



### THE PROBLEM

The market has not offered a "One-Stop" solution for retrofits



**Product & Research**

- Experimenting with product
- General research on LEDs



**Contractors**

- Finding a contractor that charges \$80-\$125 an hour



**CSR**

- Taking time to create a Case Study of the retrofit

One month retrofits are an industry norm  
We can retrofit most facilities in under a day

We accomplish this through a "Plug-and-Play" Tube developed by Luxul Technologies

We have a special relationship with Luxul as a house account, undercutting competitors by up to 30%



### THE SOLUTION

To pioneer the reduction of energy consumption by illuminating the future with LED lighting



**ENERGY CONSULTING**



Determines their energy savings, SROI, customized location design, and LED products

**INSTALLATION**



We retrofit our clients facility's with state of the art LEDs providing retrofits in one day

**RECYCLING**

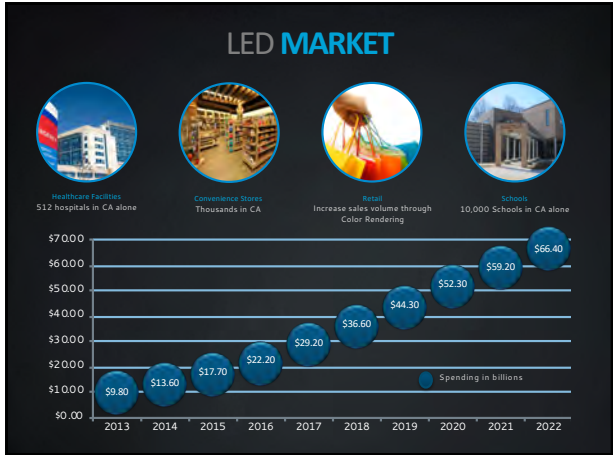


Old fluorescent tubes contain mercury. We ensure they are recycled properly.

**CSR Marketing Campaign**



We highlight our clients' environmental conscientiousness through client-specific campaigns



### LED BENEFITS

our mission



**ROI**

Return on Investment for retrofit projects range from 12% up to 48% in Northern California



**M&O Savings**

LED tubes can last up to three times longer than conventional hazardous fluorescent tubes




**Color Temp**

Enhancing the clients' lighting experience

### SOLAR CITY COMPARISON

#### Similarities



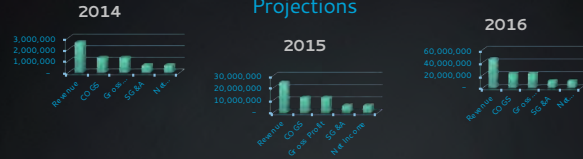
**Solar City**  
Was started in 2006 as a pioneering one-stop solution provider for implementing solar technology in California.

**How is LEDA similar**  
First mover advantage in the LED retrofit industry, with a comprehensive database of products, and providers of a one-stop solution to LED retrofitting.

**Brand Value**  
LEDA aims to establish our value in the market and become the industry leader in LED-based retrofitting of facilities.

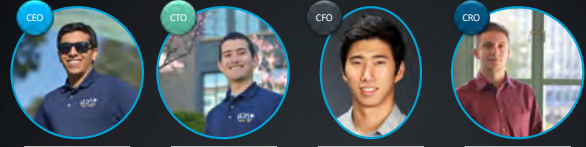
**LED Vs. Solar**  
LEDs are two to three times more cost efficient than solar, and installation pays for itself in less than two years.

## OUR FINANCIALS



(\$ in thousands)	2014			2015				2016			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Revenue	160	480	2,000	4,200	6,000	6,800	8,000	10,000	10,000	12,000	14,000
COGS	80	240	1,000	2,100	3,000	3,400	4,000	5,000	5,000	6,000	7,000
Gross Profit	80	240	1,000	2,100	3,000	3,400	4,000	5,000	5,000	6,000	7,000
SG&A	40	120	500	1,050	1,500	1,700	2,000	2,500	2,500	3,000	3,500
Net Income	40	120	500	1,050	1,500	1,700	2,000	2,500	2,500	3,000	3,500
EBITDA	40	120	500	1,050	1,500	1,700	2,000	2,500	2,500	3,000	3,500
# of Contractors	2	4	10	15	20	20	20	25	25	30	35
# of Projects per contractor	4	4	4	4	4	4	4	4	4	4	4
Average Project Size	\$20,000	\$30,000	\$50,000	\$70,000	\$80,000	\$85,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000

## OUR EXECUTIVE TEAM



**Indy Nelson**  
Executive Director

Indy is devoted to environmental sustainability and the reduction of carbon emissions.

**Forrest Yeh**  
Operations

Forrest has an extensive engineering background. During his free time, he enjoys building and fighting combat robots.

**Sam Choi**  
Finance

Sam has developed a genuine passion for helping businesses and organizations reach their triple bottom line.

**Nikos Zarikos**  
Research

Nikos is passionate about innovation in technology and education, and aims to use his insight to institute large-scale, profitable and sustainable reform.

## OUR BOARD OF DIRECTORS



**Indy Nelson**  
President

Indy coordinated six Eagle Scout equivalent projects involving 500 volunteers and 2,200 hours of service. His efforts led to being one of three nationally to earn the William T. Hornaday Silver Medal.

**Jan Novak**  
Secretary

Jan served as the president of the sustainable development business sector of a multimillion-dollar corporation where she created and secured seed funding for new businesses.

**Mark Stolowitz**  
Board Member

Mark is the Director of the Proteomics Core Facility of the Canary Center at Stanford. He has forty-two United States Patents and serves on the national executive board of the Boy Scouts of America.