



ThermaSun

Company Overview: ThermaSun develops products to convert solar energy into usable heat for water and space heating.

Problem: The building industry suffers high costs from installing solar thermal due to highly customized non-repeatable designs and installations. Customization also increases maintenance and warranty costs.

Solution: Installation costs are reduced with ThermaSun's pre-assembled repeatable design, adaptable to most central heating systems. ThermaSun's products provide up to 30 percent more energy conversion than available products due to electronic controls and heat management systems that reduce maintenance and warranty costs.

Business Model: ThermaSun will manufacture and distribute its product line in the U.S., capitalizing on the established market presence of strategic partners and targeted trade shows. Exploiting its existing low-cost supply and distribution chain, ThermaSun is currently profitable with regional sales of its initial product line.

Marketing Opportunity: ThermaSun's initial target market is green home architects and builders. Roughly 24,000 green homes were built in 2007 (2 percent of homes built). The demand for green homes is expected to grow to 10 percent of homes built by 2010. The solar thermal market is projected to increase at an estimated annual growth rate of 50 to 80 percent for the next five years.

Competitive Advantage: ThermaSun's resources and capabilities are born out of more than 25 years of technical expertise. ThermaSun products provide energy efficiencies and installation simplicity unmatched in the market, with repeatable results, predictable costs and easy integration with central heating and hot water systems. ThermaSun has a proven track record of installed systems working for more than 10 years and requiring minimal maintenance.

Management Team: Founder and CEO Larry Mapes, with extensive experience in the solar industry, holds a seat on the Solar Thermal Technical Committee of NABCEP, and is founder/owner of Valverde Energy, a renewable energy installation/services company. ThermaSun's advisory board includes serial entrepreneur Joel Goldblatt and real estate developer Mitch Davenport.

Funding Request: \$5 million



LARRY MAPES

Year Founded: 2006

Employees: 2

Investors: Self-funded

*ThermaSun
214-A Camino de la
Merced
Taos, NM 87571
(505) 751-0060
lmapes@ThermaSun.com
www.ThermaSun.com*

In Attendance:

Larry Mapes

Revenue Forecast:

2008: \$ 1M

2009: \$ 5M

2010: \$ 24M

2011: \$ 51M

2012: \$ 69M