



carbonxsolutions.com

Carbon X Solutions



Doug Cleveland, M.D.

Managing Partner

- Trained in anesthesiology at The University of Chicago
- Certificate in healthcare economics from Harvard Business School
- Practicing physician
- Loves entrepreneurship
- Has consulted in hospitals across U.S. to improve their patient outcomes and profitability
- Lead a team of investors in midwestern real estate

Kent Leichter

Technology

- BS in Computer Science and MS in Management Information Systems
- IT Professional and technology enthusiast
- Designed and built his own off-grid solar generation system

Chris Wake

Customer Service, Marketing

- BAS in Animal Science
- US Navy veteran
- Six Sigma Black Belt
- Entrepreneur with dozens of successful business launches
- Background in animal feed and food waste industries



Carbon X Solutions

No other program like CXS

Opportunity for...

- **Competitive edge for your solar business**
- **Residual income**

CXS Origin Story: The Beginning



CXS Origin Story: An Important Observation



**Larger companies selling their green credits
Homeowners and smaller businesses left out**

But why?

Can we find a way?

CXS Origin Story: Hurdles

Market is...

- **Complex and confusing**
- **Full of inconsistently used terminology**
- **Evolving**
- **Disinterested in you and me**



**A RARE OPPORTUNITY TO ACCESS AN UNTAPPED MARKET
TO BEAT COMPETITORS, NEED TO MOVE NOW**

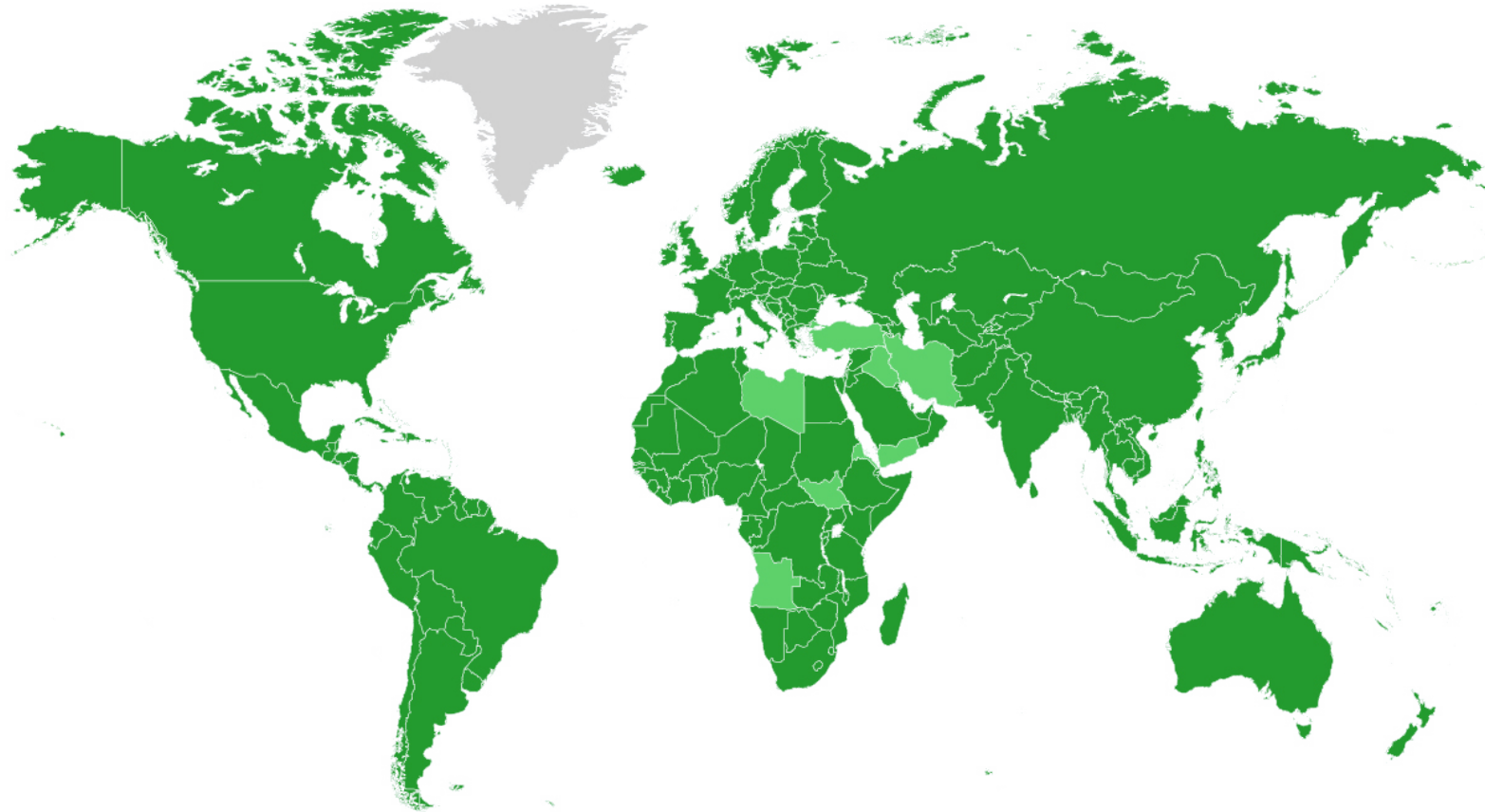


How the Green Markets Work

Ready to nerd out?



Paris Agreement



Paris Agreement

- Significant international pressure
- Each country submits GHG emission targets
- Aggregate goal is 50% by 2030
- U.S. committed to halving carbon emissions by 2030 and to produce 100% carbon pollution free electricity by 2035





Paris Agreement

- Agreement has teeth
- Successful climate litigation
 - Netherlands
 - Germany
 - Shell Oil
- Seems likely U.S. will have to participate long-term





States Have a Say

38 states have established goals

Institutions Have a Say

Google



Goldman
Sachs

Role of Green Credits

To accomplish their goals, entities may

- **Investment in costly equipment to reduce their GHG emissions**
- **Purchase green credits to offset their GHG emissions**

How the Solar Green Credit Market Works



A solar installation produces energy to power a business or home

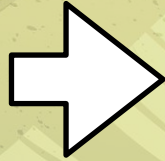
For every 1 MWh the system produces, the owner is entitled to 1 green credit

Credits are sold to businesses and others to offset the GHG they produce

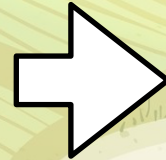
The seller of the credits earns money

How the CXS Platform Works

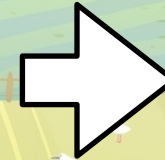
**Register
client in
online
portal**



**CXS
processes
registration**



**Green
credits
tracked by
our
proprietary
system**



**Credits sold
in most
lucrative
market**

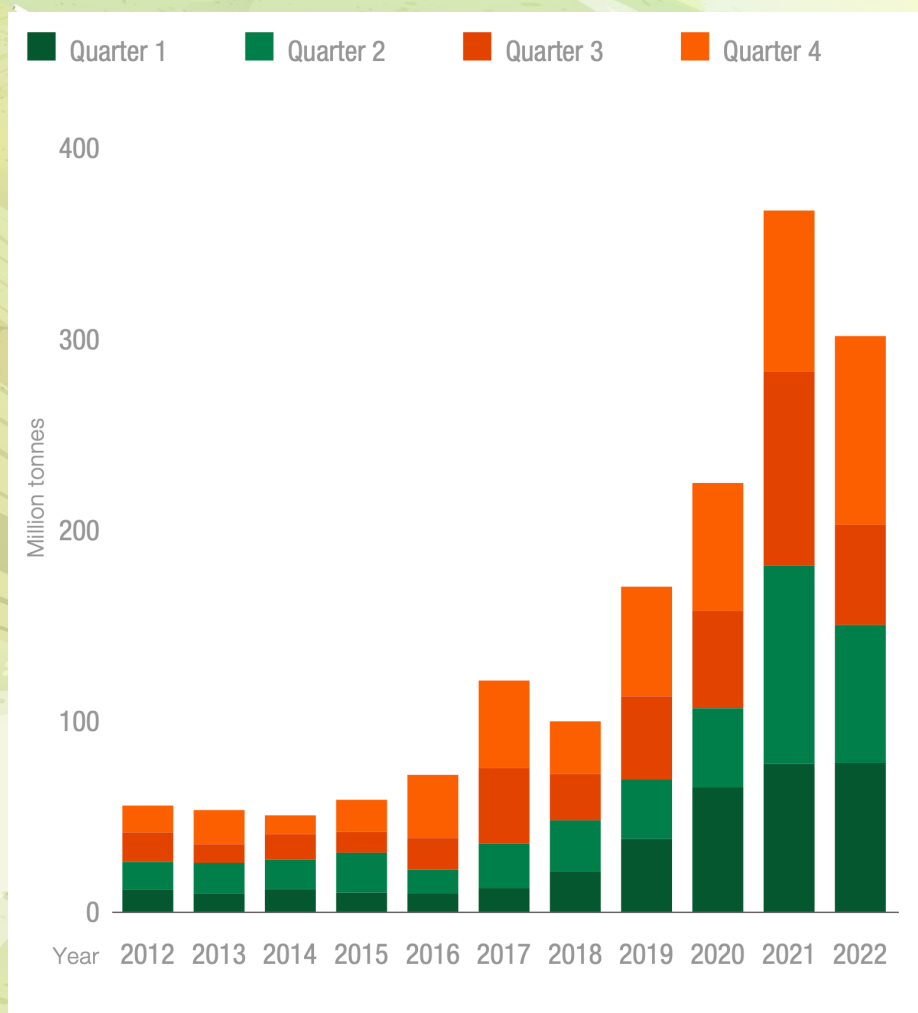
CLIENTS AND YOU ARE PAID ONCE PER YEAR

Market Growth Potential

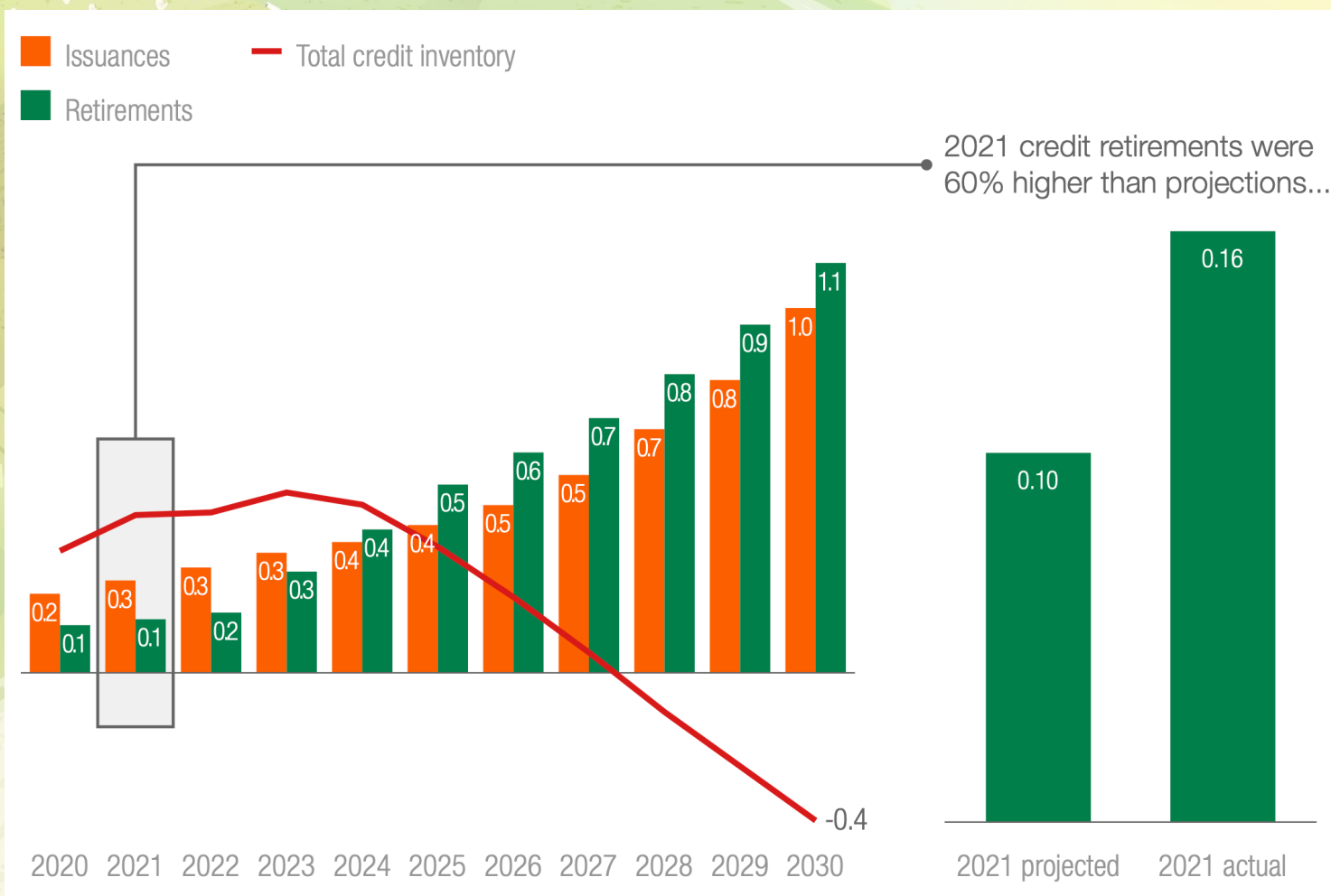
- Data points to a sharp increase in demand
- Expect increase in prices



Market Growth Potential



Market Growth Potential





Market Growth Potential

In survey of 200 business leaders

- **55% viewed company's spend on credits non-discretionary**
- **92% expect prices for credits to increase**

McKinsey estimates we will need

- **15X the number of credits to reach 2030 goals**
- **100x the number of credits to reach 2035 goals**

Market Growth Potential

- BCG predicts market value will increase from \$2B in 2020 to \$40B by 2030
- McKinsey estimates \$50B by 2030
- Morgan Stanley suggests \$100B by 2030 and \$250B by 2050

The CXS Difference

1. Offer opportunity for homeowners and small- and medium-sized businesses the opportunity to participate in the green energy credit markets nationwide—no other program offers this coverage
2. We aggregate residential and commercial credits together, making them more attractive to potential buyers
3. We leverage our understanding of multiple markets, including domestic and international, to sell credits for the highest possible price
4. We continuously monitor domestic and international policy change and look for resulting market opportunities
5. Residual income for BV Power salesperson and solar owner
6. A rare and true win-win for BV Power salesperson and solar owner, with no downside risk

The BV Power Charge



The success of our program is up to you!



New Agent Enrollment

Create Credentials



Welcome

Sign Up to carbonxsolutions to continue



Continue

Already have an account? [Log in](#)



Enter Account Details



NEW AGENT REGISTRATION

Enter all available information and click "Submit".

Name

First Name*

Last name*

Contact information

Email address*

kleichliter@carbonxsolutions.com

Phone number*

Agent ID*

RESET

CREATE USER



Registration Errors



NEW AGENT REGISTRATION

Enter all available information and click "Submit".

Name

First Name*

Kent

Last name*

Leichliter

Contact information

Email address*

kleichliter@carbonxsolutions.com

Phone number*

(417) 217-3228

Agent ID*

12461



Agent ID already exists.

RESET

CREATE USER



Agent Home Page

HOME

NEW PROJECT

MY PROJECTS

MY PROFILE

LOG OUT

HOME

NOTIFICATIONS [?]

Nothing to see here, folks. Move along!

MY AGENT LINK [?]

<https://app.carbonxsolutions.com/new-project/12460>

PROJECTS & CLIENTS [?]



Filter


<input type="checkbox"/>	ID	Project Name	Owner	Email	Location	Capacity (W)
No data matching the filter ""						


Items per page: 5 0 of 0 < >





NEW PROJECT REGISTRATION




 HOME

 NEW PROJECT

 MY PROJECTS

 MY PROFILE

 LOG OUT

NEW PROJECT

Use this form to create a new project. Please enter as much detail as possible.

1 New User Account

First name*

Last name*

Email address*

Phone number*

System Name*

Home

NEXT


2 Project Address

3 Project Details

4 Technical Details

5 Review & Submit

Project Address



HOME

NEW PROJECT

MY PROJECTS

MY PROFILE

LOG OUT

NEW PROJECT

Use this form to create a new project. Please enter as much detail as possible.

1 New User Account

2 Project Address

3 Project Details

4 Technical Details

5 Review & Submit

Address 1*

13 Mockingbird Ln.

Address 2

Apt/Suite

City*

Salem

State

MA


Zip*

24784

☐ System is located at different physical address?

NEXT

Project Physical Location



HOME

NEW PROJECT

MY PROJECTS

MY PROFILE

LOG OUT

1 New User Account

2 Project Address

Address 1*

13 Mockingbird Ln.

Address 2

Apt/Suite

City*

Salem

State

MA

Zip*

24784

☒ System is located at different physical address?

PHYSICAL LOCATION

Address 1*

742 Evergreen Terrace

Address 2

Apt/Suite

City*

Springfield

State

MA


Zip*

24784

NEXT

3 Project Details

Project Details

 carbonX SOLUTIONS

HOME

NEW PROJECT

MY PROJECTS

MY PROFILE

LOG OUT

3 Project Details

Latitude*

42.52353968394451

Longitude*

-70.89105356557717

Choose a date*

6/13/2022

MM/DD/YYYY

Life Expectancy (years)*

15

Installed capacity (Wh)*

17700

Installer name

SolarBob Installsalot

Installer phone number

(417) 217-3228

Installer email

solarbob@gmail.com

MAINTENANCE DETAILS

Choose a date

6/19/2023

MM/DD/YYYY

☒ System is free of defects?

☐ System is functioning as designed?

Describe any functional issues the system may have. If there are none, check the box above.

BACK

NEXT

4 Technical Details

Technical Details

HOME

NEW PROJECT

MY PROJECTS

MY PROFILE

LOG OUT

Project Details

4 Technical Details

5 Review & Submit

INVERTER

Manufacturer

SolarEdge

Serial number

1234567489123

Model number

TP6048

PANELS

Description*

370W

Model number

37NWsp-5

Qty.

20

Installation type*

Ground

Orientation (degrees)*

180

STORAGE

☒ System includes storage?

Manufacturer

BigBattery.com

Capacity

305

Serial number

23499sdb34

Model number

KONG Elite

BACK

NEXT

Review & Submit

🏠 HOME

+ NEW PROJECT

📁 MY PROJECTS

👤 MY PROFILE

🚪 LOG OUT

✓ Project Details

✓ Technical Details

5 Review & Submit

Please review the data you entered, and then click "Submit".

OWNER INFORMATION

Daddy Warbucks 13 Mockingbird Ln.
dwarbucks2@gmail.com Salem, MA 24784
(278) 457-9637 USA

GENERAL SYSTEM INFORMATION

INSTALLATION INFORMATION

Project Name: Mansion #2
Date entered service: 2022-6-13
Life expectancy: 15
Installed capacity: 17700

PHYSICAL LOCATION

Lat./Long. 42.52353968394451,
Address: -70.89105356557717
742 Evergreen Terrace
Springfield, MA 24784
USA

INSTALLER INFORMATION

SolarBob Installsalot
(417) 217-3228
solarbob@gmail.com
2023-6-19

System is free of defects? true
System functioning as designed? true

TECHNICAL DETAILS

INVERTER

Manufacturer: SolarEdge
Model: TP6048
Serial: 1234567489123

PANELS

Description: 370W
Quantity: 20
Model: 37NWsp-5
Installation type: Ground
Orientation: 180

STORAGE

Manufacturer: BigBattery.com
Model: KONG Elite
Serial number: 23499sdb34
Capacity: 305

BACK


SUBMIT

6 Results

Signing

Documents

NAR-Responsibl...
1 Pages


1

Fields remaining: 1

ⓘ 🔍 ↻

Finish

More actions

Portion (%age or MW)
being designated:100%

ID or EIA Plant Code: _____

Meter ID: _____

3. The Granting Party has not granted similar authority or permission to any other Account Holder or person for use in NAR or any similar registry or tracking system.

Capitalized terms not otherwise defined herein shall have the meanings assigned to them in the NAR Terms of Use and Operating Procedures, both of which can be found at <http://www.narecs.com>.

GRANTING PARTY

Daddy Warbucks

Address: 13 Mockingbird Ln., Salem, MA 28478

Date: Jan 07 2024 20:21 PST

Signature:

Signature

Name: Daddy Warbucks
Title: Owner

ACCEPTED AND AGREED

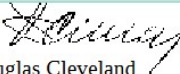
RESPONSIBLE PARTY

Carbon X Solutions, LLC
9350 E Corporate Hills Dr #782258
Wichita, KS 67207

Enter your signature.

Previous Next

Date: _____

Signature: 

Name: Douglas Cleveland
Title: Managing Partner

Return to North American Renewables Registry, APX, Inc., 2001 Gateway Place, Suite 315W, San Jose, CA 95110

July 2015

NAR-Responsible-Party-Designation-July-2015

1 of 1

Signing Options

Sign

English

Documents

Fields remaining: 1

NAR-Responsibl...
1 Pages

1

TYPE

DRAW

UPLOAD

Signature

Daddy Warbucks

Initial

DW

✓ Daddy Warbucks

DW

Daddy Warbucks

DW

Daddy Warbucks

DW

Cancel

or

Ok

Daddy Warbucks

Address: 13 Mockingbird Ln., Salem, MA 28478

Date: Jan 07 2024 20:21 PST

Signature:

Signature

Name: Daddy Warbucks

Title: Owner

Carbon X Solutions, LLC

9350 E Corporate Hills Dr #782258

Wichita, KS 67207

Enter your signature.

Previous

Next

Signature:

Signature

Name: Douglas Cleveland

Title: Managing Partner

Return to North American Renewables Registry, APX, Inc., 2001 Gateway Place, Suite 315W, San Jose, CA 95110

July 2015

Finish

More actions

1 of 1

Done!

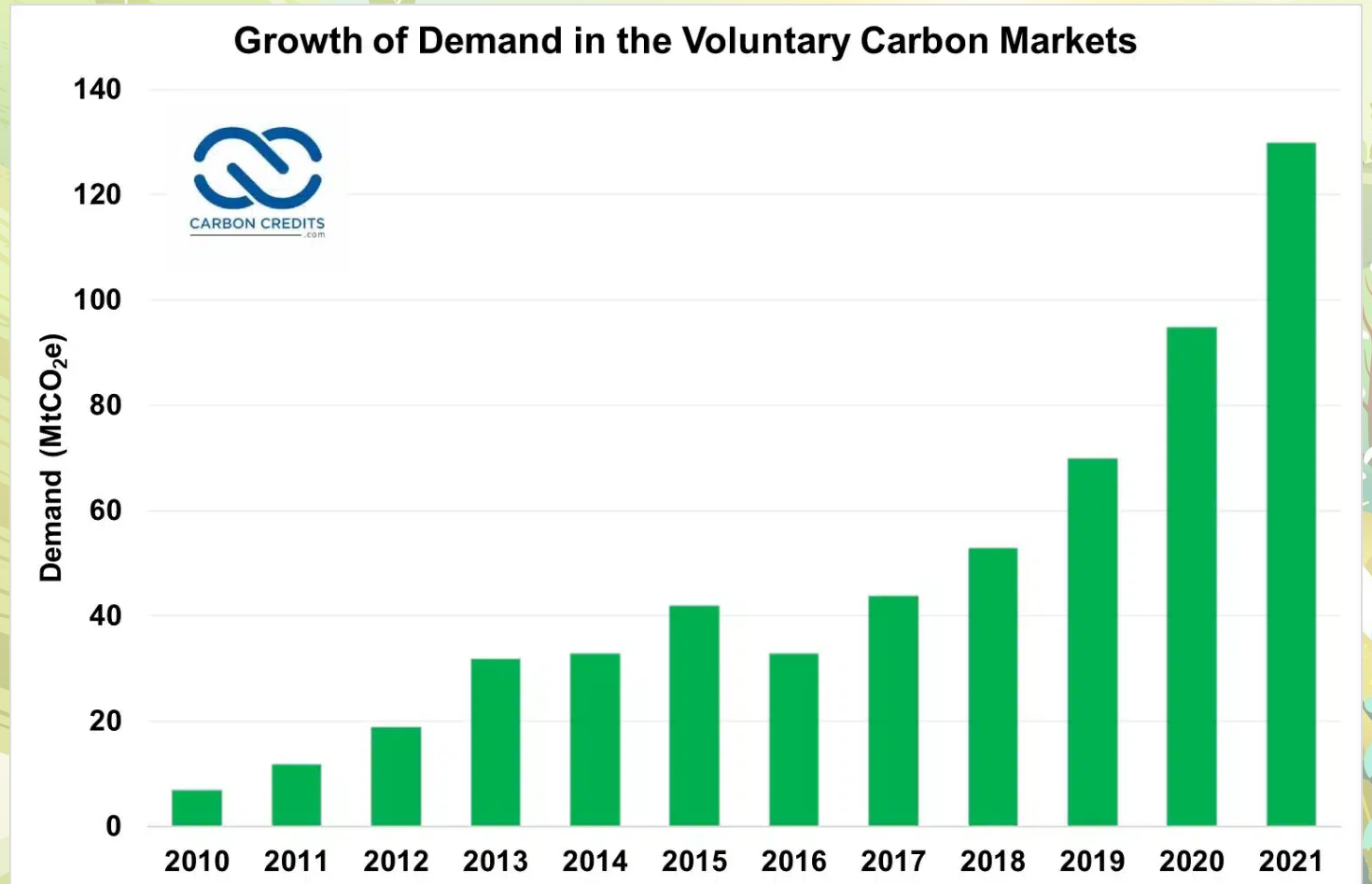


Chris Wake

- Grew up in Ag Business
- Animal Science degree
- Six Sigma Black Belt
- Served four years in the Navy (2002-2006)
- Over ten years of turning waster into reusable products
 - Food waste into feed
 - Upcycling animal by-products
 - Upcycling paper waste
- Worked with different carbon tax credits like 45Q (manufacturing tax credit)
- Own my own business



There is a race to a trillion-dollar industry. BloombergNEF reports that by 2037 the market value of carbon credits will be over 1 trillion dollars.



How Does Carbon X Solutions Green Credits Grab Market Share?

Previous Solar Customers

This should be one the first people we engage with. We already have a relationship. We know them.

New Solar Customers

Tie Carbon X Solutions Green Credits right into the new sale.

Other Solar Reps

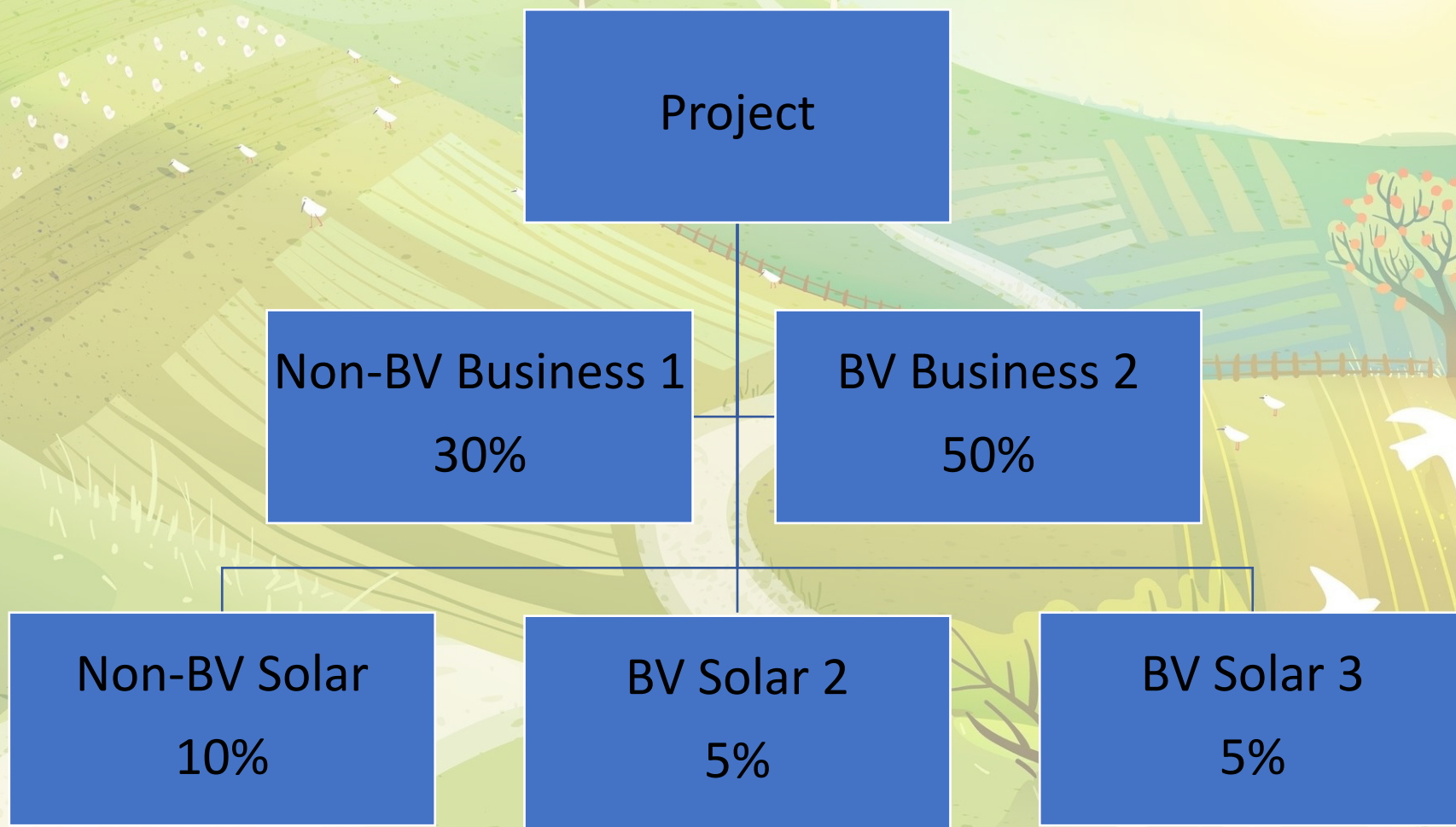
Even if we lose on sales opportunity, we can use other solar reps to help us gain access to projects that we missed out on.

Missed Solar Sales

We can still go to homeowners that didn't buy BV Solar panels and partner with them.

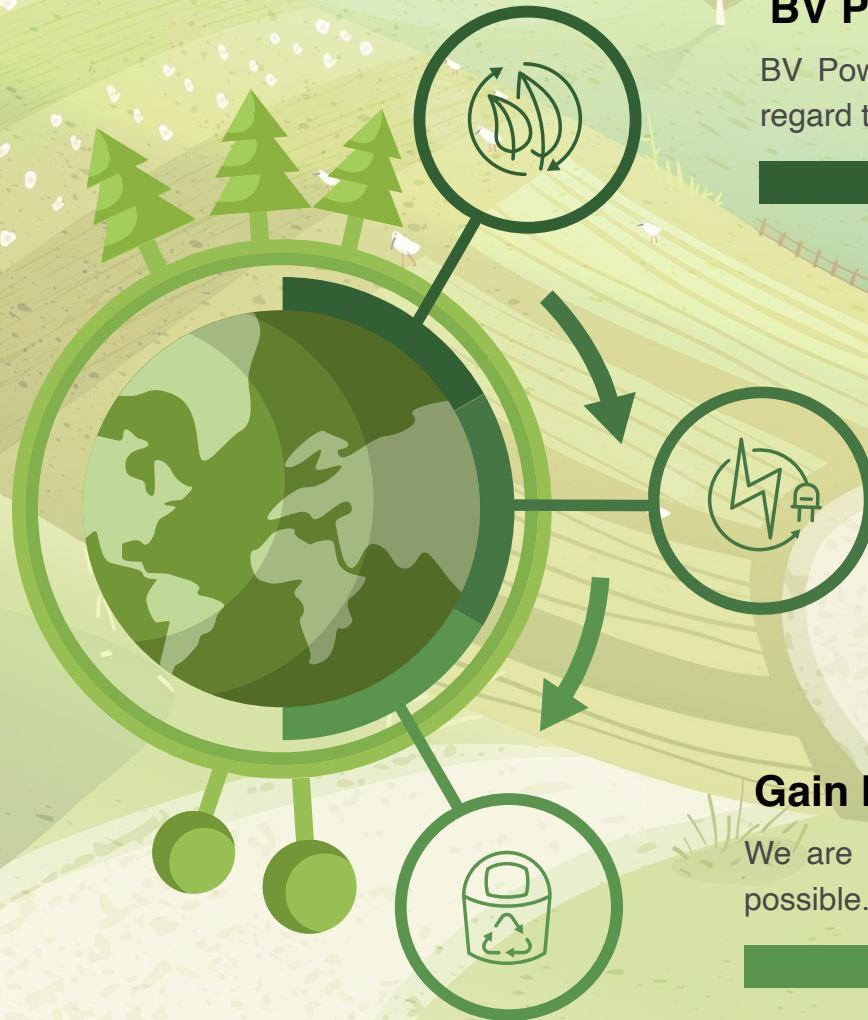


Aggregation Model with Non-BV Solar and BV Solar Together



Why Sell to Non-BV Power Customers?

43



BV Power

BV Power has a small portion of the market share in regard to solar.

Build Rapport

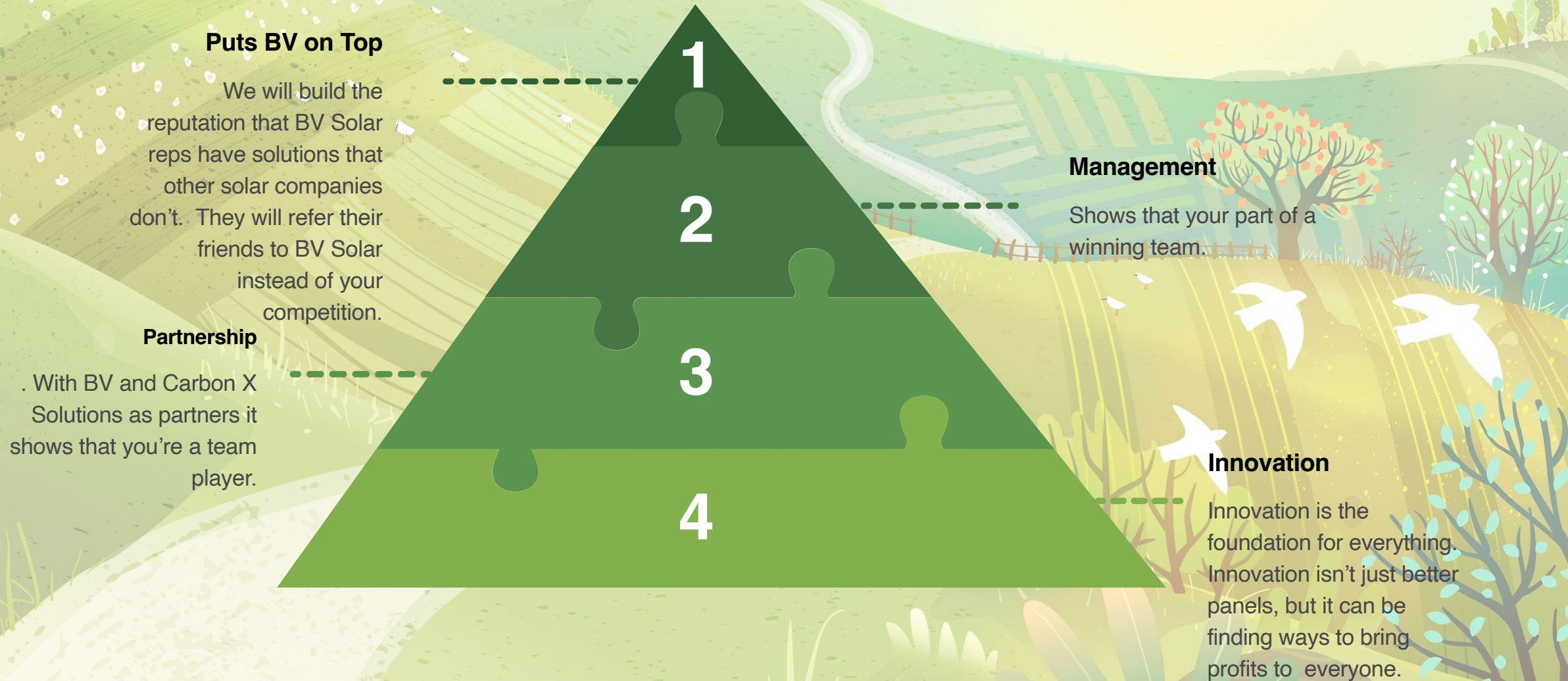
We can build a rapport that BV Power is the place to go. We help out customers we didn't sell solar to.

Gain Market Share

We are in a race to grab market share as quickly as possible. This is a blitz campaign.

Building Rapport to Non-BV Solar Customers

44



Other Sales Agents and Non BV Solar Customers

1

Educate

Non-BV Solar sales agents and their customers might not trust us or understand the opportunity to work together. This is where we have to teach them that this is a new product. This isn't something they already have.

2

Relationship

Just like any client we have to build a relationship with them. We are selling them a new product.

3

Sell

Once we educate and build relationship we then can sell.



Key Points in Old Projects

1

Credits

They could be eligible for credits for the last twelve months of production and moving forward. Old credits will be worth less.

2

Infrastructure

They still need to have an inverter that we can connect to and maintain wifi.

3

Sign the Contract

They still must sign a new contract that gives CXS the rights to their solar credits.

This is Still a Win/Win Deal!



Lose/Lose



Win/Lose



Win/Win

Summary

- **Access to an untapped market with enormous upside potential...we hope you are as excited as we are!**
- **Demonstrated how to enroll clients into the system**
- **Given tips on how to sell to existing and future clients and non-clients**
- **Support**
 - **Coming soon: educational materials and how-to on carbonxsolutions.com**
 - **info@carbonxsolutions.com**
 - **800-897-4962**



carbonxsolutions.com