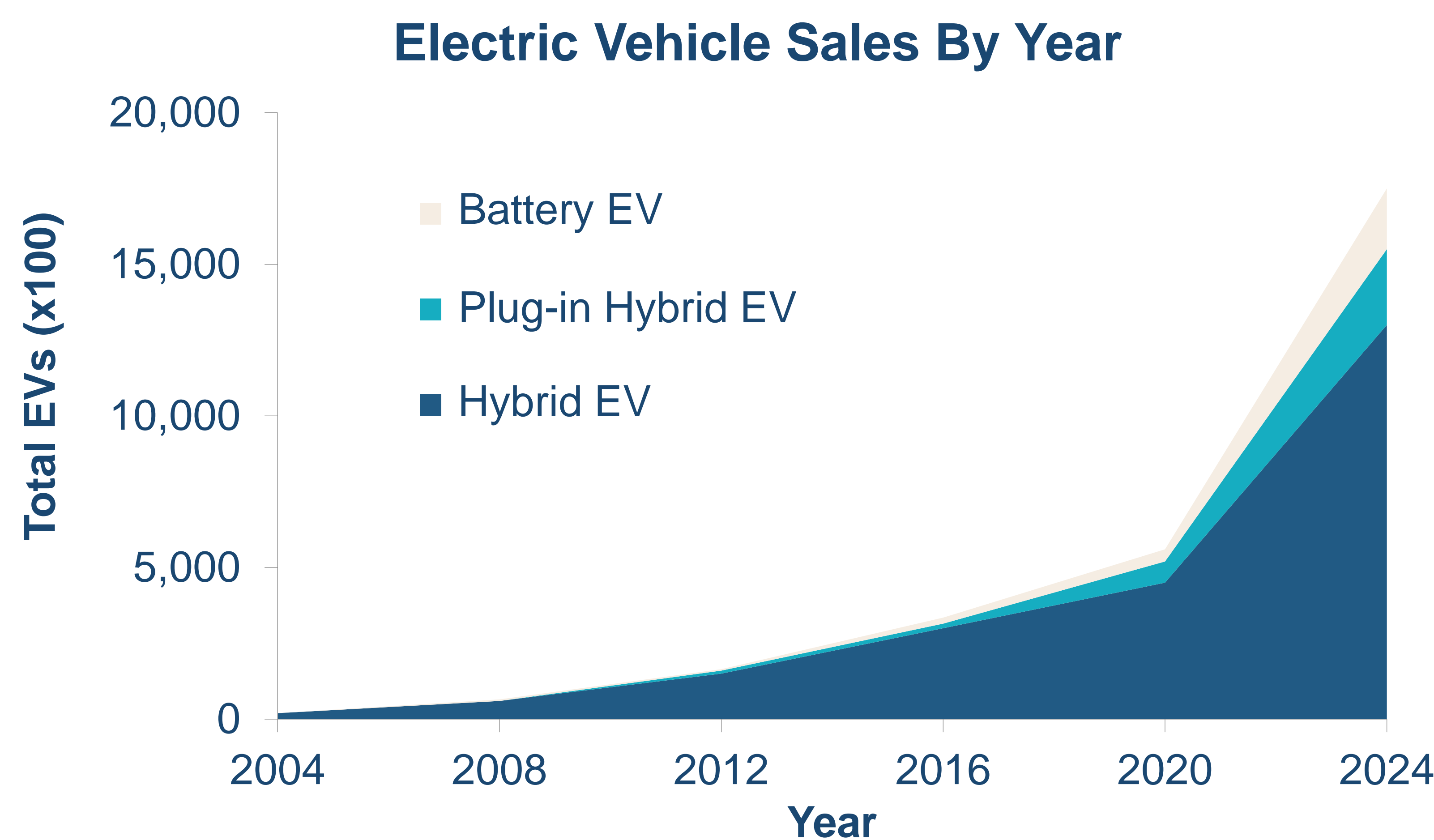


## Identifying The Opportunity

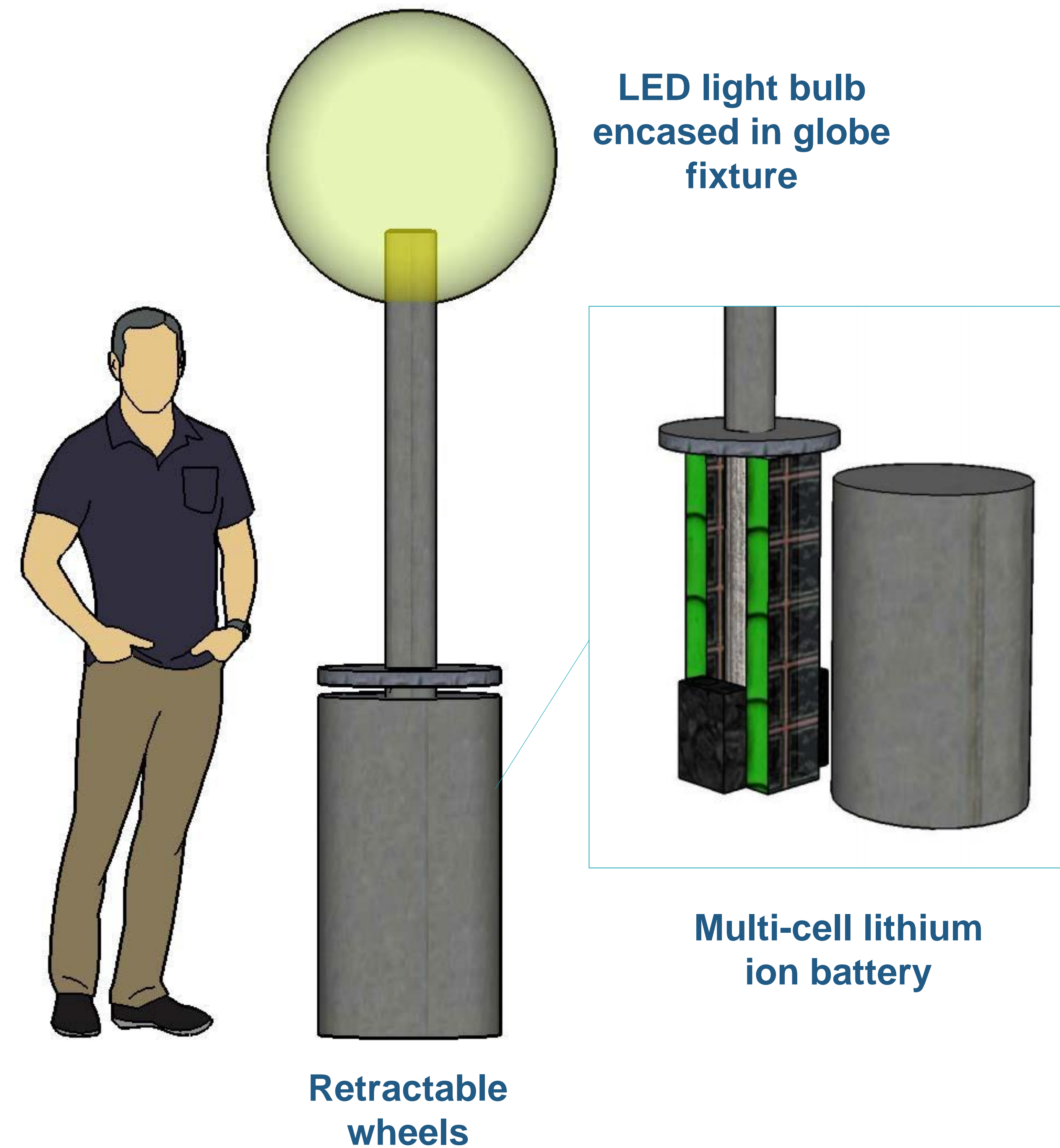
As electric vehicle (EV) production increases, so does the number of lithium-ion batteries (LiBs) used to propel them. Batteries degrade over time, reducing EV range, and are generally replaced after around 100,000 miles.

However, these used LiBs are still viable, containing around **75% of their original capacity**. We began by exploring potential “second-life” uses for these LiBs.



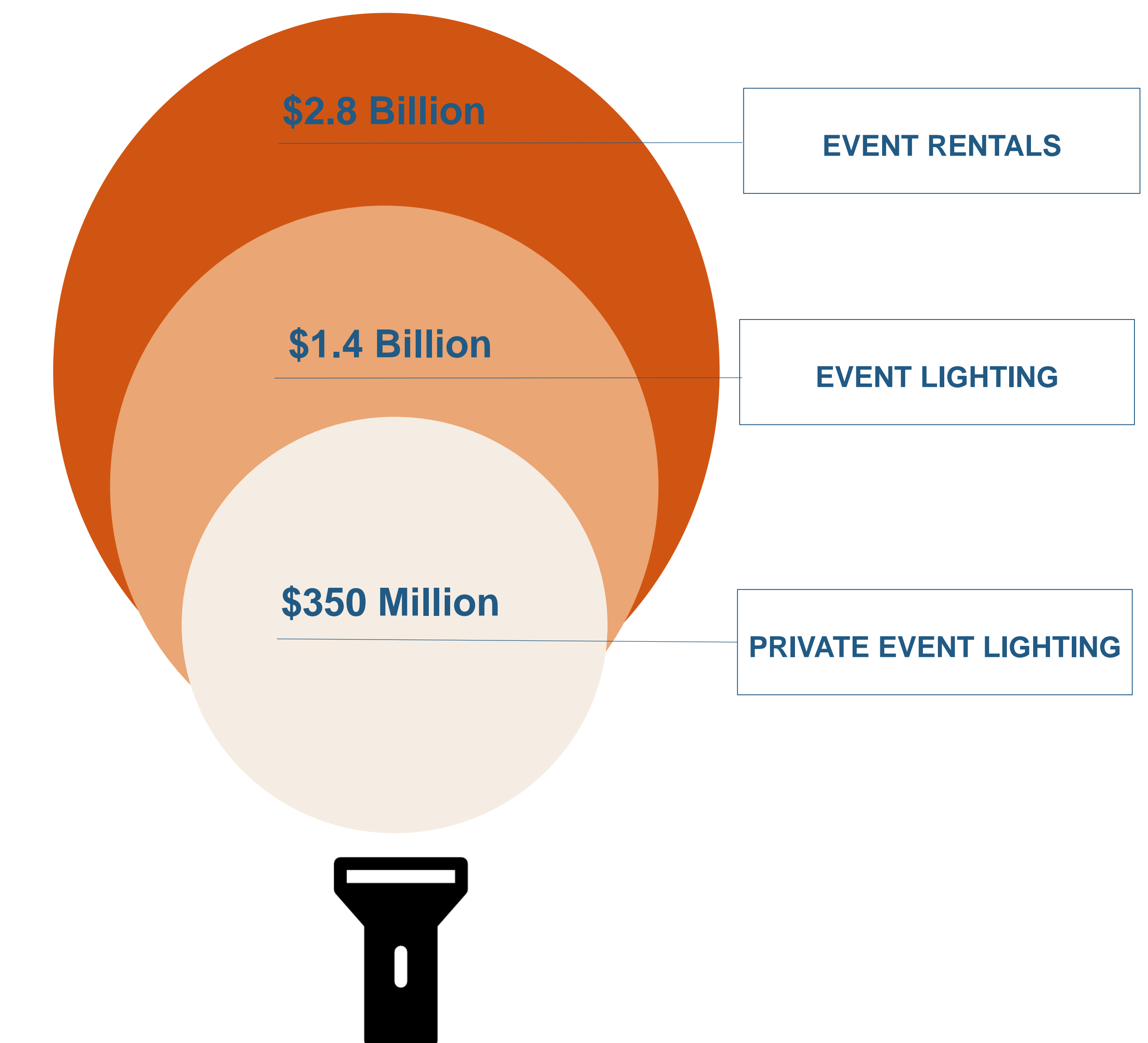
## The Product

The MoonLite is a battery-powered lighting solution that provides a versatile, clean, and energy-efficient way to illuminate a variety of social events.



## The Market

Our target customer is lighting professionals, who are part of the private event lighting industry. This sub-set of the event rental industry had sales of \$350 million USD in 2016 and is growing at an annual rate of 4.2%.



## Our Research

After conducting 105 potential customer interviews (including 30+ event managers), we learned three key insights about the events industry:

- 65% of event managers think generators are disruptive.
- 19 out of 20 of event managers find cabling to be a problem.
- 82% of respondents are **definitely** or maybe willing to pay more for a cable-free light.

## Additional Value Propositions

- Battery-powered**

With just one charge, enjoy 10+ hours of battery life.
- Wireless Controls**

Control and customize your light with a remote.
- Generator-free**

Illumination without the additional exhaust from plugging into generators.
- Reduces cost**

Lower labor, fuel and generator maintenance costs saves event professionals money.
- Sustainable**

LED lights powered by repurposed batteries keeps the MoonLite eco-friendly.
- Versatile**

Simple enough for casual events, yet appropriate for weddings.

## Environmental Benefits

Fossil-fueled generators are one of the dirtiest energy sources. By reducing generator use at events, we displace diesel or gasoline power with cleaner grid electricity, thus reducing carbon dioxide emissions, which contribute to climate change. Over the life of one MoonLite, this adds up to significant greenhouse gas reductions.

