




Unlocking America's Clean Energy Asset Class

The First Marketplace for Tokenized U.S. Solar Renewable Energy Certificates



**“There’s a two-billion-dollar asset class
trapped on rooftops across America. We’re
building the platform to unlock it.”**

—Mark Bell, Founder, CarbonEnfo

THE PROBLEM

A \$1.9B asset class is trapped on America's rooftops.

Every solar installation generates **Solar Renewable Energy Certificates (SRECs)**—certificates that prove clean energy was produced. Corporations pay real money for them.

But a majority of distributed solar owners have no way to monetize this asset.

The gap is structural: Corporate buyers need 100,000+ SREC blocks. A typical home produces just 7-15 SRECs a year.

Traditional brokers simply lack the infrastructure to aggregate thousands of small producers.



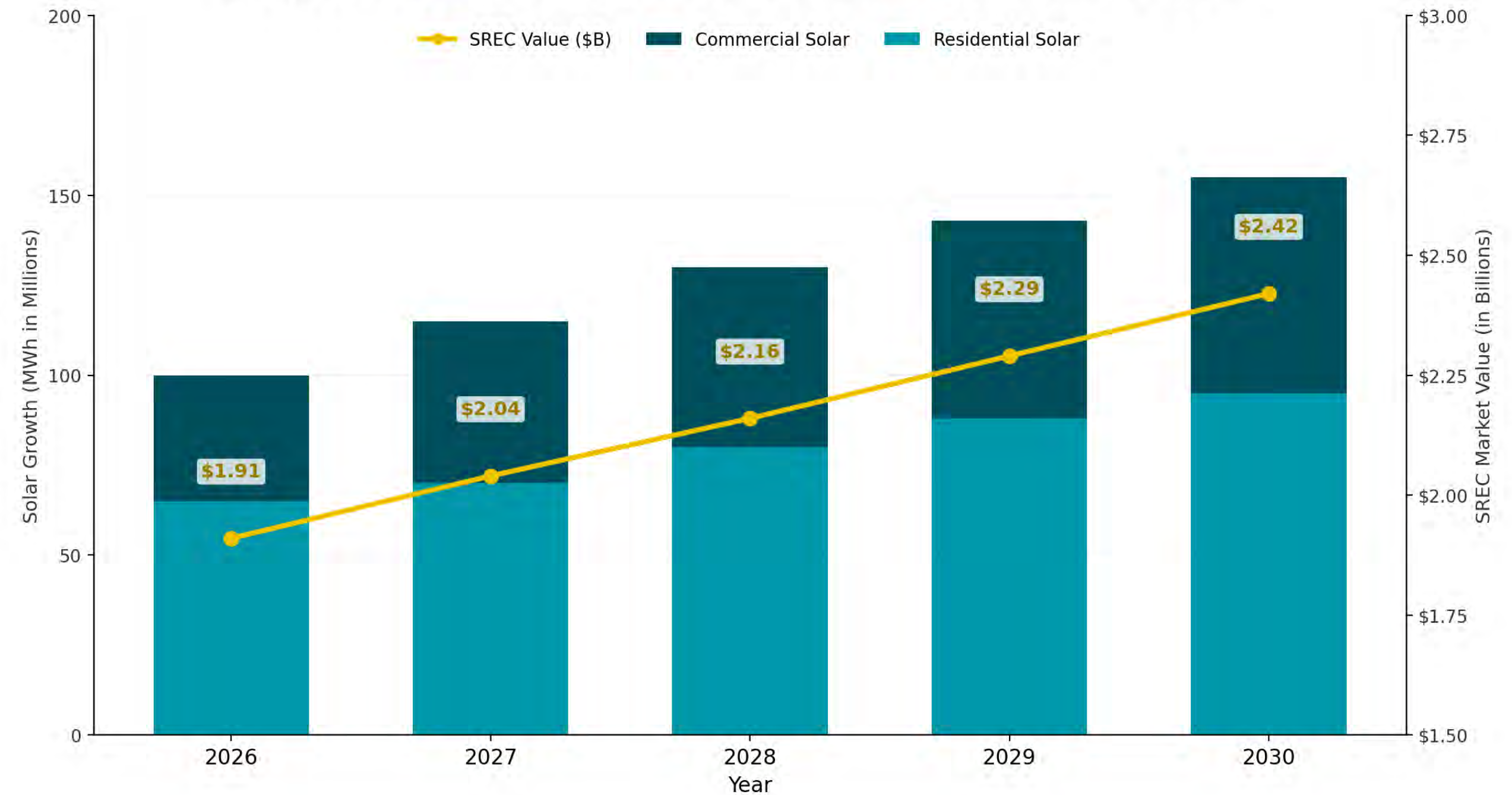
\$1.9 billion annually—growing to \$2.4B+ by 2030.

Looking at the residential and commercial markets in 2026, 107M SRECs are projected to be available with a value of \$1.9B.

But 74% (\$1.4B) of these SRECs will go unsold.

That opportunity grows to \$8B as available SRECs grow to 155M by 2030—with CarbonEnfo positioned to unlock it.

Projected Solar Growth & SREC Market Value (2026 - 2030)



NOTE

Sources Used:

- U.S. Energy Information Administration (EIA): Short-Term Energy Outlook (STEO): Provided the projection of ~90 billion kWh (90 million MWh) for small-scale solar generation in 2025.
- SRECTrade & State Public Utility Commissions: Provided the Renewable Portfolio Standard (RPS) compliance volumes for New Jersey, Maryland, D.C., and other active SREC markets.
- SEIA / Wood Mackenzie – US Solar Market Insight Report (Q4 2025 & Year in Review): Provided the "Base Case" and "Low Case" forecasts for installed capacity (GWdc) in the residential and commercial sectors, adjusting for the impact of federal policy changes (OBBBA).

Enter Brytr, the platform unlocking SRECs.

We've built the first platform to aggregate, verify and monetize SRECs from distributed solar—commercial and residential.

Patent-pending technology (23 claims) enables instant, hardware-less connection to 80%+ of residential and commercial solar energy systems via native inverter integrations, with proprietary blockchain verification ensuring audit-proof SREC provenance.

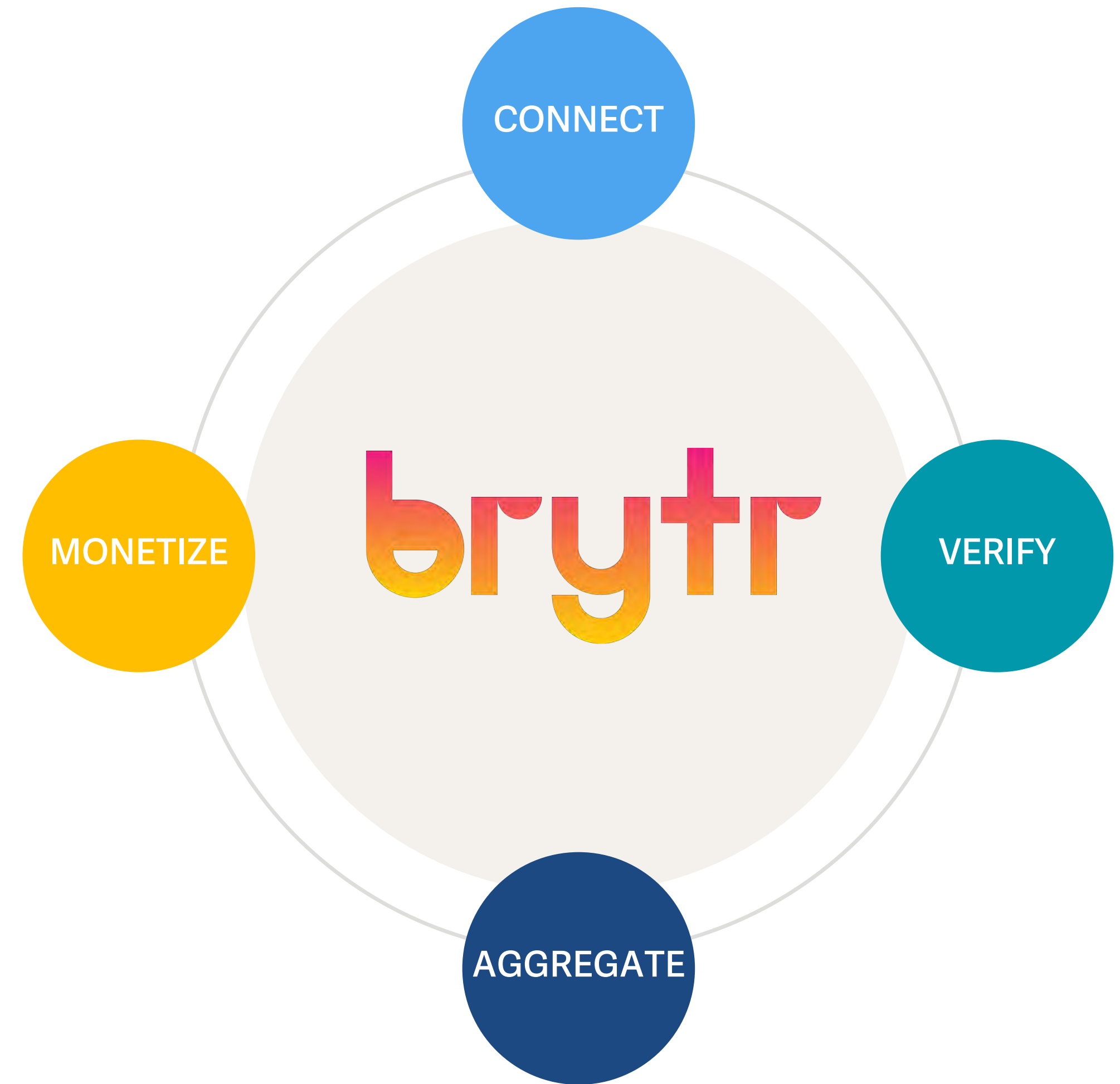
The value proposition:

For Solar Owners:

Unlock up to 70% of SREC value—automatically

For Corporate Buyers:

Verified, traceable SRECs at institutional scale



Brytr is built for aggregation at scale.

Brytr’s elegant platform design solves the fundamental mismatch between fragmented distributed supply and institutional buyer demand. We connect directly to the monitoring systems homeowners and commercial businesses already have—no new hardware required—covering 80%+ of installed inverters. We then verify each megawatt-hour within the blockchain as a unique, auditable NFT.

Our platform bundles thousands of distributed SRECs into institutional-grade packages and handles everything from automated retirement to compliance-ready documentation.



DATA INGESTION

- Direct API with Enphase, SolarEdge, Tesla, SMA
- Covers 80% of installed inverters
- Real-time production data—no hardware needed



VERIFICATION ENGINE*

- Cardano blockchain for immutable records
- Each SREC = unique NFT with provenance
- Tamper-proof audit trail



AGGREGATION LAYER

- Bundle thousands of distributed sources
- Create institutional-grade packages
- Match to buyer requirements



SETTLEMENT

- Automated retirement and certification
- Multi-modal payout (cash, gift cards, brand loyalty programs)

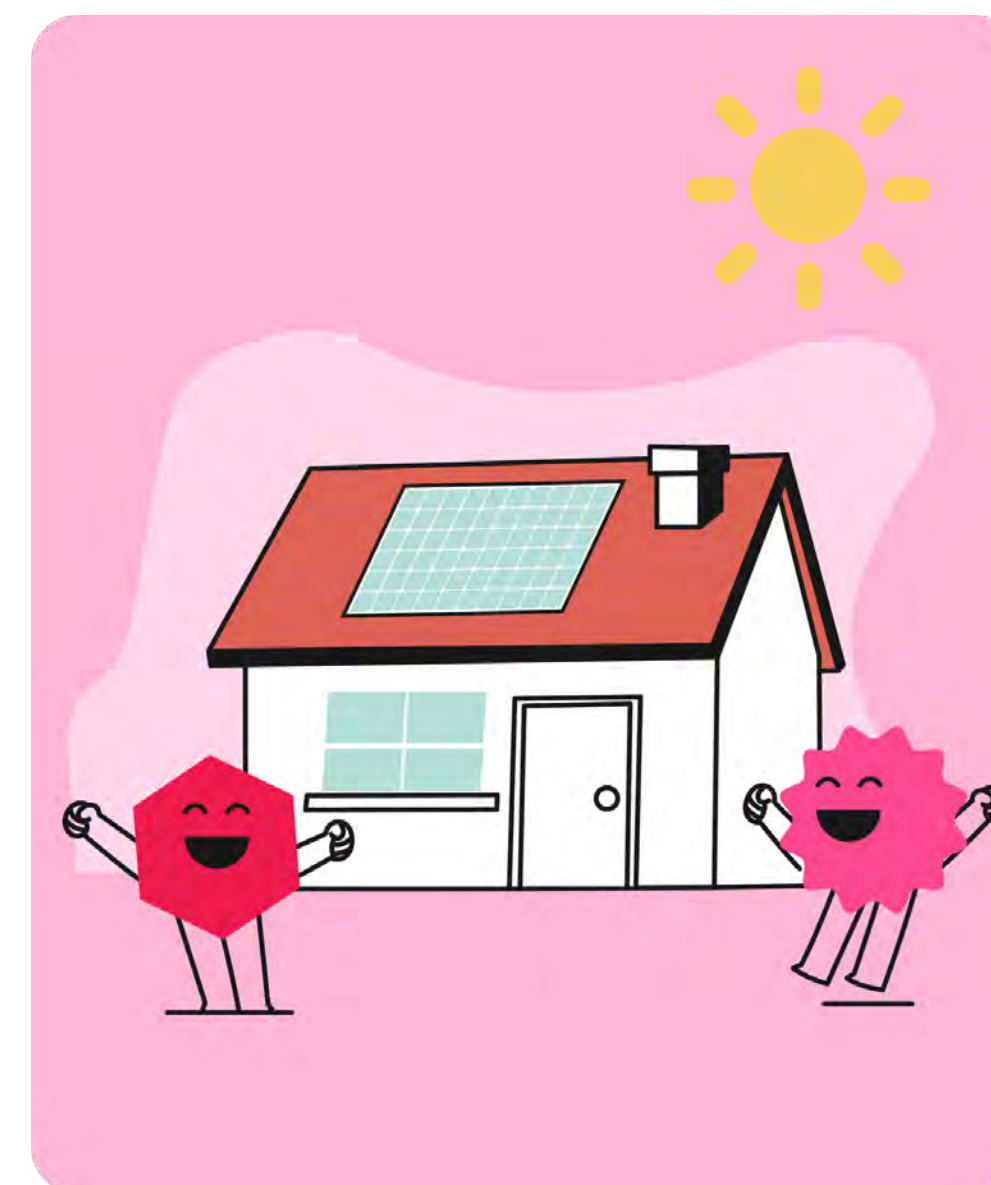
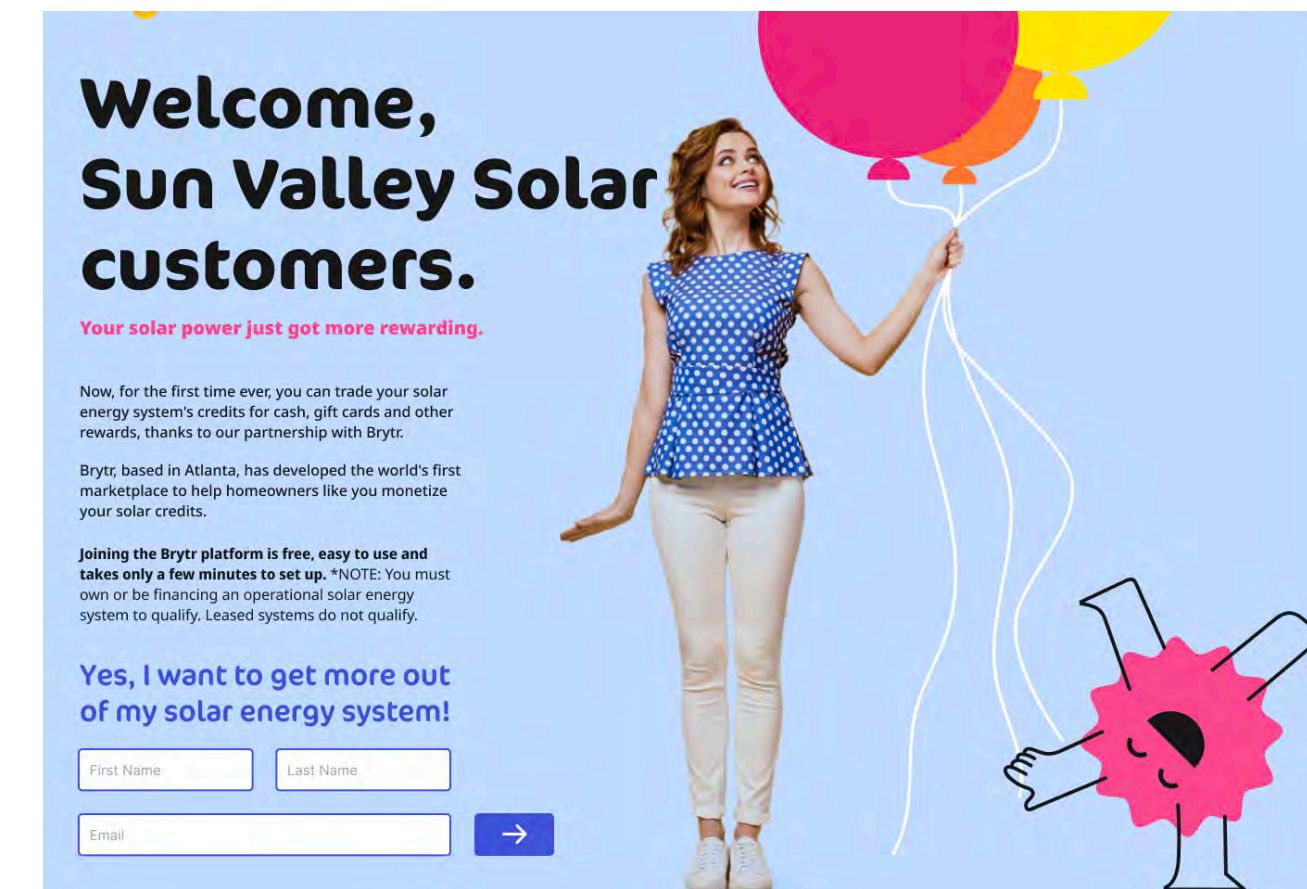
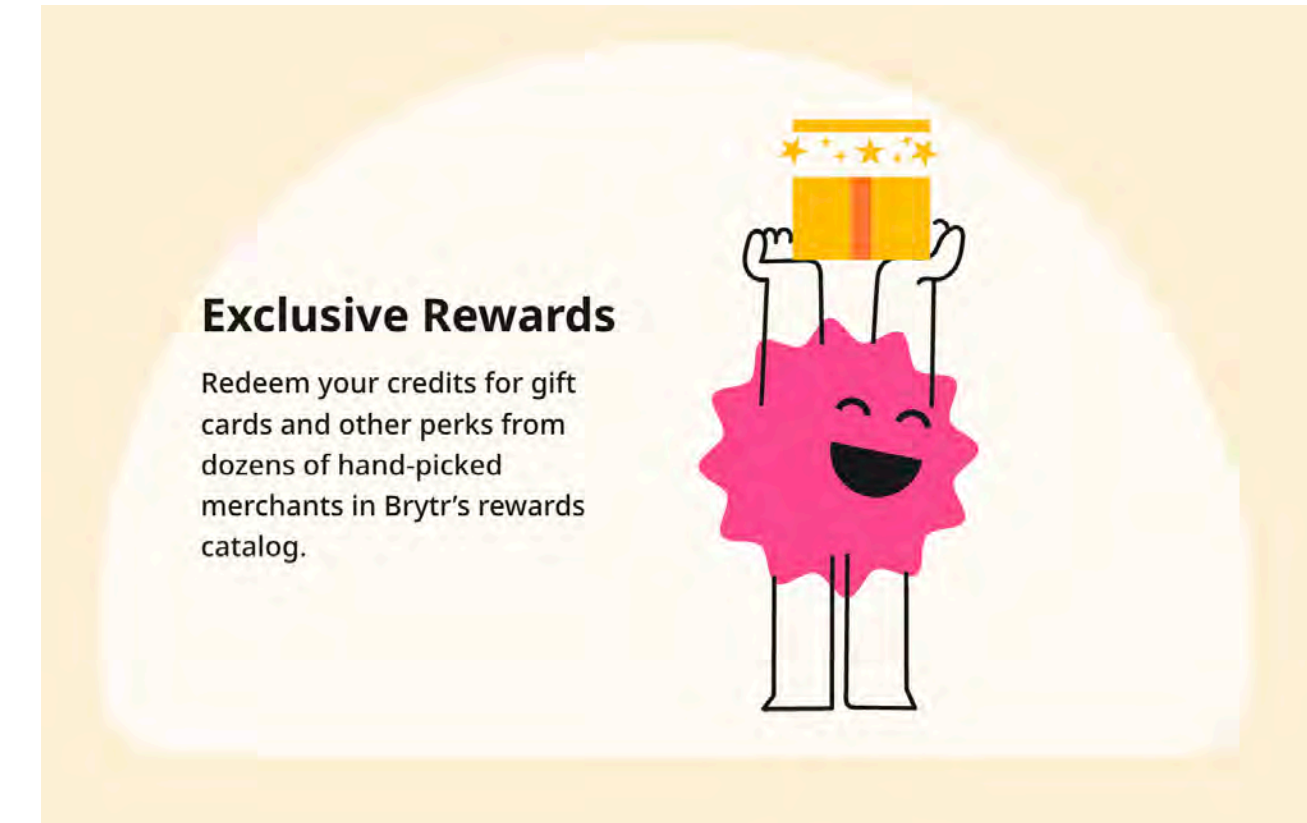
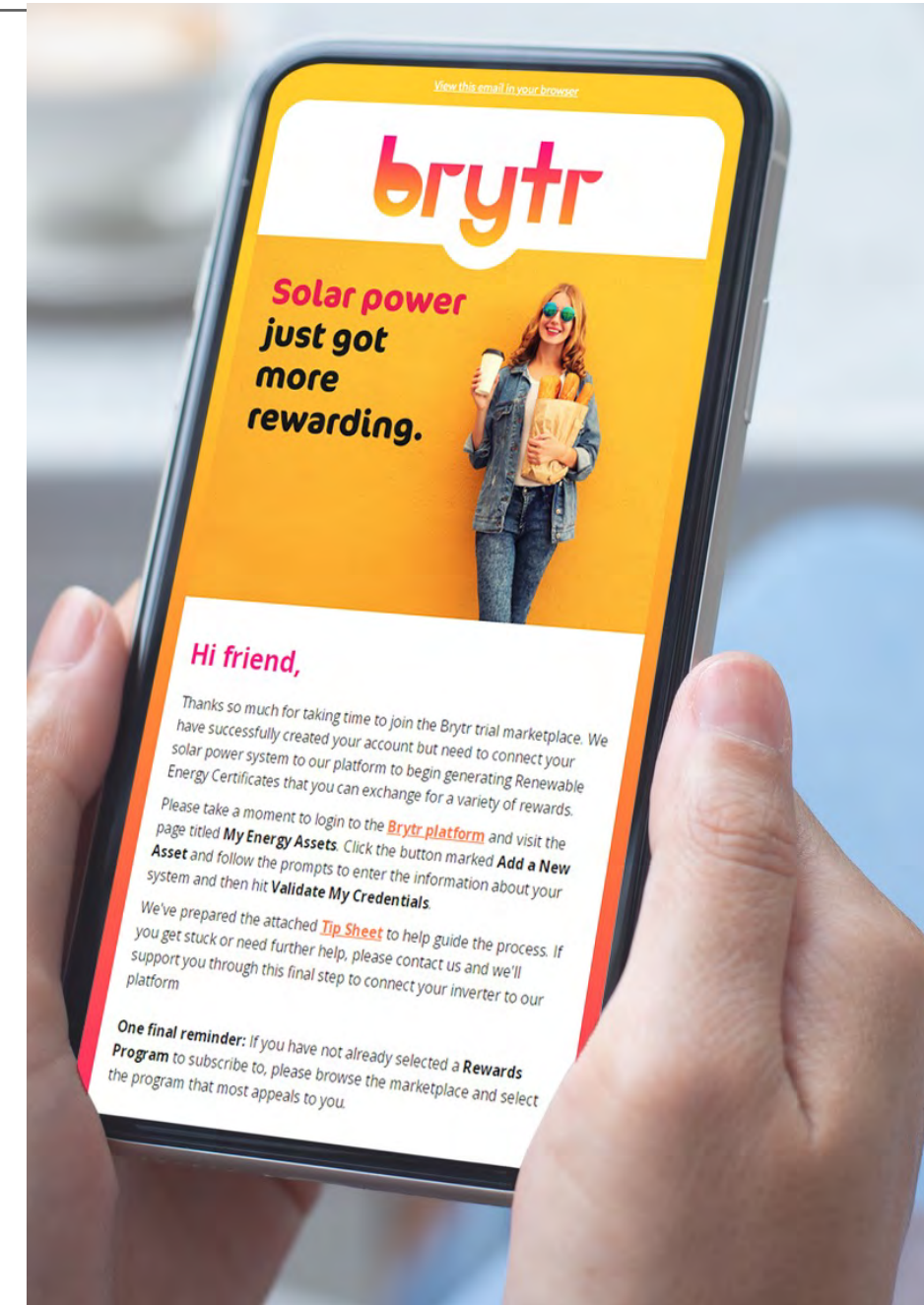
NOTE

Cardano’s “proof of stake” consensus model uses a fraction of the energy compared to “proof of work” chains.

Category disruption starts with the brand.

Cleantech is drowning in corporate jargon and safe blue-green palettes. Brytr deliberately breaks that pattern—warm colors evoking sunshine, conversational tone (“What the heck is an SREC?”), and rewards-focused messaging that transforms a dry commodity into a loyalty program that drives brand engagement.

We’re not selling certificates. We’re unlocking value homeowners didn’t know they had.



Traceability + provenance = 20% premium (or more).

Not all SRECs are created equal—and sophisticated buyers know it. Commodity SRECs from anonymous solar farms trade at \$3-10 because they offer nothing beyond compliance: a paper certificate with no story, no audit trail, no revenue opportunity, and real greenwashing risk.

Brytr SRECs command a premium because they deliver what corporate sustainability teams actually need: blockchain-verified provenance to a specific home or building, an immutable audit trail that survives SEC scrutiny, and a “powered by local solar” narrative that resonates with customers and stakeholders.

Our Cox Enterprises pilot validated this willingness to pay, and Fortune 500 conversations are confirming 20-50% premiums.

	Commodity SRECs	Brytr SRECs
Source Verification	Anonymous solar farm	Specific building/home
Audit Trail	Paper certificates	Blockchain-verified
Greenwashing Risk	Moderate	Near Zero
Storytelling Value	“We bought SRECs”	“Powered by local solar”
Price Range	\$3-10/SREC	\$5-9.50/SREC (SMB/C&I) \$13-22/SREC (Residential)

Our platform is live. We have real customers generating real SRECs. We're ready to scale.

- Cox Enterprises (Atlanta) is both a strategic investor and active pilot customer through their employee solar program.
- Sun Valley Solar (Phoenix) is a channel partner promoting Brytr to their engaged residential customer base.
- We're now launching five (5) new installer partners across three key markets (GA, NC, AZ), and our pipeline is robust.



*"We're committed to investing in innovative cleantech companies that accelerate the global shift toward sustainability," said **Alex Pistner, Principal, Cleantech Strategy and Investments at Cox Enterprises.** "CarbonEnfo is focused on a highly fragmented sector, bringing residential solar credits online and onto the blockchain. This digital transformation is an essential step for driving progress in the clean energy market."*

A high-margin aggregation model with three channels to scale.

Brytr earns margin on every SREC transaction across three distinct channels—each with different economics but all exceeding benchmark LTV/CAC ratios. We launch with commercial systems to drive volume quickly, then scale residential through both installer partnerships and direct acquisition.

KEY METRICS

- Average gross margin: 37-41% — software-led platform, minimal variable costs
- All channels exceed 3X LTV/CAC: benchmark for healthy SaaS/marketplace economics
- Break-even: ~300 C&I systems OR ~15,000 homes (equivalent volume)

THREE-CHANNEL UNIT ECONOMICS

	Commercial	Installer Partners	Direct to Consumer
Typical System Size	~406 SRECs/yr	7-15 SRECs/yr	7-15 SRECs/yr
5-Year Cumulative GTV	\$64M	\$94M	\$28M
5-Year Cumulative NPR	~\$24M	~\$35M	~\$10M

NOTE

SREC marketplace practice — in both compliance and voluntary markets — accepts vintage SRECs from the prior ~24 months. Newly onboarded customers monetize banked historic SRECs alongside current production, front-loading GTV in early years; the backlog tail diminishes as the customer base stabilizes.

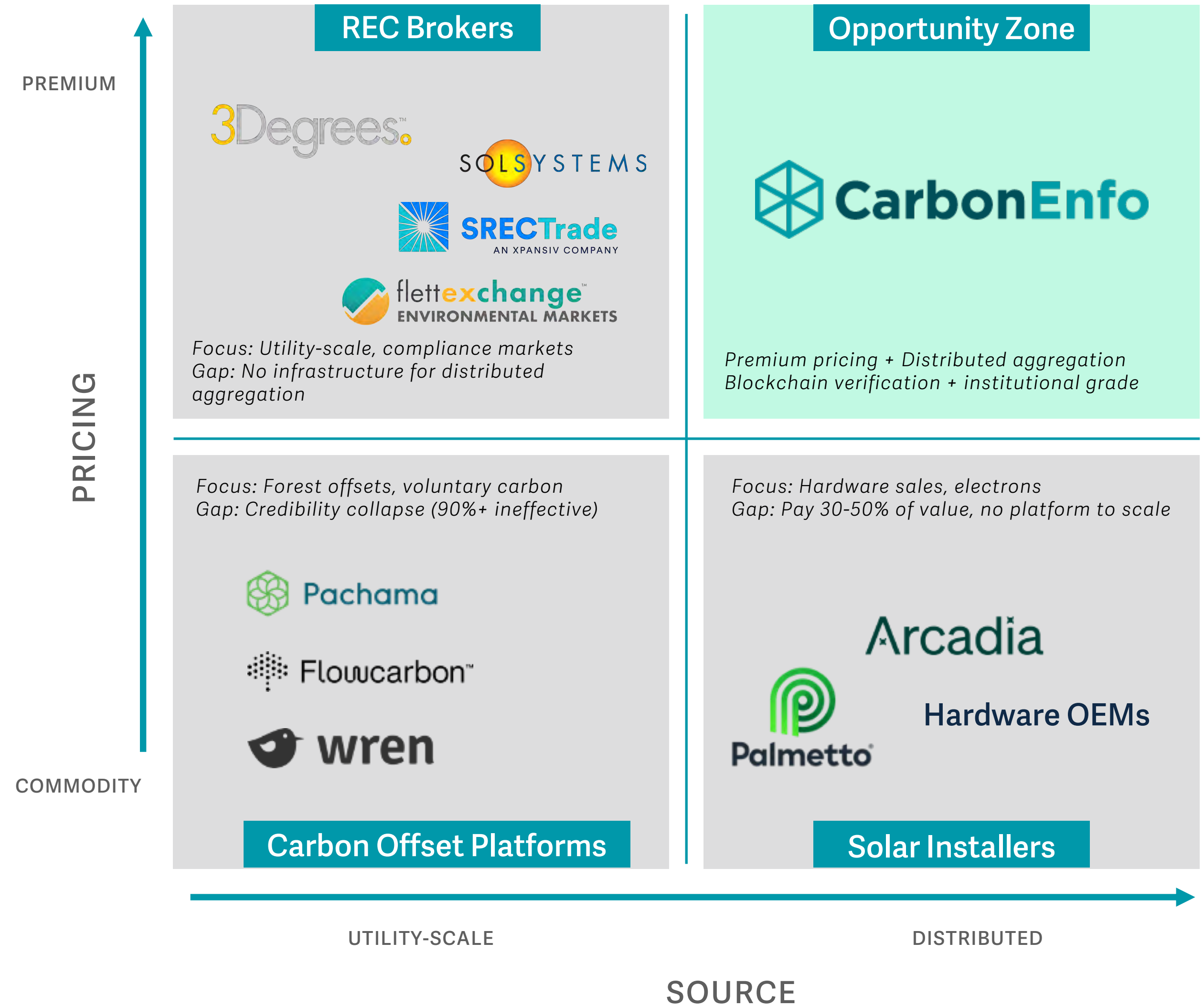
TERMS

CAC: Customer Acquisition Cost
 C&I: Commercial and Industrial
 GTV: Gross Transaction Value
 LTV: Lifetime Value

The white space is clear. No one has built this infrastructure.

The players who could solve this problem aren't built for it. SREC brokers focus on utility-scale. Solar installers focus on hardware. Carbon platforms are mired in credibility collapse. The distributed SREC aggregation opportunity remains wide open.

First mover to connect fragmented supply with institutional demand defines the category.



**Start where credibility is easiest.
Scale where the volume lives.**

We're starting where the math is most compelling. Commercial solar systems generate 33X more SRECs per customer than residential—letting us validate the platform, build transaction volume, and prove unit economics before scaling to millions of homes.

	2026	2027-2028	2029-2034
Phase	<i>Validate</i>	<i>Accelerate</i>	<i>Dominate</i>
SMB/ Commercial	51%	56%	49%
Residential	49%	44%	51%
Systems	8,500	105,000	235,000
SRECs Generated	335,000	3.9M	12M

A path to \$34M in annual net platform revenue by 2030.

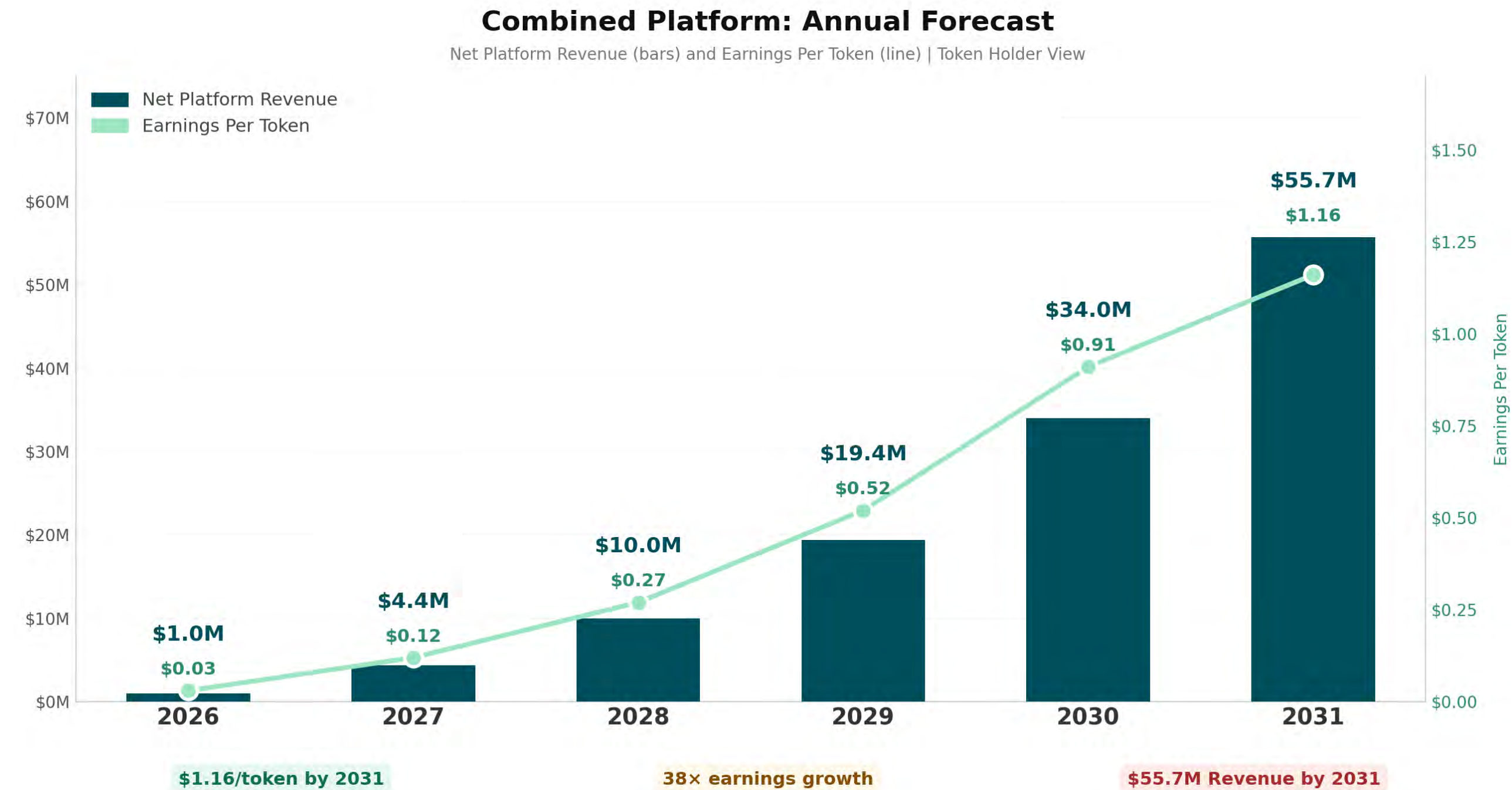
Our model is built bottom-up from actual partner experiences, not top-down market assumptions. We project \$34.0M Net Platform Revenue by 2030, scaling to \$55.7M by 2031 — at which point cumulative distributions per token are projected to reach the 3X cap.

The Growth Engine:

Commercial drives near-term scale: 47 commercial customers in 2026 generate 27% of platform SRECs. But residential drives the long-term P&L: By 2034, installer and D2C (direct-to-consumer) channels account for 86% of \$113M net revenue across 1M+ systems.

Token Holder Economics:

- Annual per-token distribution (2031): \$1.16
- Cumulative distributions hit the 3X cap of \$3.00/token by 2031
- Maximum aggregate distributions to all token holders (lifetime cap): \$13.5M



Key Assumptions:

- Residential SREC pricing: \$14 (2026) → \$19 (2034)
- Commercial pricing: \$5.50 (2026) → \$8 (2034)
- Brytr commission: ~20% net after customer proceeds and partner fees
- Customer tenure: 7 years (conservative; actual system life 25+ years)
- Channel mix by 2030: 57% residential / 43% commercial by net revenue

\$4.5M to capture the distributed SREC category.

We're raising \$4.5 million to capture the distributed SREC category before the window closes.

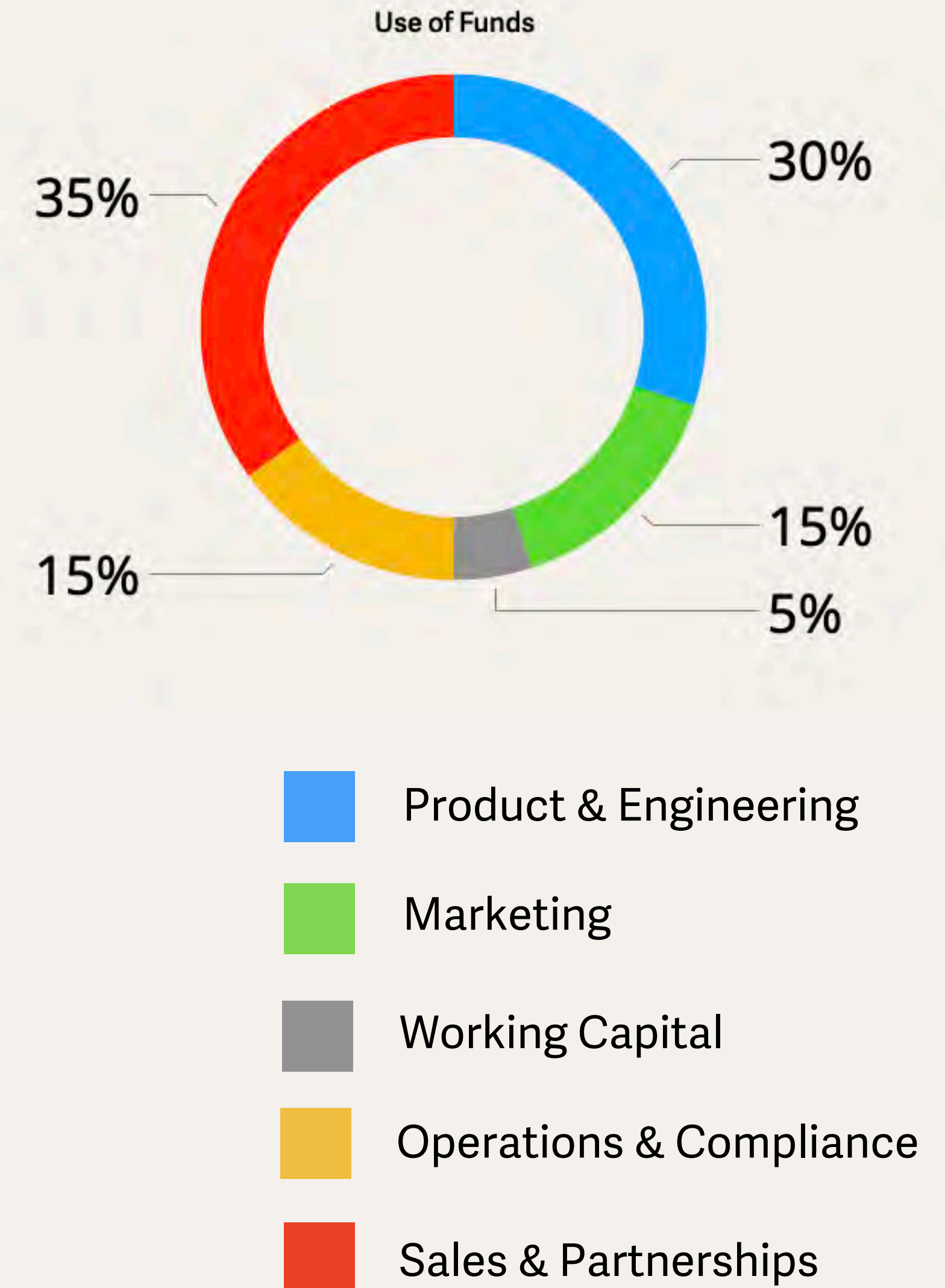
The structure: 4.5M security tokens offered on the tZERO platform at \$1 per token. Token holders are collectively entitled to 12% of Net Platform Revenue, distributed quarterly in U.S. Dollar stablecoin (USDCx) to staked tokens, subject to a 3X return cap (\$3.00 per token). Minimum investment \$50,000.

Here's what this enables in the first 12 months:

- ~335K SRECs sold
- \$1M+ in Net Platform Revenue
- \$120K in distributions to token holders (12% of NPR)

NOTE

Distributions are seasonal and irregular; quarterly per-token amounts below \$0.01 may be deferred. See PPM §2.1.



The first mover defines the category.

Four forces are converging to create a narrow window for market leadership. Supply is ready. Demand is urgent. Trust in legacy offsets is broken. And the infrastructure to aggregate distributed SRECs finally exists.

The first mover to connect these forces defines the category. That window is now.

In the end, we're not just a marketplace—we're creating real infrastructure. Like Stripe built rails for payments. Like Plaid built rails for financial data. We build rails for distributed clean energy finance.

Thank you for joining us on this journey.

Four Key Forces

Ready Supply

5M residences
500K C&I installations

Urgent Demand

SEC rules
Net-zero readiness
Anti-greenwashing regs

Broken Trust

Collapse of voluntary offsets
Flight to quality
Need for verified alternatives

Mature Infrastructure

Monitoring APIs
Blockchain verification
Scalable cloud systems

OUR TEAM



Mark Bell. Founder of Velo Solar and Empower Energy Technology, which developed the PowerEnfo monitoring platform. Mark has 30+ years of experience creating and deploying cutting-edge energy data solutions. Also a proud graduate of Georgia Tech's engineering program.



Michael Poffenberger. Veteran corporate strategist with 25+ years scaling global internet, mobile and emerging tech businesses through strategy, partnerships and product innovation; driving commercialization and growth for leading tech brands.



Bob Kingery. More than 30+ years of experience, contacts and expertise in sustainable energy. Former co-founder and CEO of Southern Energy Management. Former Director of Manufacturing for Burt's Bees.



Mitch Baranowski. Veteran marketer and creative director with 25+ years of A-list client experience. Co-founder of globally recognized brand marketing firm BBMG, expert in creating and launching sustainable brands aimed at the conscious consumer.



Sean Tygrett. Entrepreneur, investor and product manager with 20+ years of experience designing and delivering product experiences across various industries. Extensive program management and lifecycle expertise.



John Scarborough. Blockchain expert, business and technology consultant with 20+ years of experience designing and delivering innovative solutions across various industries. Deep expertise in tech architecture, data analytics, automation.

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High Risk — Total Loss Possible.

You could lose your entire investment. Suitable only for sophisticated investors who can bear total loss. Early-stage company; no assurance of profitability or distributions. Distributions are irregular and seasonal — there may be extended periods with zero distributions.

Annual projections do not imply regular quarterly distributions.

No Market; Transfer Restrictions.

Tokens are not freely transferable. No trading market exists; no guarantee any secondary market will develop. Prepare to hold indefinitely.

Forward-Looking Statements.

Projections and financial models are management estimates based on assumptions that may prove incorrect. Actual results may differ materially and adversely.

Key Risks (Non-Exhaustive).

- Business: limited history; no assurance of profitability.
- Market: SREC price volatility; regulatory changes.
- Technology: platform and blockchain risk.
- Financial: future capital needs; outstanding convertible obligations.
- Liquidity: no secondary market; indefinite hold.
- Control: no management authority or voting rights. No guarantee of returns, distributions, or exit event.
- Company may fail.

Tax & Legal Advice Required.

Nothing herein constitutes tax, legal, or investment advice. The tax treatment of security tokens is an evolving area of law. Consult your own advisors.

Regulatory.

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