

CLEAN ENERGY

CREDIT UNION

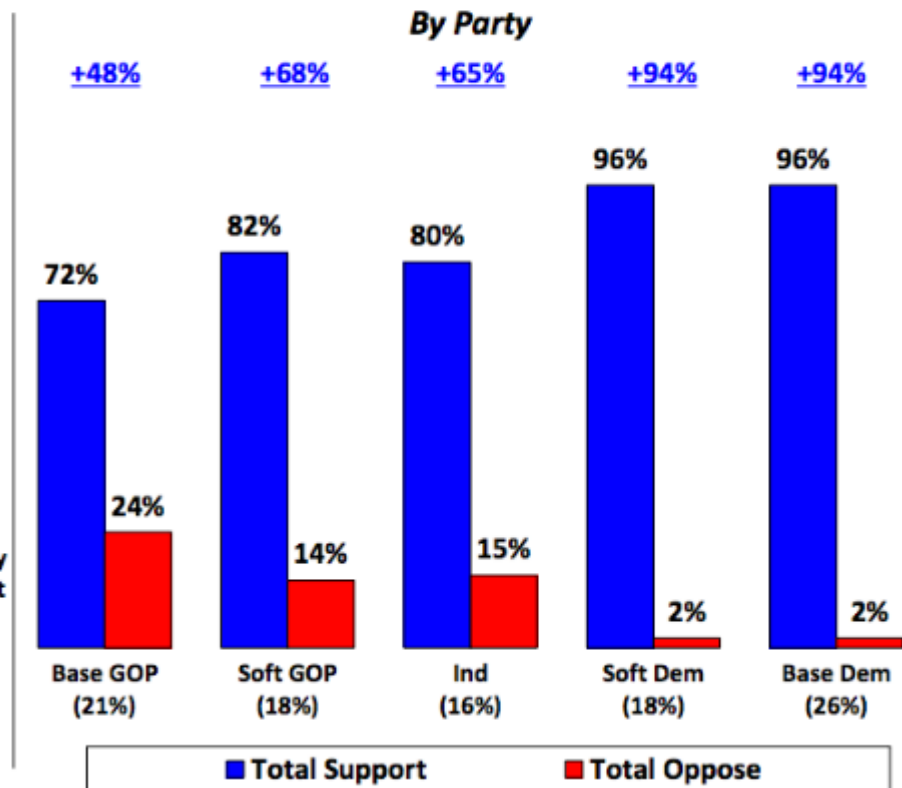
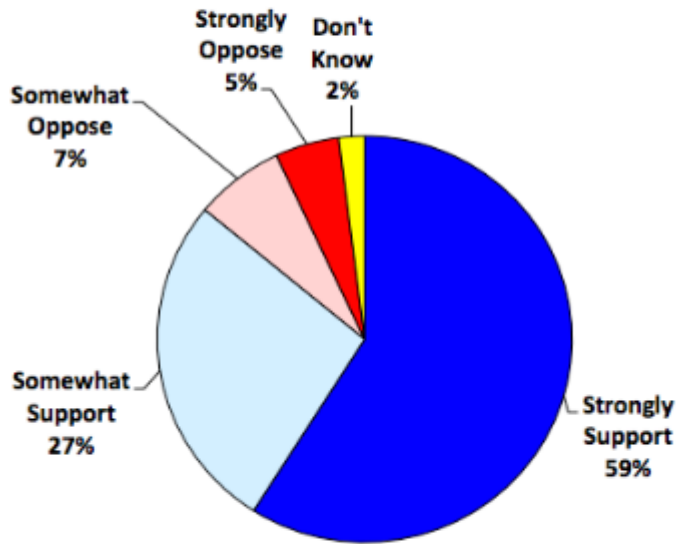


Financing the clean energy movement.

Voters want more clean energy

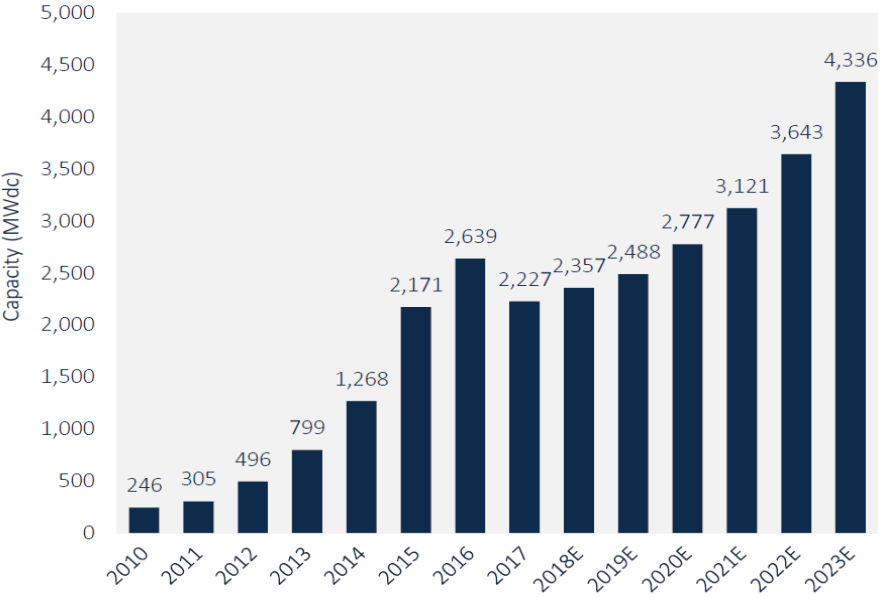
"And, would you say you support or oppose taking action to accelerate the development and use of clean energy in the United States?"

Total Support: 86%
Total Oppose: 11%*



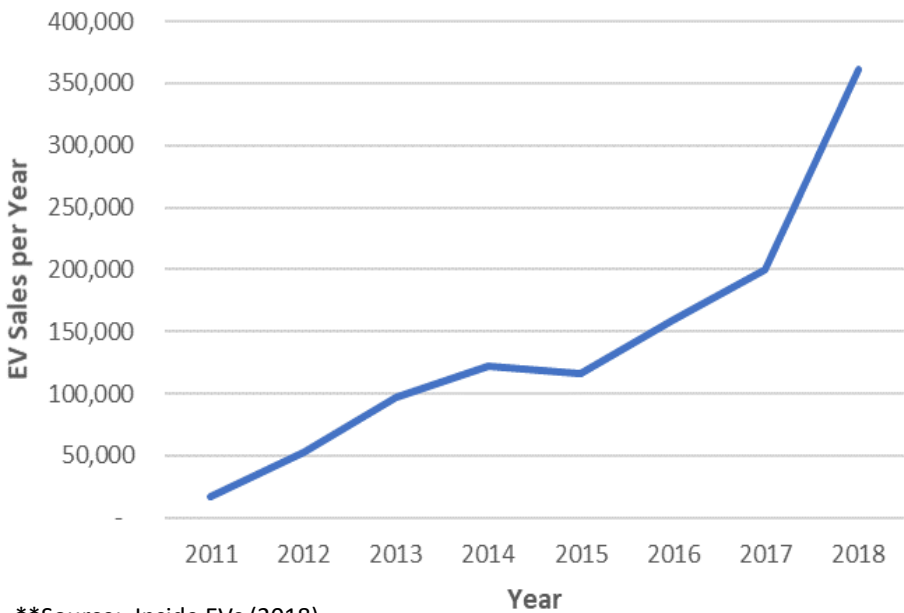
Consumers are using more clean energy

U.S. Residential Solar PV System Installation Forecast (2010-2023E)



*Source: Solar Energy Industries Association and GTM Research (2017)

U.S. Plug-In EV Sales (2011-2018)



**Source: Inside EVs (2018)

***Source: 2016 Green-e Verification Report (2017)

But not everyone can afford it

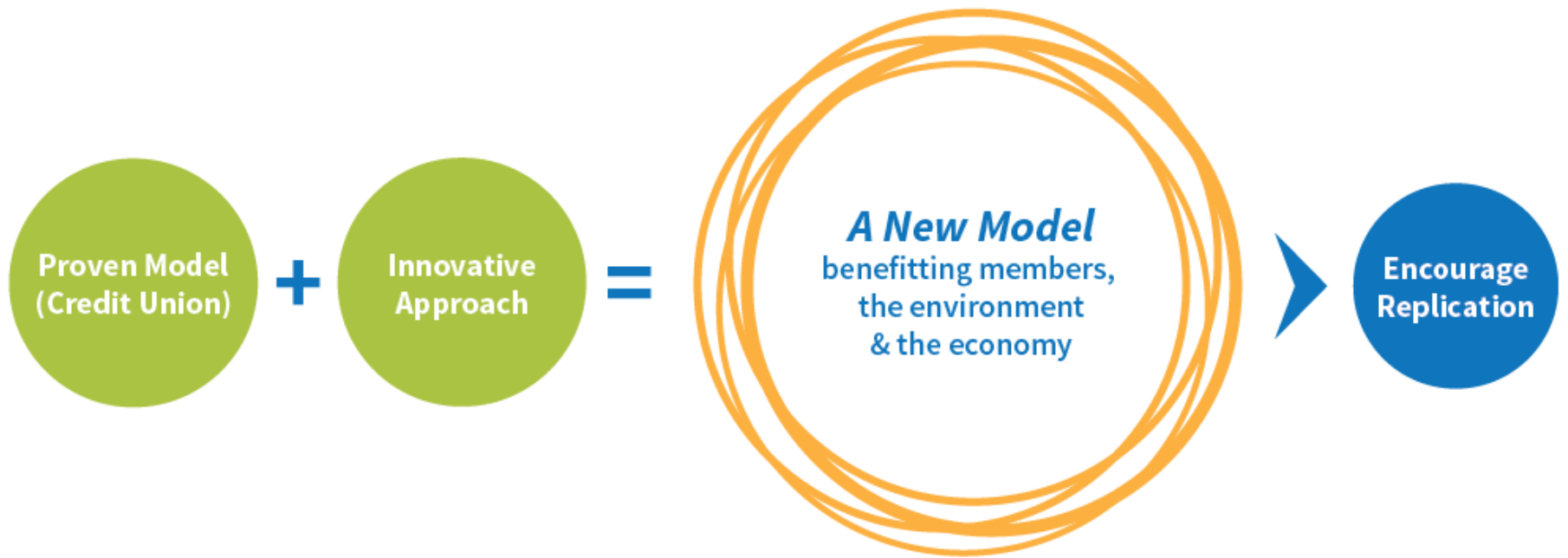
- 1) Large upfront cost → huge need for financing

- 2) Financing options are too expensive
 - a) Not enough competition
 - b) New market
 - c) High perceived risk
 - d) Mismatched product offerings

And not everyone can invest in it

- 1) Clean energy stocks: extremely volatile
- 2) Restrictions on investing in private companies
- 3) Consumers who can't buy clean energy products don't have a way to support people who can

What's our plan?



What is a Credit Union (CU)?

- Financial services cooperative;
- Not-for-profit;
- Tax-exempt;
- Democratically owned by its members;

Vision

We envision a world where *everyone* can participate in the clean energy movement.



What does Clean Energy CU do?

- 1) Make it easier for everyone to afford to use clean energy.
- 2) Make it easier for everyone to invest in clean energy.



How is Clean Energy CU unique?

- 1) Credit union structure
 - a) Tax exempt / not-for-profit
 - b) No stockholders
 - c) Cooperative “trust factor” (e.g. not a bank)
 - d) Federally insured deposits

How is Clean Energy CU unique?

- 1) Credit union structure
 - a) Tax exempt / not-for-profit
 - b) No stockholders
 - c) Cooperative “trust factor” (e.g. not a bank)
 - d) Federally insured deposits

- 2) Exclusive focus on clean energy lending
 - a) Mission, DNA, etc.
 - b) Market expertise, specialization, ability to adapt, etc.

How is Clean Energy CU unique?

- 1) Credit union structure
 - a) Tax exempt / not-for-profit
 - b) No stockholders
 - c) Cooperative “trust factor” (e.g. not a bank)
 - d) Federally insured deposits
- 2) Exclusive focus on clean energy lending
 - a) Mission, DNA, etc.
 - b) Market expertise, specialization, ability to adapt, etc.
- 3) Online/Mobile only (i.e. no branches)

Who can join Clean Energy CU?

- ASES members
- Family and household members of ASES or Clean Energy CU members
- What is ASES?
 - American Solar Energy Society (ASES)
 - Established in 1954
 - 501(c)(3) based in Colorado
 - Mission: a 100% renewable energy society
- Individual ASES membership: \$10-\$39
- Ongoing membership in ASES is not required



AMERICAN
SOLAR
ENERGY SOCIETY

Deposit Products

Phase One (2018-2019):

- Savings accounts
- Clean Energy CDs
- IRA accounts

Phase Two (2020+):

- Checking accounts
- Debit/ATM cards
- HSA accounts



Loan Products

Phase One (2018-2019):

- Solar PV loans
- Green home improvement loans
- Clean energy vehicle loans
- Electric bicycle loans

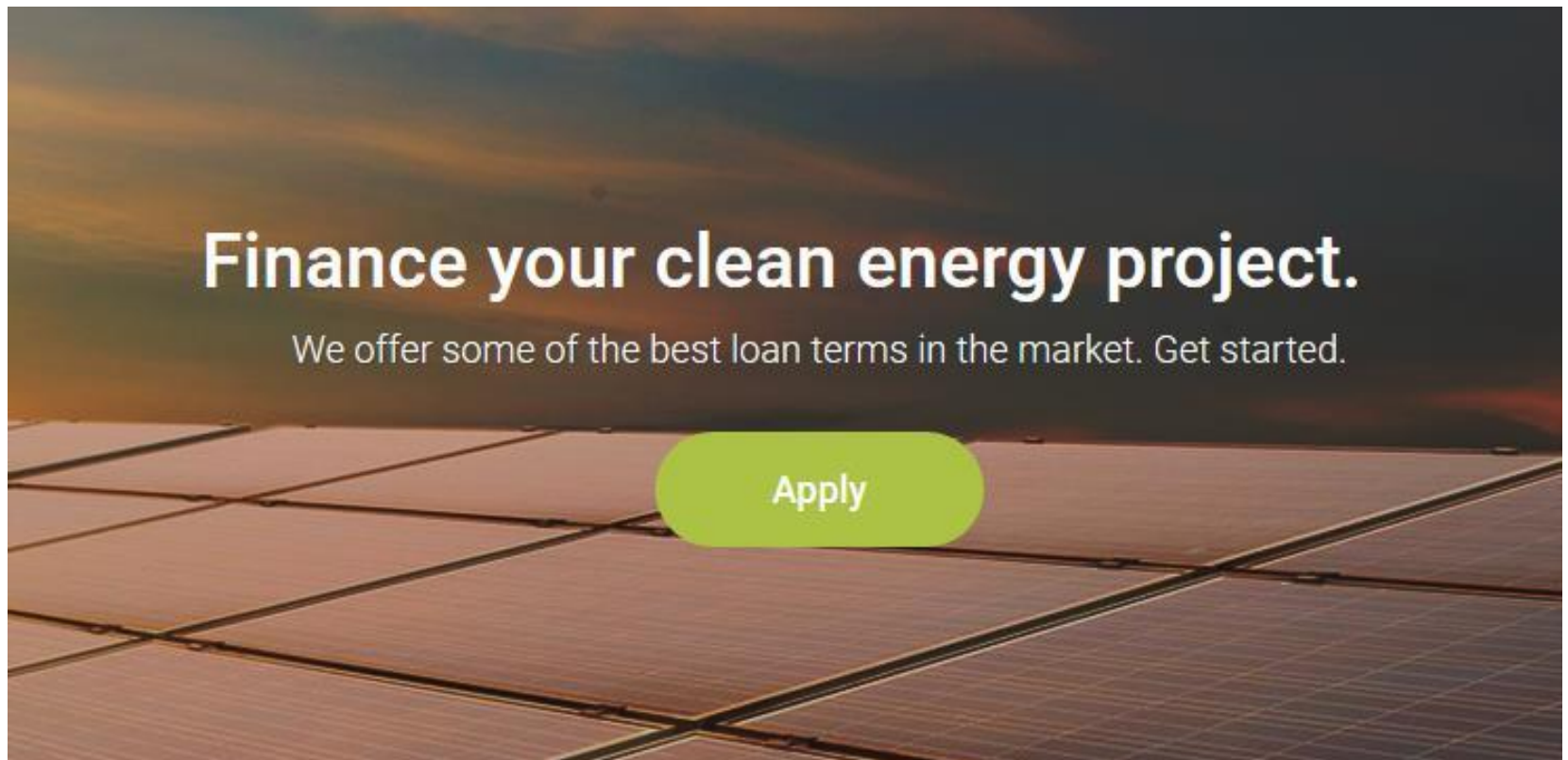
Phase Two (2020+):

- Credit cards
- Mortgages for “net-zero energy” and energy efficient homes
- Business loans



Applying for a Loan

Website: www.cleanenergycu.org/apply



Start-Up Limitations

- 1) Start-up pains
- 2) Products and services
- 3) Regulatory restrictions
- 4) Lending capacity

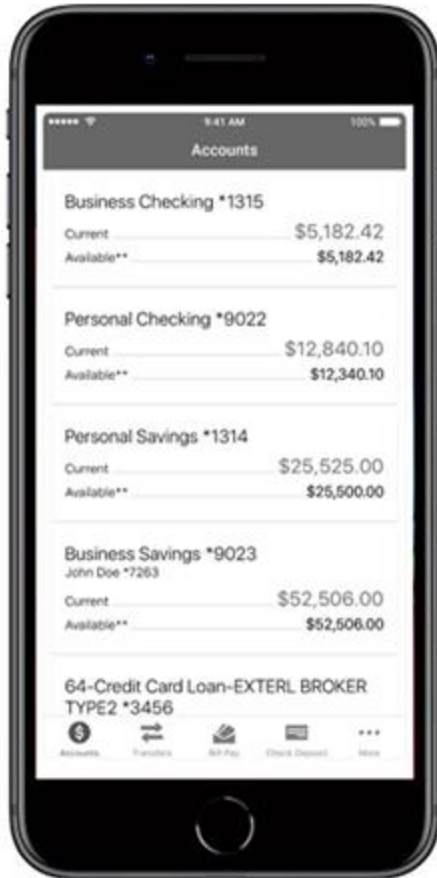


Early Progress

Since we began lending in June 2018:

Total Credit Union Members:	650
Total Member Deposits on Hand:	\$4.5M
Clean Energy Loan Applications Received (#):	748
Clean Energy Loan Applications Received (\$):	\$14.0M
Clean Energy Loan Applications Funded (#):	243
Clean Energy Loan Applications Funded (\$):	\$4.2M
(Est.) Tons of Carbon Dioxide Equivalent Offset:	15,643

Product Update



Mobile Banking App

- iOS and Android
- View account balances
- Remotely deposit checks
- Coming soon:
 - Mobile chat
 - External account transfers

Deposits Needed, Donations Invited

For every dollar we receive in donations,...



+

Federal regulations allow us to accept another \$14 in deposits,...



=

Resulting in a total of \$15 available to fund clean energy loans.



CLEAN ENERGY

CREDIT UNION



Financing the clean energy movement.

Blake Jones, Volunteer Board Chair

blake.jones@cleanenergycu.org

www.cleanenergycu.org