



CLEARLOOP

Expand access to clean energy by reclaiming your carbon footprint

100% RECLAIMED CARBON FOOTPRINT™



A SILICON RANCH COMPANY



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Our vision

Our vision over the past two years has been to work with companies big and small to reclaim their carbon footprint by cleaning up the grid and expanding access to clean energy with the investment of new solar projects in American communities otherwise getting left behind. We believe that you share in that vision and are excited to join forces to deliver on this promise at scale.

We believe that this relationship can be just as powerful as Facebook and Instagram coming together.

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What We Do

As we build Clearloop, we've found that weaving the environmental, community, and electricity attributes of solar projects into a cohesive story has been the most persuasive combination.

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Our Success

Sun Availability

+

Dirty Grid

+

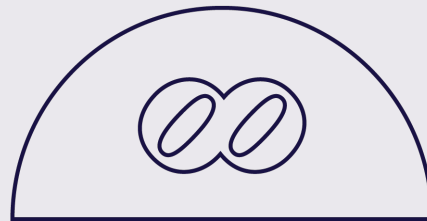
Distressed Communities





Opportunities

The opportunity to unlock new markets is two-fold





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New frontier with companies:

Leading companies

- ▶ Interested in PPAs that deliver social benefits in the wake of Black Lives Matter
- ▶ Tackling their carbon footprint beyond Scope 2 (electricity use)
- ▶ Seeking tangible and innovative solutions to clean up Scope 3 (supply chain), which is 75% of the carbon footprint of most companies

Medium and small sized businesses

- ▶ Unable to sign PPAs
- ▶ Limited to unbundled RECs that don't build additional capacity
- ▶ Dissatisfied with opaque process and questionable impact of traditional carbon offsets from trees or methane projects

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New geographies

America's electricity grid is a top polluter, producing 25% of our country's carbon footprint -- more than every plane in the sky and car on the road.

Despite its massive growth, solar power only accounts for 2% of our country's total electricity generation.

The distribution of clean energy investments is often disjointed and uneven resulting in 85% of all solar generation comes from 10 states.

The distribution of solar power capacity has not been dictated by the availability of sun.
In fact, states in the Sun Belt, like Tennessee, only produce 0.4% of its total electricity from solar resources.

The environmental, health, and economic benefits of new solar investments should reach the middle part of our country just as much as the coasts.

We can get the most bang for our carbon buck by building in the places with the dirtiest grids.



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How it works

Measure. Reclaim. Track

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Offsetting your carbon footprint is simple

Measure

Quantity of carbon, we're agnostic to what part of their inventory they tackle, which gives companies the flexibility to tackle a Scope, hit a goal, footprint a product, operations, or just simply offer it to their customers.

Reclaim

Capacity (measured in watts) necessary to "reclaim" or offset their carbon footprint. Companies help subsidize the construction of a solar panel and in turn get all the environmental attributes for the life of that unit. The electrons flow into the grid and are irrelevant to the company.

Track

Use data to build transparency and accountability into investment, which opens the opportunity to use the latest tech and science for a longtail of marketing opportunities beyond the initial transaction.



Case Studies

See Clearloop's impact in the marketplace





DROPPS

Medium sized, D2C brand, Scope 3

Measure

Carbon footprint of 2021 shipping and employee home electricity use.

Reclaim

Invested in the construction of 50 solar panels.

Track

Co-branded microsite that also loops in customers, <https://dropps.clearloop.us/>.

CASE STUDY





INTUIT

Fortune 500 company, Sustainability goal

Measure

50x Climate Positive target.

Reclaim

Invested in the construction of half a MW in Jackson project, other locations being scoped.

Track

Employee engagement program.

CASE STUDY



COOLPERX

Eco-conscious startup, supplier to tech companies, products

Measure

Life Cycle assessment of all products sold.

Reclaim

Quarterly sales.

Track

Co-marketing, pitch to large customers (i.e. Microsoft and Google) as a sales tactic.

CASE STUDY





The Future

In the sales funnel today we have more than 123 companies in various stages in our sales funnel, including companies like Booking, AllBirds, Starbucks, REVERB, and Hello Bello.



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What we've learned

After cold pitching to 1,396 companies, we learned that these characteristics cut across all of those interested in partnering with Clearloop:

- ▶ Industry agnostic
- ▶ Flexibility on application key
- ▶ Company size irrelevant
- ▶ We have organized our targeting in the following ways
 - Leading companies with bold sustainability commitments (i.e. Starbucks)
 - Large companies with competitive pressure (i.e. Booking)
 - Sustainably branded companies (i.e. Allbirds)
 - Culturally relevant companies (i.e. REVERB)

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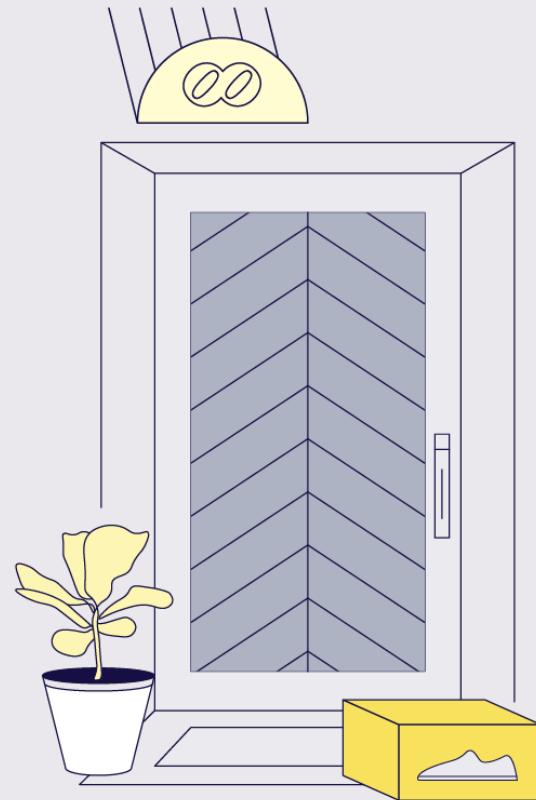


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The Moment

Companies are looking for innovative solutions to their growing carbon problem and there is a growing number of climate solutions, marketplaces, and startups trying to define this market.

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Today companies are demanding the following:

Transparency &
Measurable impact

Strong storytelling &
Branding lift

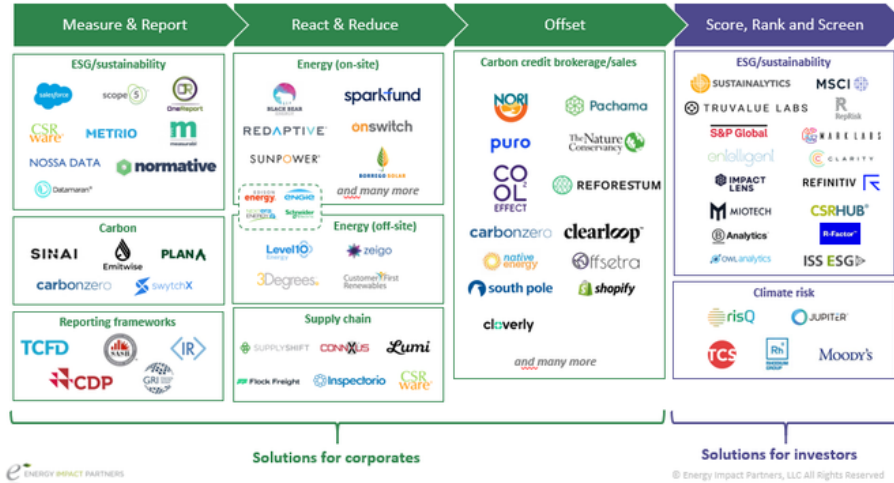
Long term reputational
dividends beyond transaction

Tangible
investment

Ease in communicating with
all stakeholders

Equity, Diversity, &
Inclusion

The New Corporate ESG/Carbon Landscape



Clearloop is new, but already recognized as a major player in the market



clearloop™



CLEANING UP THE GRID TOGETHER

Joining Forces

Clearloop, a Silicon Ranch Company

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Our joint characteristics

Long-term partner
to communities



Investing in our
own backyard



Electricity grid is a powerful target
for decarbonizing the economy



Pioneering new territories,
business models, and ideas





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Clearloop can become a successful startup within Silicon Ranch as the accelerator to achieve these goals in 2021.

The go-to company

Establish Clearloop as the credible, leading innovator for corporate climate action solutions.

Brand staying power

Make Clearloop's brand synonymous with positive, tangible, accessible climate impact.

Impact of values

Reinvest in the revitalization of middle America and marginalized communities.

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Get Started

Proposal to best integrate Clearloop into the
Silicon Ranch family

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Next Steps

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Working together to get things done

Jackson,
Tennessee project
timeline

Step 1

Build inventory of
communities
and sites

Step 2

Agree on strategy
& budget with
broader SRC team

Step 3

Public announcement:
"we're open for
business"

Step 4



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YOUR RENEWABLE ENERGY AND CARBON PARTNERS

COMBINING POWERS FOR AN EVEN BRIGHTER FUTURE