

# The State of Solar in North Carolina



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SOLAR<sub>LLC</sub>



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SOLAR LLC

## Strata Solar LLC

- Located in Chapel Hill with affiliates in Canada & California
- Broad range of experience in project development, mechanical and electrical engineering and construction
- Turnkey or EPC approach
- Design and Install thermal and PV





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SOLAR LLC

- Serve Residential, Commercial, Government and Utility Markets
- 8,000 sq. ft. showroom and solar education center (LEED Silver)
- 14,000 sq. ft. warehouse





# STRATA SOLAR LLC



Bayer



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL



Touchstone Energy®  
*Halifax* EMC





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## NC Market Dynamics (Post ARRA)

- Residential
  - Segmentation
  - Customer Acquisition Cost
- Government
  - Federal – especially DOD
  - State (ESCO)
  - Local (3<sup>rd</sup> party ownership)
- Commercial/Utility (Incentives)
  - Renewable Energy Certificates
  - Tax Credits



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## Technology

- It is no longer:
  - Crystalline vs. Poly-crystalline vs. Thin film
  - Concentrating vs. Flat plate
- It is about Price per Watt
  - Panels AND Balance-of-System
  - Milestones
    - General REC
    - Grid Parity
- Global Market with Global Dynamics
  - Nuclear accidents in Japan
  - Domestic Politics in Germany



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Project Development

Investors

Large  
Companies

Real Estate  
Developers

Lawyers

REC

Fund

Managers

Accountants

Brokers

Bankers



## Solar Development

- Land Rush
  - Finding the best sites
  - Driven by incentives & grid access points
- Heyday for Lawyers
  - More TLA's to learn (SPE, LLC)
- Financing
  - Lease structures
  - Tax investors (State, Fed. Accel. Dep, New Market)
  - Subsidized Debt (New Market, Golden Leaf)



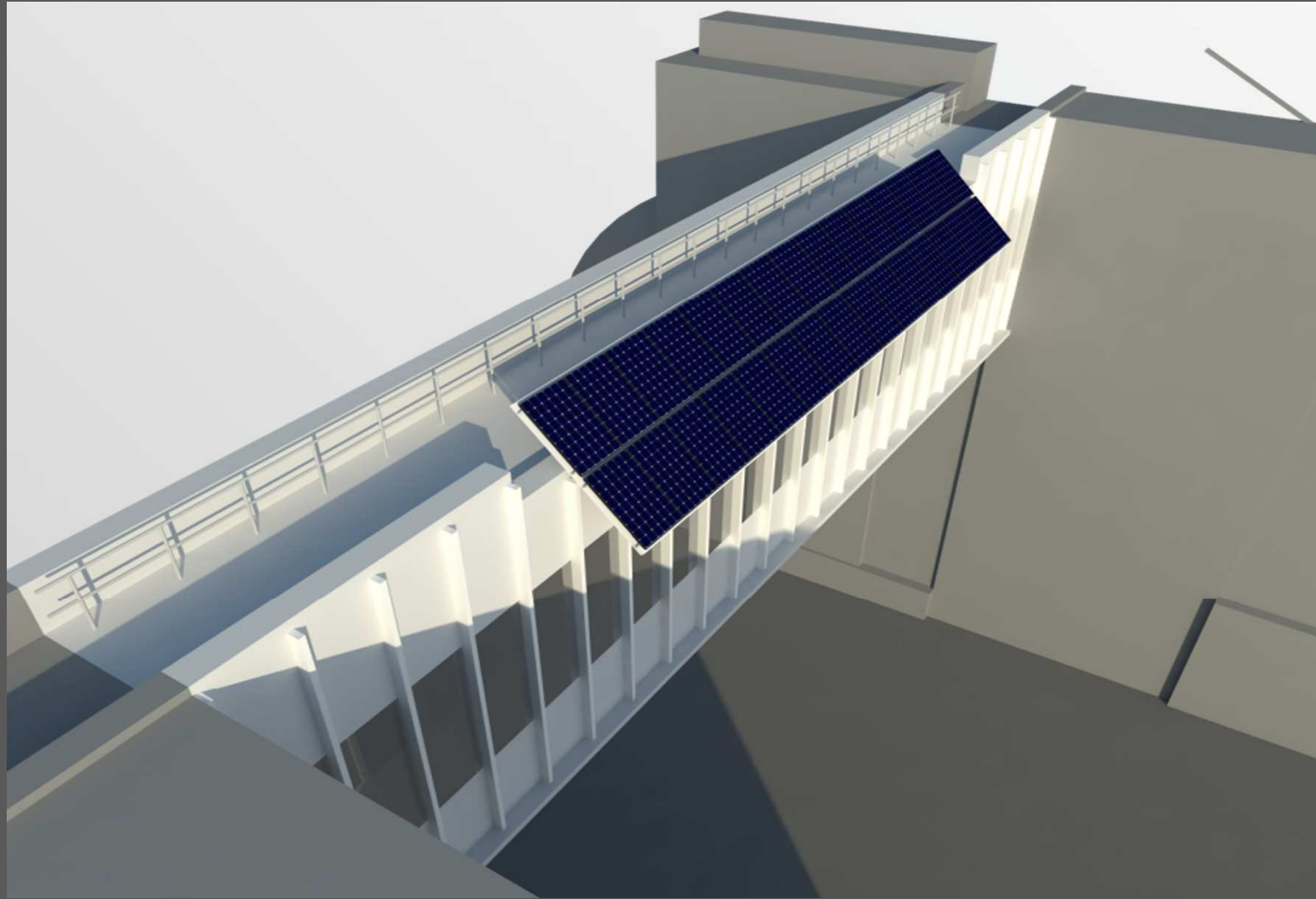
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## Peering into the Future

- Solar Prices will continue to decline
  - Panel price of \$1.20 by year end (\$0.40 in 3 years)
- Solar Jobs will continue to grow
  - albeit slower than the heady 2008 – 2010 REPS compliance days
- Consolidation in the industry
  - Race to critical scale
  - NC Tax Credit creates a protective barrier
- Will the solar price and jobs stories be enough to maintain favorably policy at state and federal level.



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