



## Peace of Mind

Feel the independence that comes from knowing your home or office will keep running when the power goes out.



Keep your family safe  
and connected



Take control over your  
energy usage and costs



Intelligent and secure design  
keeps everything powered



# ClearEnergy Partner Program Introduction

ClearEnergy offers an ideal partner program designed for solar companies, electricians, home builders, hvac companies, home security companies, and consultants. ClearEnergy's industry leading solutions offer partners superior opportunity to increase revenues and margins, while providing a differentiated solution to your customers. ClearEnergy's solutions easily integrate, as much needed consumer add-on solutions, to your existing portfolio.

Our 3 Tier partner program (Registered, Recommended, Regional) easily fits the needs of any size organization. ClearEnergy's program enables small business who want to offer the occasional couple solutions, or a large organization looking for supported volume solutions to integrate into their portfolio. Our partners will own the customer relationships, offer ClearEnergy's leading integrated and portable energy storage solutions, have the ability to service those customers through home installation services, and receive ongoing sales, marketing, and technical support every step of the way. Partnering with ClearEnergy offers you the opportunity to easily add 6-figures plus to your bottom line. More importantly, you are able to offer your customers the peace of mind that comes from energy security for their homes and families.

- Industry leading home integrated, yet portable, backup power solutions Multiple
- program tiers to suit your business needs
- High profit margin opportunity for partners, with unprecedented need and market traction
- Incredible sales and marketing support, training, and incentives
- Partner portal, tools, and resources to support growing your business
- Co-op marketing and co-development funds and programs available for partners
- Lead distribution program

*We're excited to have you on board!*

KARL CAIN





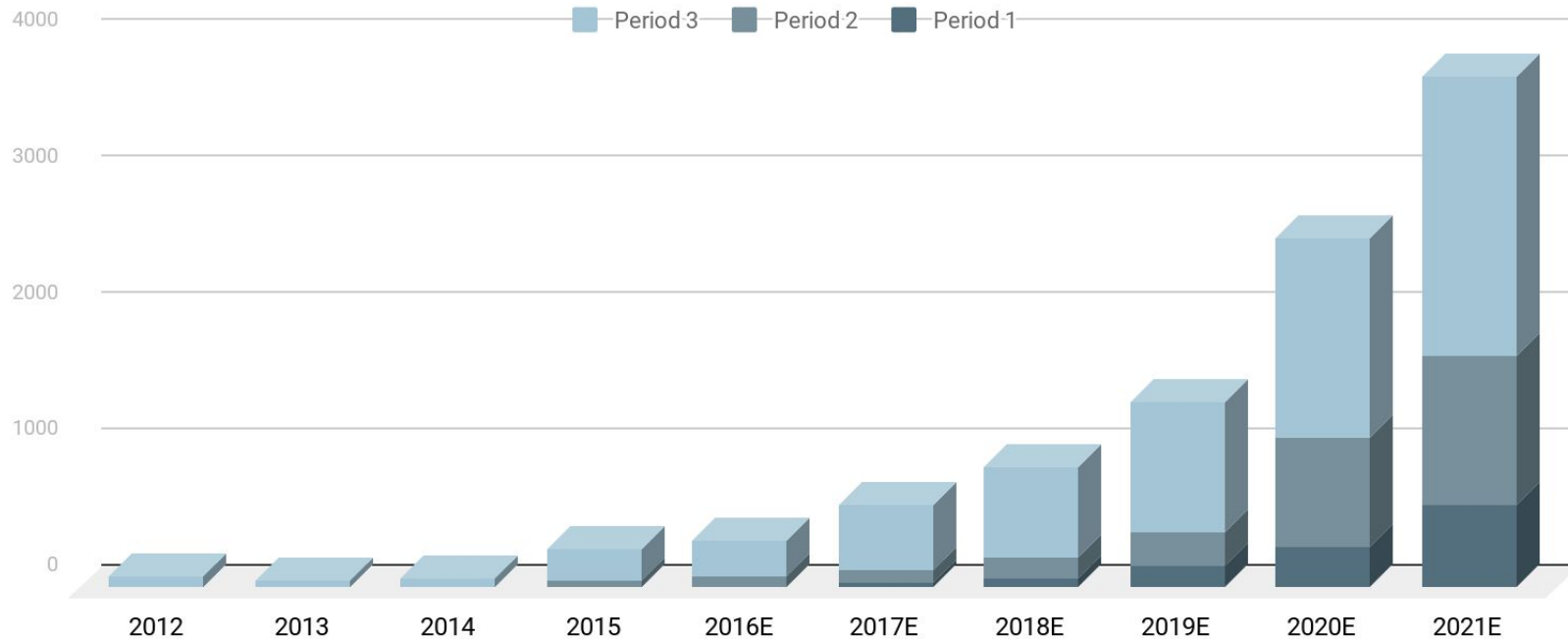
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# Market Opportunity

## Large Upwards Trends for U.S. Behind the Meter Storage Companies



US Residential Energy Storage Market has 60% Compound Annual Growth Rate to \$3.4 Billion by 2022

“With the large consumer adoption of solar in recent years, consumers are more than ever faced with needs of storing energy for emergencies, cost savings, and multiple opportunities for power use.” (Ryan Shepherd, COO ClearEnergy a Division of ClearCenter)

# Business Opportunity

## Gap Solution Needed in Market

There is a gap in the market between relatively affordable portable batteries and relatively expensive integrated home battery solutions. The ClearPOWER P2 is both portable and integrated with the lower price point.


## Financial Benefits for Resellers

- It's an additional product solution for your existing customer base
- Close more and larger deals with added battery storage solution
- Tap previously unreachable customers with a broader solution offering
- Increase your customer to which you can market your core offering

## Joint Marketing Efforts

Your success is our success...to this end we've created a joint marketing program for our partners:

- Ready-made advertising collateral
- Co-op advertising funds
- MDF advertising funds
- ClearEnergy-funded regional advertising/ social media campaigns



# Why choose a home battery backup for your essentials?

There is a gap in the energy storage market that ClearEnergy is filling. For many years most battery solutions were DIY affairs stringing together off-the-shelf batteries, inverters, switches, chargers and all of the “balance-of-system” components needed to create a back-up or off-grid energy solution. In 2009 Goal Zero launched a series of “plug-n-play” portable batteries that integrated most of these items into an easy to use box. Their larger product provided 1200W/h of power at a \$2,000 price point. These quiet units were often used with Solar Panels to replace loud fuel consuming generators. However, these units (like the majority of fuel generators) are not integrated into the home’s wiring and require the inconvenient running of extension cords and moving around of appliances to plug everything in.

In 2011 the Tesla PowerWall was unveiled. Though not portable, it integrated into the home’s wiring and acted as an immediate back-up (or cost-shaving when coupled with solar panels) source of electricity for the home-owner. Though few have actually ever been installed, the huge hype and advertising campaigns around these units have propelled the energy storage market into the mainstream. However, even with the increased amounts of energy storage, these relatively high-priced units are still not capable of truly running a home “off-grid” so they remain an energy back-up / solar storage solution.

In the battery back-up market, on one end of the spectrum are relatively affordable portable batteries, quieter versions of fuel generators that can be used with solar panels but are still not conveniently integrated into the home’s wiring. On the other end are fixed battery solutions that are integrated into the home, higher priced, not enough energy to go “off-grid” but more energy than is generally necessary to keep essentials powered in a back-up situation.

The ClearEnergy P2 fills the gap with a portable AND integrated battery solution. It’s priced comparably to portable batteries offering all the same benefits, however, it adds the convenience of fixed installations by integrating seamlessly into the home’s wiring through the docking station.

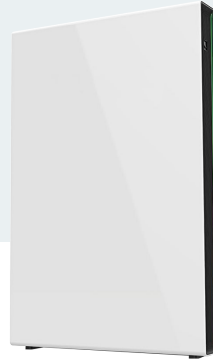
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# Competitive Landscape



## Generator

- Portable - \$400 - \$1000 (100+ lbs)
- Fixed - \$2000 - \$20,000
- High power output - 3000W - 22,000W +
- Larger units can power an entire home continuously (with enough fuel)
- Fuel can be hard to get in an emergency
- Requires ongoing maintenance (it's an engine)
- Must be installed or used outside (emissions)
- Most are loud
- Portable units not integrated into home's wiring (must run extension cords for appliances, cannot power lights in home)



## Fixed

- Average \$7500+ installed
- Average 10,000W+ storage capacity
- Average 5000W continuous power
- Battery not portable
- Still not enough energy to power an entire home (unless more units are purchased)
- Solar Charge Controller usually not included



## Portable

- \$1200 - \$3000
- 1000W - 3000W storage capacity
- Average 1000W continuous
- Portable units not integrated into home's wiring (must run extension cords for appliances, cannot power lights in home)
- Solar Charge Controller usually included



# Why ClearEnergy?

ClearEnergy started with an idea of refining a product that the owners had been building and selling in other world markets for a few years. ClearEnergy founders have been working in the Solar and Storage market for almost a decade. They helped launch Goal Zero from 2008 to 2010 and subsequently started their own company where they built and sold hundreds of solar+storage units that were the precursor to the ClearPOWER P2. In 2015 an angel investor, after seeing the concept, provided almost \$750,000 in startup capital to complete market research for the US market and initial prototype designs. In the beginning of 2016, ClearEnergy was acquired by a multinational technology company that has provided the funding to take the prototypes to manufacturing and full production.

The ClearPOWER P2 comes from the heritage of owners that have deep industry knowledge and expertise as well as precursor products that have already sold hundreds of units in world markets. It's a concept that has been years in the making and is coming to market as the wave of interest and need for such a solution is starting to swell.





# The Market





# ClearPOWER Target Audience



## Everyday Preparedness

"I want to know I can if I need to"



## Mothers

"I want to keep my food  
and family safe"



## Emergency Preparedness

“Unlike others, when the worst hits, I’ll still have power”

# Target Usage



The ClearPOWER P2 is installed by a certified electrician next to the home's circuit panel. The homeowner chooses 3, 15 amp circuits to integrate into the P2 docking station. Typically these circuits would have the refrigerator, some lights, and some power outlets. When docked, the P2 is recharging and ready for an outage. The installed ATS (auto transfer switch) senses a power outage and instantly switches the 3 looped circuits to be powered by the battery until the grid is restored.

The ClearPOWER P2 is easy to remove from the docking station and take with you when needed. At 50 pounds, it isn't light, but is certainly portable. Many people use them in their RV's, camping, tailgating, or whenever portable energy will make life convenient or otherwise difficult activities now possible.



# Market Opportunity for ClearEnergy Partners

Solar and battery storage markets are not mature but rapidly growing. Because they are not mature there are large opportunities to develop new and innovative solutions for different needs and budgets.

ClearEnergy specializes in **Integrated Power Solutions** addressing a home and business owner's essential power needs in the event of an emergency and at a much lower cost than off-grid or other larger systems in the market. ClearEnergy's mission is to address a homeowner's essential power needs while delivering an exceptional experience for the end user and our partnership network. It is through the ClearEnergy Partnership Network that we deliver this experience and the purpose of this Sales Playbook.

In order to thrive in the exciting **Integrated Power Solutions** landscape, we want to equip you with the ClearEnergy Partner Sales Playbook for ClearEnergy Partners – our essential guide that consolidates everything there is to know for ClearEnergy Partners about the ClearEnergy P2 and Docking station.

Market disruptions and innovative products are linked together. Technology improvements and transitions require innovative products, business models and systems to take off and expand. ClearEnergy is a new way of accessing and consuming electricity in your home in the event of an emergency, a market disruption that's driving growth opportunities for all of us.

*We're excited to have you on board!*





# What Do I Sell ?

## ClearPOWER P2

- Battery, inverter, electronics
- Portable

## ClearPOWER Docking Station

- Home integration kit
- Auto Transfer Switch

## ClearPOWER Support

- 1 yr warranty, 5 yr on battery

## Reseller Services

- Installation services



# ClearPOWER P2 Benefits

- Quiet
- No fossil fuel required
- No fumes
- Can be used indoors
- No maintenance required (other than battery switch every 5 to 10 years)
- Can be used at night in RV parks
- Integrates into home's wiring through docking station
- No extension cords required to power appliances or electronics
- Continue using many of your light switches and wall outlets in a power outage.
- Take the battery with you when you need portable power
- Store solar energy (works with most panels up to 48V)
- Quickly recharge the battery with solar panels (2-3 hours)
- Doesn't require many solar panels to recharge (4-5)
- Can run indefinitely with enough solar panels (4-5) and good sunshine
- Relatively light at 50 pounds, the P2 is certainly portable
- More affordable (and available) than larger fixed home-battery solutions



# ClearPOWER P2 Tech Specs

## General

**Dimensions:** 10.3 D x 15.5 W x 10.8 H in (26.16 D x 39.37 W x 27.43 W cm)

**Weight:** 55lbs (25 kg)

**Chainable:** Coming Early 2019

**Warranty:** 12 Months

## Battery

**Battery Chemistry:** Li-ion NMC

**Capacity:** 1534Wh (25.2V, 60.9AH)

**Lifecycles:** 2000 cycles at 90% depth of discharge.

**Maintenance:** Minimum - Charge every 10-12 months.

## Charging

**Input A/C:** 126W max. (12.6v, 10A)

**Input Solar:** MPPT Charge controller, 24V, 22.5amps (540watts max)

## Output

(4) **USB Port (output):** 5V, up to 2.4A (12W max)

(2) **12V DC car port (output):** 12V, up to 10A (120W max)

(1) **12V DC 8mm (output):** 12V, up to 10A (120W max)

(1) **24V DC 8mm (output):** 24V, up to 10A (240W max)

(4) **AC Inverter (output, pure sine wave):** 120VAC 60Hz, 50A (2500W, 5000W surge)

## Chainable

Coming Late 2018. Up to 3 additional ClearEnergy Battery Expansion Packs

## Docking Station

**Circuit Breaker:** (3) 15amp circuits

**Connection to home breaker box:** hard wire to individual circuits

**Input A/C:** 126W max. (12.6v, 10A)

Hard wire connection to Roof Mount Solar Panels - 540 watt charging Grid to Inverter Auto Transfer Switch System



# ClearPOWER P2 FAQs



## Why do you use Lithium-ion NMC battery technology?

Li-ion NMC is a well established battery chemistry that provides a good cycle life to weight to price ratio in comparison to other technologies like AGM or Lithium Iron Phosphate. It is the same chemistry used in Tesla cars, mobile phones, and most other portable battery applications. We're always evaluating and considering new technologies for future versions.



## How many solar panels would be needed to recharge the P2 from zero?

The P2 can accept 1000W of solar power at a time, meaning at max input the unit could be recharged in about 1.5 hours. Four to five, 300Watt solar panels should be able to accomplish this in good sunshine conditions. Fewer panels would still work, but would just take longer.



## How Long will the P2 charge my Essentials?

There is no straight-forward answer to this question as it depends on the load that you have on the battery (what the battery is powering at any given moment). A simple way to answer the question is to find the wattage of whatever is being powered by the P2 and divide it into 1500 (The size of the P2 battery). This will give you the total hours of charge. As an example. If you had 10 LED lights turned on that were running through the P2, and each light was 10 watts (100watts total), you could run these lights for 15 hours.



## What is the average time for power outages across the United States?

4 hours, according to the FEMA.



# ClearPOWER P2 FAQs



## What is the average Energy Consumption of common household appliances and electronics?









Item	Average Max Wattage
Elec. Furnace	7941
Elec. Space Heater on medium	900
Gas Furnace Blower	750
Central Air Conditioner	3500
Window AC unit (medium)	900
Evaporative Cooler	400
Floor Fan	100
Ceiling Fan (high-speed)	75
Clothes Dryer	4400
Water Heater (electric)	3800
Refrigerator (compressor)	200 - 700

Item	Average Max Wattage
Electric Oven	2000
CFL Light	18
LED light	10
Desktop Computer	150 - 340
Monitor (LCD)	40
Laptop Computer	45
50" Plasma TV	191 - 474
50" LED TV	100
Microwave	1440
Coffee Maker	900
Range Burner	800

### Important Note:

Not all items use the listed wattage constantly, for example, a 700-watt refrigerator will only run at 700 watts when the compressor's running. Most of the time the refrigerator just sits there, using only 5 watts or so in standby.

# What The ClearPOWER P2 Can Power

	<b>Refrigerator</b>	Average 200 Watts per hour	About 7 hours
	<b>5 LED lights</b>	Average 50 Watts per hour	About 30 hours
	<b>TV</b>	Average 100 Watts per hour	About 15 hours
	<b>Laptop computer</b>	Average 40 Watts per hour	About 37 hours
	<b>Floor fan</b>	Average 70 Watts per hour	About 21 hours
	<b>Refrigerator + 5 LED Lights</b>	Average 250 Watts per hour	About 6 hours
	<b>Refrigerator + 5 LED Lights + TV</b>	Average 350 Watts per hour	About 4 hours
	<b>Everything listed above</b>	Average 460 Watts per hour	About 3 hours

**NOTE:** These are only general estimates. You may get more or less power time as every device is different and will use different amounts of power. Power times will also vary depending on how many items are powered at once. In emergency situations, we recommend only powering 300 watts per hour or less to allow 5 hours of charge.

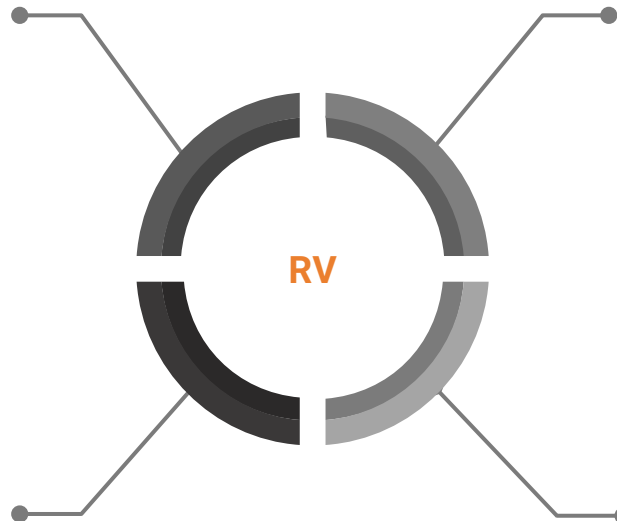
# ClearPOWER P2 Case Study 1

## Situation

Camping and getting away from home is a way for people to relax, destress and enjoy nature. Comforts while being away from home are still used by people including microwaves, TV's, phones and devices. In addition to these comforts RV's require power for water pumps, showers, toilets, lights and other living essentials. Batteries are the primary source of power followed by generators.

## Problem

Batteries drain fast and there is the constant battle of keeping them charged and performance ready while an RV is unused. The solution has been running the motor of the vehicle to charge the batteries or using a generator. These two solutions require fuel and create noise which is what people are trying to get away from.



## Solution

ClearPOWER P2 and Docking Station. The ClearPOWER P2 can power all of these items silently and through the wiring of the RV and can be charged via any fuel source, we recommend 1000 watts of solar on the roof of the RV. If, by chance, the solar panels do not keep up with the electricity demand the ClearEnergy P2 can still charge via generator or the RV's motor.

## Results

- Peace of mind that appliances, lights and other devices will always be powered.
- No worries about dead batteries.
- A more peaceful and quiet trip away from home in nature without the noise of motors and generators.

# ClearPOWER P2 Case Study 2

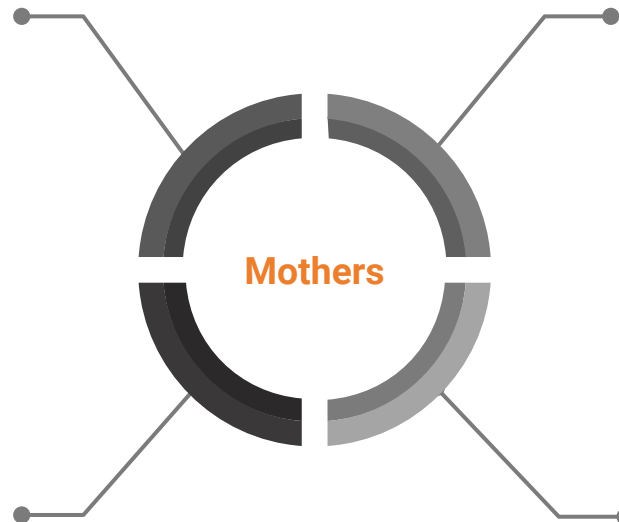
## Situation

A family arrives home after school and work and all the evening activities have begun. The children are doing their homework on tablets and computers, Dad is working in the garage and Mom is getting dinner ready. In the middle of these activities the power goes out.

You live on the coast in the southern part of the US. You just made it through a category 4 hurricane and the power is out, the water is rising and you need to make sure your essential communications are charged. What do you do?

## Problem

As a parent, as a mother, what are the thoughts that run through your head when the power goes out or there is an emergency? Can I keep the kids are fed, is the refrigerator cold and keeping my perishables cold, can my kids finish their homework or stay entertained, do we have light for safety and security? How long is this outage going to last?



## Solution

The ClearPOWER P2 and Docking station ties directly into your homes wiring and powers up to 3 essential circuits. If there is a power outage the ClearEnergy P2 will automatically keep your essentials powered. Whether you are home or not you can have peace of mind that your refrigerator is powered, you will have several rooms with lights functioning, you will have outlets that are powered and your internet and security system is still functioning.

If you have an emergency and need to leave your home grab the ClearPOWER P2 out of the Docking Station, fully charged and have power on the go.

## Results

- Essentials are powered and you can continue living as normal
- Peace of mind
- Safety
- Security
- Entertainment
- Communication
- Prepare and preserve food



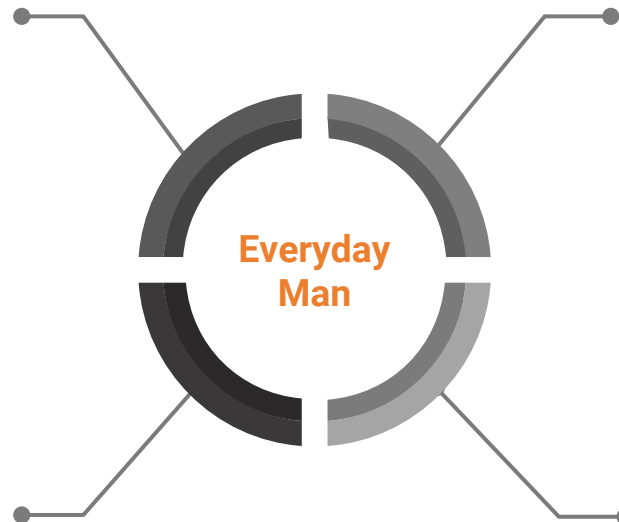
# ClearPOWER P2 Case Study 3

## Situation

George is a graphic designer and small business owner. He has 2 employees and they work out of his home office. They have a large clientele base because they are small, nimble, and do quality work on time. One day George and his 2 employees are working to finish a deadline in 4 hours for a VIP client. The power goes out.

## Problem

How does George finish his work on time for his client and meet the deadline keeping them happy and income coming in? He has a generator but it stopped working and it needs to be serviced and there is no gas in the tank. They check the utility company's website to see how long the outage will be and they are informed 2-4 hours. A tree was knocked down in an accident and crews are working to restore power. What does George do.



## Solution

George happens to have a ClearPOWER P2 and Docking station installed in his house. They didn't even notice the power outage because it automatically switched from the house's main power to the ClearEnergy P2. They keep working uninterrupted and finish their project on time and just as the power returns, which goes unnoticed.

## Results

- Peace of mind that if an emergency or power outage comes up I can continue working or living as normal.
- Work continues and the client gets their job done.
- Employees stay productive with no down time.
- George is a happy small business owner unaffected by events that happen but we have no control over.



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