upon request.



WAVE Solar Carport

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