

# The \$BRYTR Security Token Offering: A Real World Asset-Backed Energy Investment in America's Solar Revolution

Offering Size	Token Price	Minimum Investment	Targeted Return	Token Issuance
\$4.5 Million	\$1.00 / Token	\$50,000	3X Cap (MOIC)	tZERO Platform

## The Investment Thesis

The \$BRYTR token is a regulated digital security (Reg D 506(c)) providing U.S. accredited investors direct exposure to the **\$1.4B untapped residential & SMB SREC market**. Unlike speculative cryptocurrencies, \$BRYTR is tied to the **real world asset** of solar arrays delivering a revenue-participation right from verified clean energy production. By aggregating millions of "trapped" credits into institutional-grade blocks, Brytr

unlocks a high-margin revenue stream previously invisible to investors.

Token holders receive a contractual entitlement to **12% of Net Platform Revenue** from every SREC sold through the Brytr marketplace, with **quarterly distributions paid in USD stablecoin**. Revenue streams span 20+ years per household as solar systems continue generating energy.

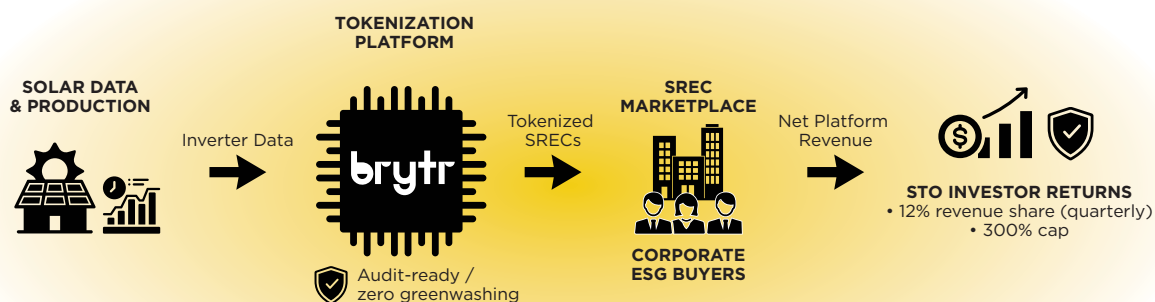
## The Catalyst: Why Now?

- **Unlocking \$1.4B in Trapped Value:** While the SREC market is a proven multi-billion dollar industry, 74% of residential credits (\$1.4B) go unsold annually due to structural fragmentation. CarbonEnfo's Brytr platform pioneers institutionalizing this 'stranded' asset class.
- **The "Historical" Advantage:** Every new system onboarded brings 12–24 months of *historical* production. This creates **immediate cash value at signup**, enabling 2 of 3 channels to have cash-positive customer acquisition costs on day one.
- **Market Tailwinds:** Retail energy rates are rising while federal solar subsidies (ITC) are expiring. Brytr fills the "Affordability Gap" for homeowners, ensuring a massive, steady supply of new SREC assets.
- **Strategic Validation:** Cox Enterprises (\$23B revenue) serves as strategic investor and partnered with CarbonEnfo on an initial pilot program that invited employees with residential PV systems to join the Brytr platform, validating Brytr's approach to generating high-fidelity SRECs with full provenance on the Cardano blockchain.

## How It Works: The New Digital Audit Infrastructure

1. **Connect:** Zero-hardware API integration with Enphase, Tesla, SolarEdge, and SMA (80%+ of U.S. residential inverter market).
2. **Verify:** Each MWh of solar is minted as a unique, traceable NFT on the Cardano blockchain—providing digital proof of provenance and effectively eliminating the risk of "greenwashing."
3. **Monetize:** Brytr bundles these credits into institutional-grade blocks for Fortune 500 ESG buyers.
4. **Reward:** Brytr's proprietary closed-loop model returns up to 70% of SREC value to homeowners as brand store credit, transforming corporate carbon spending from a cost center into a customer engagement engine—a return on investment traditional REC brokers cannot match.
5. **Distribute:** 12% of Net Platform Revenue is distributed quarterly to token holders in USD stablecoin.

## Revenue Model



## Investor Protections & Structure

- **Revenue Cap:** Token participation expires after a **3X return** (300% of initial price), providing a clear exit horizon.
- **Buyout Clause:** The Company maintains a right to prepay some or all of unpaid distributions at any time to deliver the Revenue Cap of 300% of initial price.
- **Compliance & Liquidity:** Issued via **tZERO Securities, LLC**, as Placement Agent under a regulated Reg D 506(c) offering. No secondary trading market is currently expected to develop.
- **Real Asset Backing:** Each token represents verified SREC production from a potential market of 5M+ residential and SMB solar energy systems—not speculative digital assets, but measurable clean energy generation.

## The Founding Team

- **Mark Bell (Founder):** 30+ years in energy data; Founder of Velo Solar & Empower Energy.
- **Michael Poffenberger:** 25+ years corporate strategy; scaling global tech brands.
- **Bob Kingery:** Co-founder/CEO of Southern Energy Management.
- **Mitch Baranowski:** Veteran sustainable brand marketer (BBMG).
- **John Scarborough:** Technology consultant with 20+ years of experience.
- **Sean Tygrett:** 20+ years designing product experiences across industries.

## HOW TO PARTICIPATE

The \$BRYTR token is available exclusively to verified accredited U.S. investors through tZERO's regulated brokerage platform. To access offering documents and participate, visit [tzero.com/trade#offerings](https://tzero.com/trade#offerings) or contact CarbonEnfo Investor Relations.

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## About CarbonEnfo

Based in Atlanta, CarbonEnfo develops blockchain-driven energy data solutions. Brytr is a marketplace pioneering the buying and selling of residential and small business SRECs, aggregated and verified with transparency using the Cardano blockchain.

CarbonEnfo is an Empower Energy Technology company. CarbonEnfo manages BRYTR, LLC, a special-purpose vehicle issuing \$BRYTR tokens.

*DISCLAIMER: This document is for informational purposes only and does not constitute an offer to sell or solicitation to purchase the \$BRYTR tokens. The \$BRYTR tokens are offered exclusively to verified accredited investors under Regulation D Rule 506(c) of the Securities Act of 1933. The tokens are unregistered, subject to transfer restrictions, and illiquid. Investment involves substantial risks including potential total loss of principal, price volatility, and regulatory uncertainty. No assurance can be given regarding projected returns. This offering is made only by means of a private placement memorandum. Prospective investors must review offering documents and consult with legal, tax, and financial advisors before making any investment decision.*