

# STARDUST SOLAR

## The Fastest-Growing Solar Franchising Company

In North America

TSXV-SUN

All Figures in CA\$

Investor Presentation  
November 2024



# Forward looking Statements

## Cautionary Disclaimer Regarding Forward-Looking Information and FOFI

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No securities regulatory authority has expressed an opinion about these securities and it is an offense to claim otherwise.



# Established, Growth Platform

RTO

October 2024

30+

Franchise Regions

**STARDUSTSOLAR**

Stardust Solar is a North American franchisor of renewable energy installation businesses, providing franchisees with PV, energy storage, and EV charger solutions.

TSXV-SUN FSE-6330

\$4M

Forecasted 2024 Revenue

17%

Revenue CAGR

~35

Gross Margins

\$7M

Forecasted 2025 Revenue

45%

of all sales in the Canadian retail sector are from franchise operations

10.5%

of all businesses in the US are franchised or franchisor-owned

By 2035, solar energy has the potential to power 40% of the nation's electricity, drive deep decarbonization of the grid, and employ as much as 1.5 million people—without raising electricity prices.”

— ENERGY.GOV

## Solar PV Market

Market Statistics:

\$289.6B  
Market Size 2023

8.3%  
CAGR 2024- 2032

\$578.2B  
Market value 2032

Market Segmentation

>8%

Rooftop Segment  
CAGR 2024-2032

>12.1B

Off-Grid Segment  
Market Value 2032

<https://www.gminsights.com/industry-analysis/north-america-residential-solar-pv-market#:~:text=How%20big%20is%20North%20America,America%20residential%20solar%20PV%20market?>  
<https://www.statista.com/topics/5048/franchising-in-the-us/#:~:text=In%202023%2C%20it%20was%20estimated,roughly%20860%20billion%20U.S.%20dollars.>

## Problem

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Residential solar professionals face challenges with limited marketing resources, high upfront costs, lack of certifications, navigating regulations, and securing reliable supply chains

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# Enabling Successful Franchisees

Benefits and Services to Franchisees:

- Brand & digital marketing
- Training
- Partnerships
- Proposal generation
- Permit ready engineering plans
- Customer financing
- Streamlined supply chain access removing need for warehousing



# The Stardust Solar Model

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## Products & Services

Solar PV Panels  
Energy Storage  
EV Chargers

Proposal Creation  
Engineering Services  
Project Management  
Sales Services

**Consolidated Gross Margin: 25%**

## Education & Training

Stardust Solar is the largest solar training provider in Canada

CSA and NABCEP accredited training for those entering the renewable energies industry

**Gross Margin: 80%**

## Franchising

\$35K Franchise Fee (increasing to \$50K in 2025)  
5% Royalty in perpetuity

**Gross Margin: 100%**



Developed by Clark Harrop  
A Partner of Dale & Lessman, Clark developed other franchise models for companies such as [Tim Hortons](#) and [McDonald's](#).

# Renewable Energy Education

- Stardust Solar is the largest solar training provider in Canada
- CSA and NABCEP accredited training for those entering the renewable energies industry
- A solar network of over 2,500 trained professionals across North America
- Always developing new courses for the future: EV Charger Installation, Solar Hot Water, Wind Energy, Wave Energy





# Transforming Home Energy




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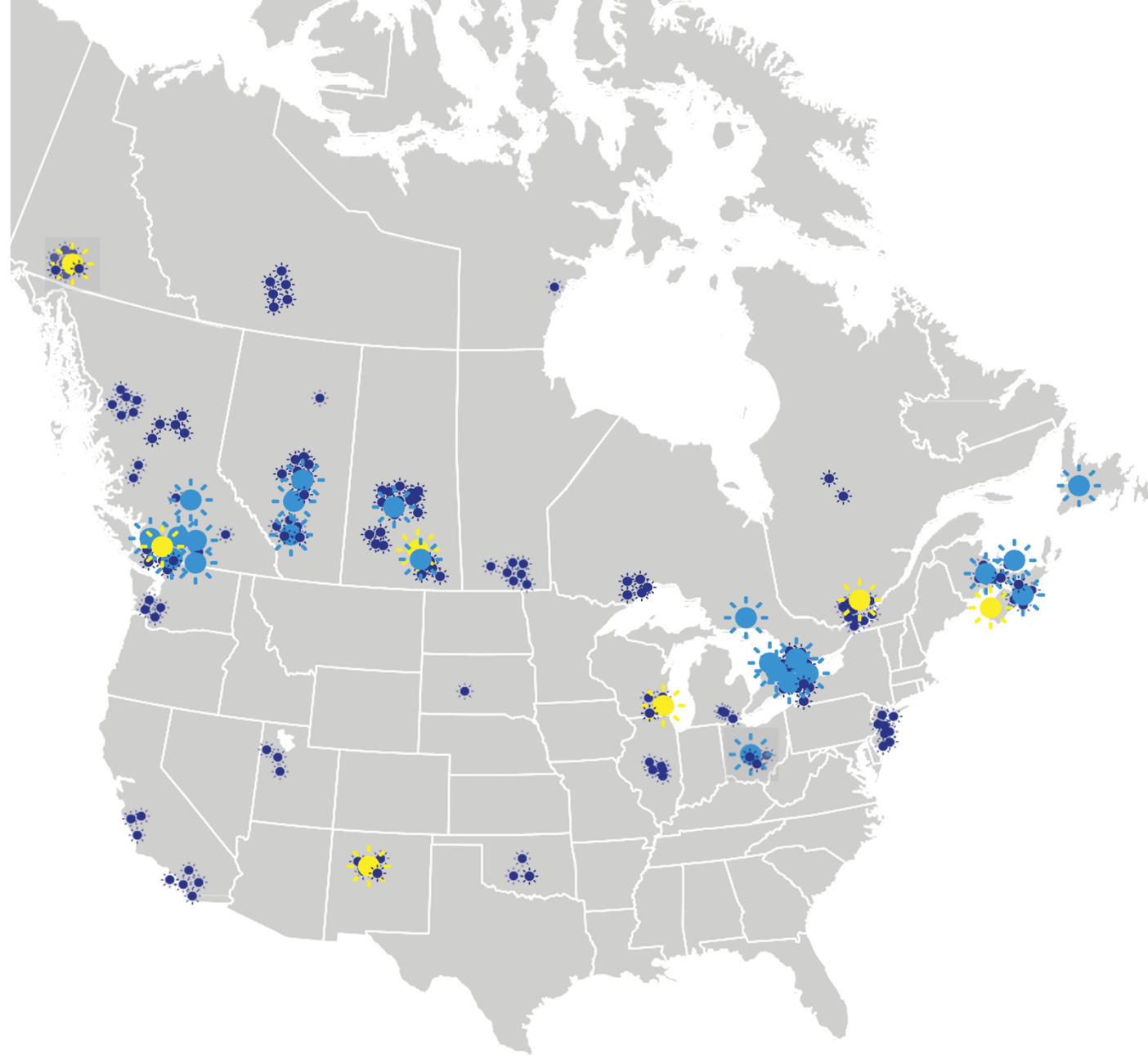
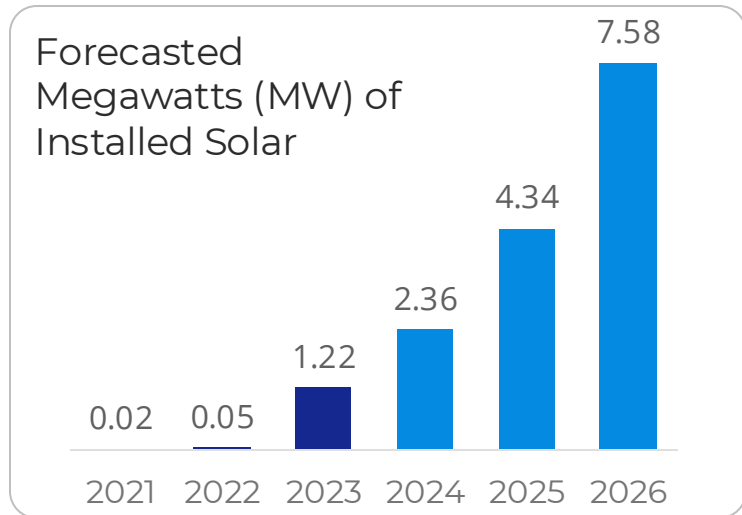
As a distributor of Tesla Powerwall, Stardust Solar offers an expansive selection of high-demand solar products

- This AC battery system is suitable for residential or light commercial projects
- The innovative app integration allows for remote monitoring — an appealing feature as solar options grow



# Established Footprint Primed for Expansion

-  SOLAR INSTALLERS (2500+)
-  FRANCHISE TERRITORIES (~30)
-  TRAINING OPERATIONS (7)



# New Franchisee Acquisition Strategy

Deploy franchisee sales strategy in the northern US to create traction and expand market share.

- Digital Marketing
- Franchise Brokers
- Paid Media/Advertising
- Training Feeder System
- M&A

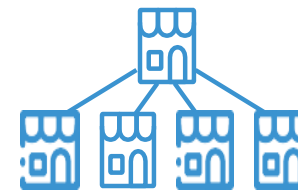


40-50 franchises expected



\$5-10 million Annual revenue; positive EBITDA

Q4 2025 Forecast:



100+ franchises expected

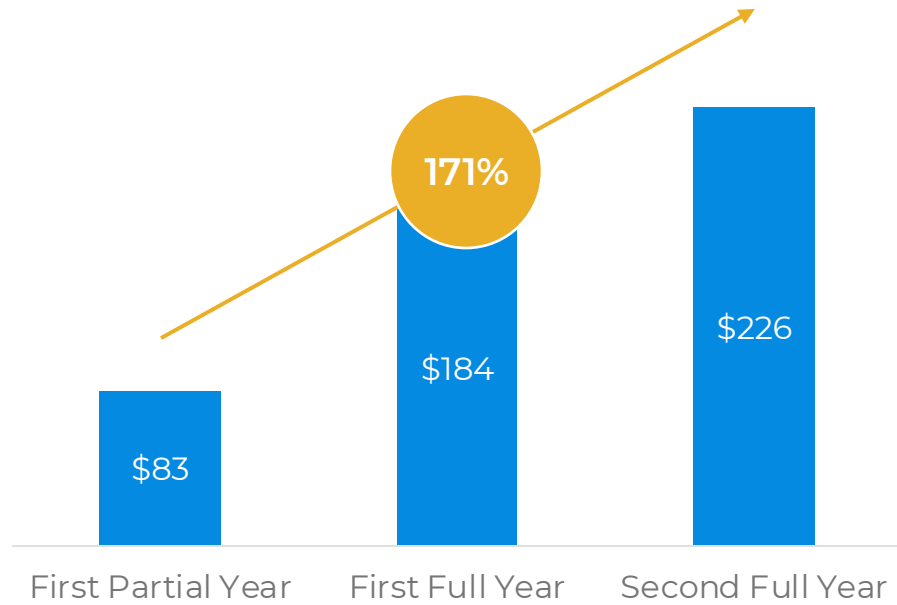


\$20+ million\*\* annual revenue; positive EBITDA

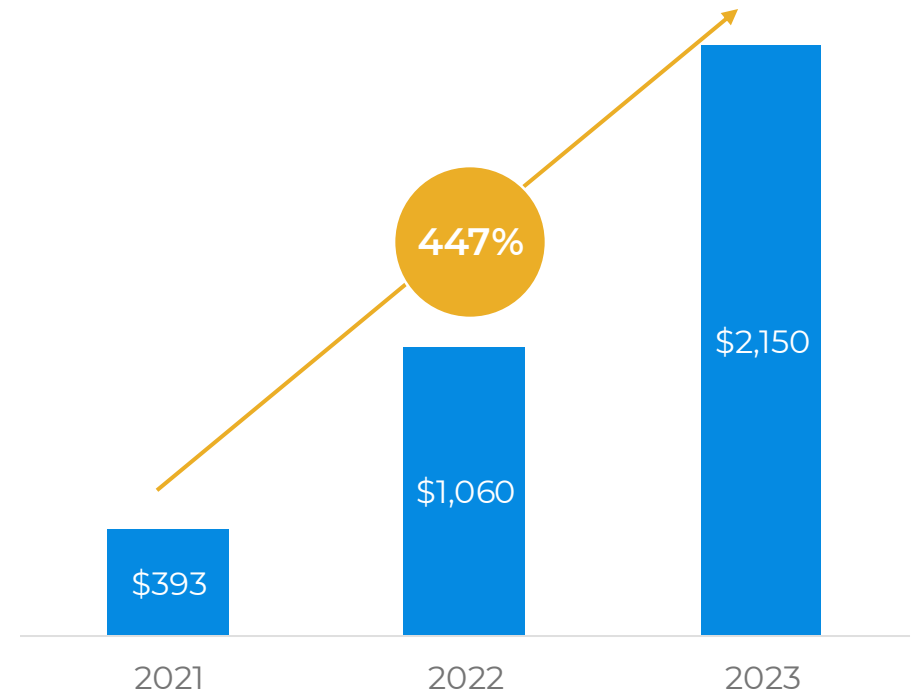
Q4 2026 Forecast:

# System-Wide Sales Growth

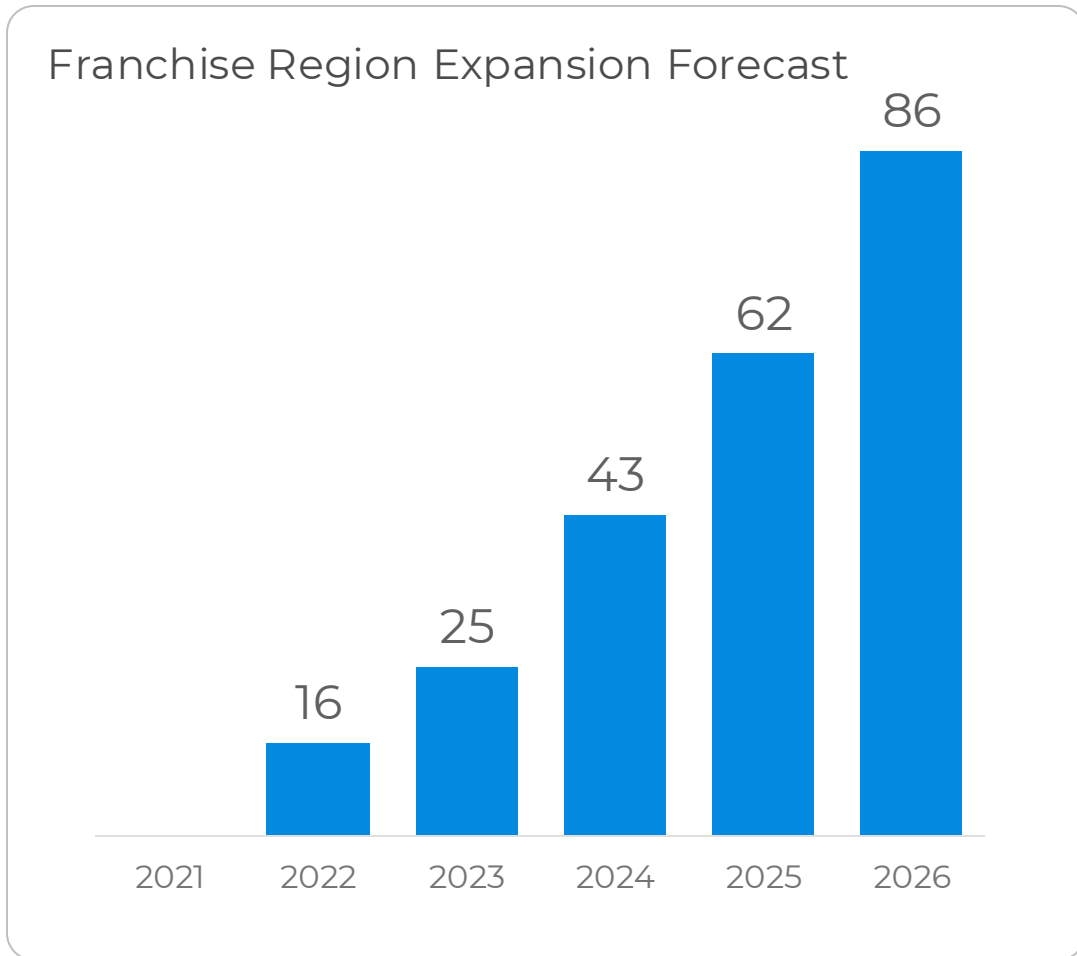
Medium Sales Summary By Year of Operation (000)



Sales Summary By Calendar Year (000)



# Growth Trajectory



**30+**  
Current Franchise  
Regions

**24**  
Current  
Franchisees

**1,500+**  
Current Deal  
Pipeline

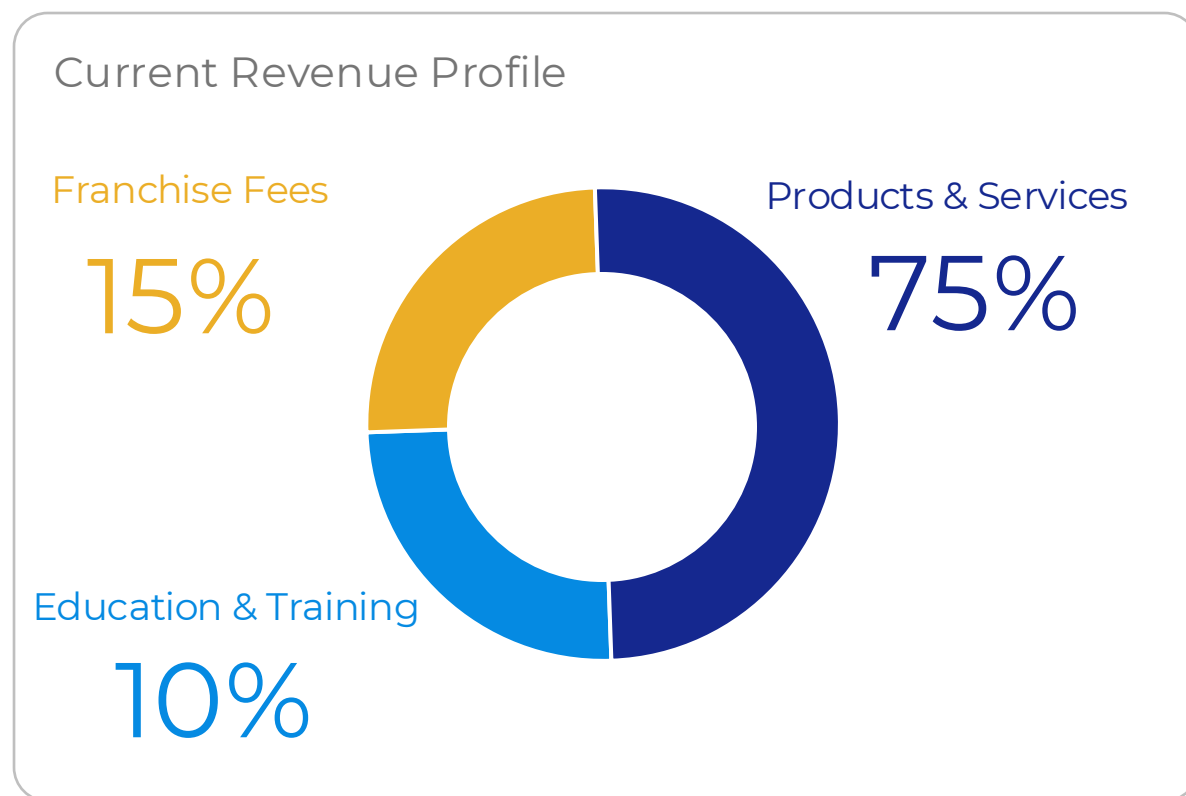
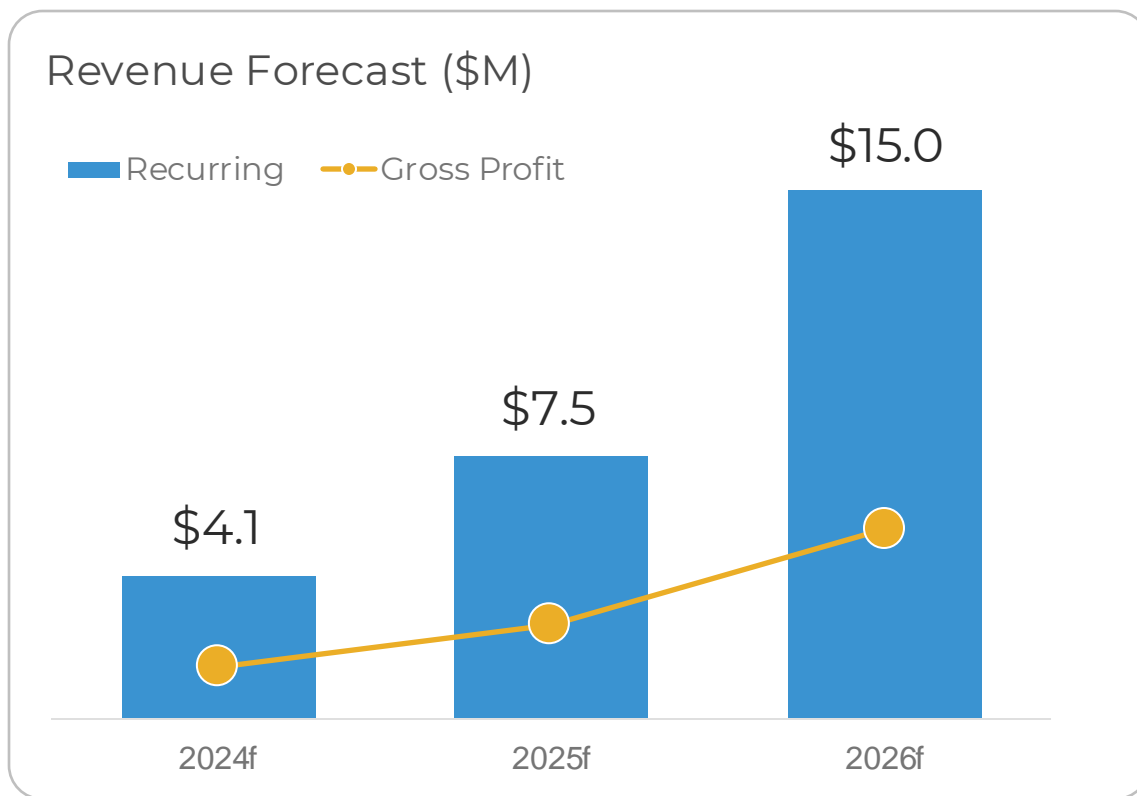
**15-25**  
Deals Signed  
Each Year

**500 to 1,000**  
Potential Franchise Regions  
Canada and US

**100+**  
2026 YE Projected  
System Franchises

# Revenue Growth Forecast

Stardust is forecasted to generate an 89% annual growth from 2024 through 2026 with new investment



# The Corporate Team



**Mark Tadros**

CHIEF EXECUTIVE OFFICER & CHAIRMAN

Founder, entrepreneur and renewable energy enthusiast, Mark continues to devote his skills in new business development, contract negotiation, risk management, and marketing strategy to Stardust Solar.



**Eamonn McHugh**

CHIEF OPERATING OFFICER & BOARD MEMBER



**Vitaly Melnikov**

CHIEF FINANCIAL OFFICER & BOARD MEMBER



**Young Bann**

BOARD MEMBER



**Ohad David**

BOARD MEMBER



**Evan Kraemer**

CHIEF TECHNOLOGY OFFICER



**Summer Reese**

ACCOUNTING MANAGER



**Dan Larssen**

NATIONAL SALES MANAGER



**Eduardo Adami**

SENIOR PROJECT MANAGER & ELECTRICAL ENGINEER



**Heitor Schiochet**

PROJECT MANAGER & ELECTRICAL ENGINEER



**Soroush Chehrehgosha**

PROJECT MANAGER & ELECTRICAL ENGINEER



**Otavio Schiochet**

PROJECT MANAGER & ELECTRICAL ENGINEER



**Ezra Auerbach**

STRATEGIC INITIATIVE CONSULTANT



**Mario Borsato**

CANADIAN SOLAR INSTITUTE



**Rémy Prat**

SOLAR PV QUÉBEC



**Christopher LaForge**

IREC CERTIFIED MASTER TRAINER



**Lawson Lim**

BRAND MANAGER

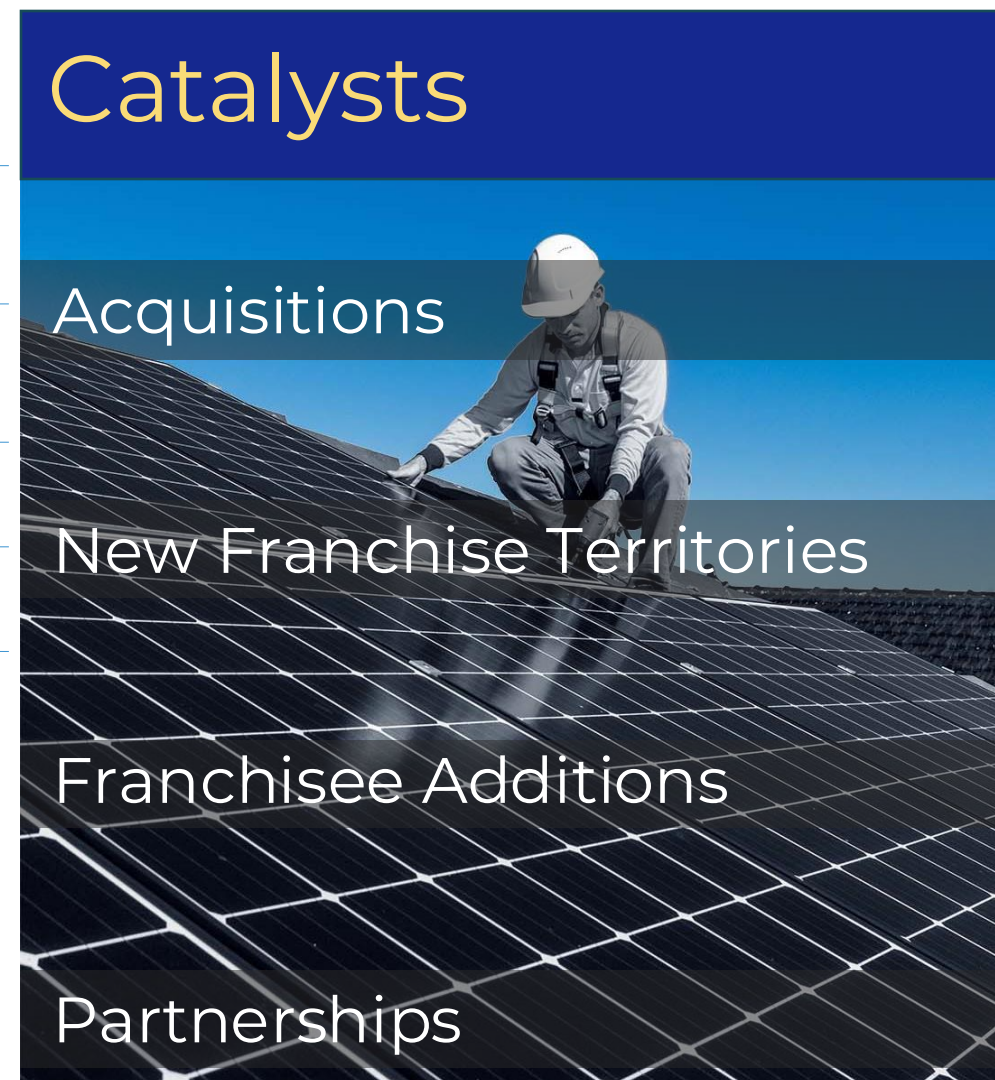


# Investment Highlights

Capital Markets Profile	SUN.V
Market Cap (as of November 12, 2024)	\$7.0M
Stock Price (as of November 12, 2024)	\$0.10
Shares Outstanding	70,394,052
Available Working Capital in CAD\$	\$1,900,000
Total LT debt in CAD\$	\$627,000

## Ownership & Operational Information

Insider Beneficial Ownership ~39%

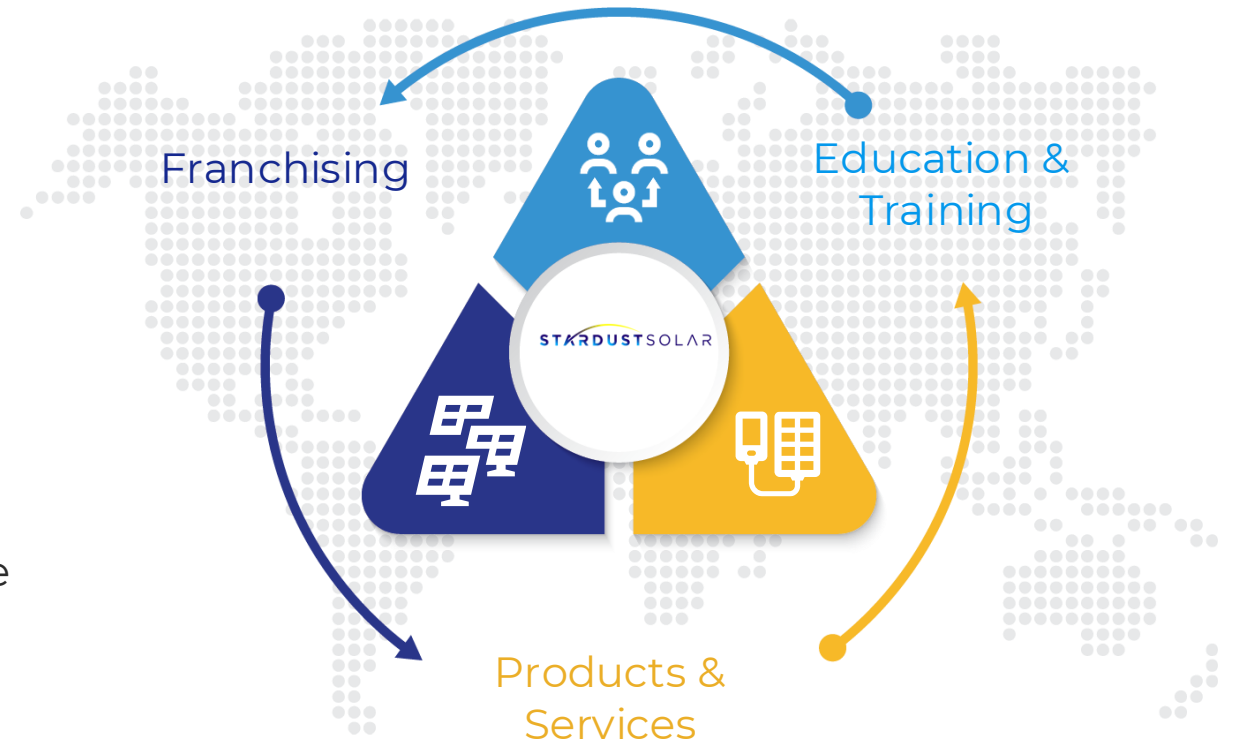




# Investment Highlights

An attractive investment opportunity, combining high growth potential, a diversified product portfolio, strong market positioning, and ESG-aligned operations.

- Innovative Product Portfolio
- Strong Partnerships and Distribution Channels
- Operational Resilience and Scalability
- Experienced Leadership and Technical Expertise
- Positive Regulatory Environment and Subsidies
- Strong ESG Alignment and Impactful Mission



# STARDUST SOLAR

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