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Reserve Now



INVEST IN YOUSOLAR TODAY!

## Power Your Life. Independently.™

YouSolar created the PowerBloc®, a solar nano-grid that delivers reliable and clean power with little or no reliance on utility power. Our first customers are high-end homes in Northe...

Show more

Offering Closed

This Reg CF offering is made available through StartEngine Capital, LLC. This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment.



\$1,427,363.55 Raised

OVERVIEW

ABOUT

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DISCUSSION

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## Reasons to Invest

- **Invest in a Trillion-Dollar Industry.** According to [Bloomberg](#), power grids will require an estimated \$28.7 trillion globally in investments to meet demand from electrified homes and electric vehicles by 2050. YouSolar delivers the power for an all-electric life, without complex and costly grid upgrades. YouSolar is a leader in an epochal infrastructure transition.
- **Create Energy Independence.** YouSolar helps customers avoid lengthy, uncertain, and costly utility upgrades and rising energy costs as they electrify their homes or go entirely off-grid. In Northern California alone, wildfires and power outages are creating more demand for YouSolar's energy resilience solution than we can currently keep up with.
- **Make an Impact on the World.** YouSolar's power architecture allows a plug-and-play PowerBloc® with stackable modules which are easy to ship and even easier to assemble. We believe it will be a game-changer for the world. Easy deployment is critical to accelerate sales and for making a global impact on people's lives and the Earth's climate.

## One of the World's Most Advanced Solar Nano-Grids Is Here.

Watch and Learn how the PowerBloc Works. This video features computer generated animations of PowerBloc modules.

Important Differentiators	Typical Solar-Battery	YouSolar PowerBloc®
Can power all loads?	Usually limited to critical loads.	High-power. Can run all loads.
Avoids Expensive Utility Upgrades for the All-Electric Life	No	Yes. Can Boost Existing Service up to 800 A.
Protects all appliances from damaging grid transients?	No	Yes
Can be installed without utility approval?	No	Yes
Modular and scalable?	Very limited.	No limits.
Integration with on-site generators?	No	Yes
Any electrician can install?	No	Stackable PowerBloc® is plug-and-play.
Hand installation?	No. Requires dollies and lift jacks.	Yes
Solar forecast and intelligent energy management	No	Yes
Cloud-based system management and support?	No	Yes
Highly scalable solar array with any number of panels?	No	Yes

OVERVIEW

The World Needs a New Paradigm of Power

Electric utilities, significant contributors to climate change, cannot support the amount of renewable energy required for a clean energy future. Various studies put the necessary investment for getting the world's electrical grids ready for the all-renewable future in the trillions of dollars ([Source](#)).



## New Electric Underground between 400 amp and 1000 amp



### Utility Upgrades for an All-Electric Home Are Expensive for Consumers.

Many modern all-electric homes will require over 400 A of utility service. Most existing homes have 100-200 A service. Service upgrades by utilities are expensive, as the above [cost estimation by the California utility PG&E](#) shows. Even if the utility upgrade is on time and budget, the customer is still exposed to an unreliable grid, has little or no choice over the source of the electricity, and is captive to utility rates. In contrast, a PowerBloc can deliver reliable and green power equivalent to up to 800 A of service with fixed energy cost for decades to come.

Also, today's centralized power grids cannot withstand increasingly frequent weather extremes caused by global warming, and they are prone to preventive shutdowns in wildfire areas and flood zones.



### The Power Grids Are Vulnerable to Wildfires Caused by Extreme Droughts.

In Northern California, such as here near Fairfield, wildfires have destroyed power lines, leading to power outages. Outages also occur when the local utility turns off power during high winds to prevent power lines from sparking wildfires.

We need a new paradigm to deliver reliable and carbon-free electricity to everyone. We believe that solution must be a primary power supply with little or no reliance on utility power and outside the control of utilities. The YouSolar PowerBloc® is such a system. It is a fully-integrated and intelligent solar nano-grid that powers an entire home or business and requires no utility approval.



**Meet the Modular PowerBloc®.** The PowerBloc comprises modules for different functions. The above animation provides an overview of all modules. Modularity delivers ultimate flexibility in configuration and size and is key to PowerBloc's success in the market.

The PowerBloc is modular and highly scalable. All of its components – batteries, chargers, controllers and power electronics – are efficiently arranged in a rack. The configuration can be easily customized and expanded to meet customers' growing needs.



**A PowerBloc® Powering a Modern Home in Calistoga, California.**

*The picture above shows Arnold Leitner, CEO, explaining the PowerBloc® to its owner. The system shown here is a two-cabinet PowerBloc with 10kW of solar, 50kWh of energy storage, and 38 kW of inverter power.*

*(During the demonstration, the front doors of the PowerBloc were removed. There are no dangerous high electric potentials in the front of the system.)*

To accelerate sales and take the PowerBloc global, we have designed and patented stackable modules that are uniquely plug-and-play. These modules will make the system easy to ship and even easier to assemble. This innovation also allows rapid deployment of the PowerBloc by disaster relief organizations or the military. We believe the stackable PowerBloc will be a game-changer.



**Meet the Revolutionary and Patented Stackable PowerBloc®.** *We believe the stackable PowerBloc is a game-changer. The image is an engineering rendering of module prototypes in testing.*

**THE PROBLEM**

## Complicated Solar Systems That Depend on the Grid

Today's residential solar and battery systems are a mix of legacy and new technology that were not designed together and depend on stable grid power to function. All leading solar-battery systems are grid-tied and require utility approval, making incumbent utilities the gatekeepers of the entire solar industry. This is not the blueprint for a paradigm shift, especially in critical international markets where unstable grids cause technical problems for grid-tied systems and where utilities view distributed solar as a threat to their business.



#### **The Electrical Systems in Many Emerging Markets Are Already Overloaded.**

*The electrical systems in many emerging markets are already overloaded and fairly frequently. Imagine installing a 10kW Level-2 electric vehicle charger in a home connected to the power system in Old Delhi, shown above. It will break the grid.*

*Residential independent primary power systems, such as the PowerBloc, are the answer.*

These solar-battery systems have little flexibility and very limited scalability. They are primarily designed for energy arbitrage and use simple algorithms to manage power outages. Installation requires trained personnel with tools and dollies and lift jacks to handle large and heavy batteries.

#### **THE SOLUTION**

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## **A Fully-integrated System that Works Independently of Utilities**

The PowerBloc® is a fully-integrated nano-grid using a proprietary and patented power architecture. The PowerBloc is modular and highly scalable. By design, the PowerBloc is the primary electricity supply to a home or business, while the utility just serves as the backup. To be a primary power supply, the PowerBloc's inverter creates AC power that energizes an independent grid for the house.





**PowerBloc Modules Are Easy to Transport.** PowerBloc® modules, or “blocs,” in a crate on their way to a customer installation. On-site, the modules are installed into the cabinets by hand. The modular nature of the PowerBloc makes dollies and lift jacks unnecessary.

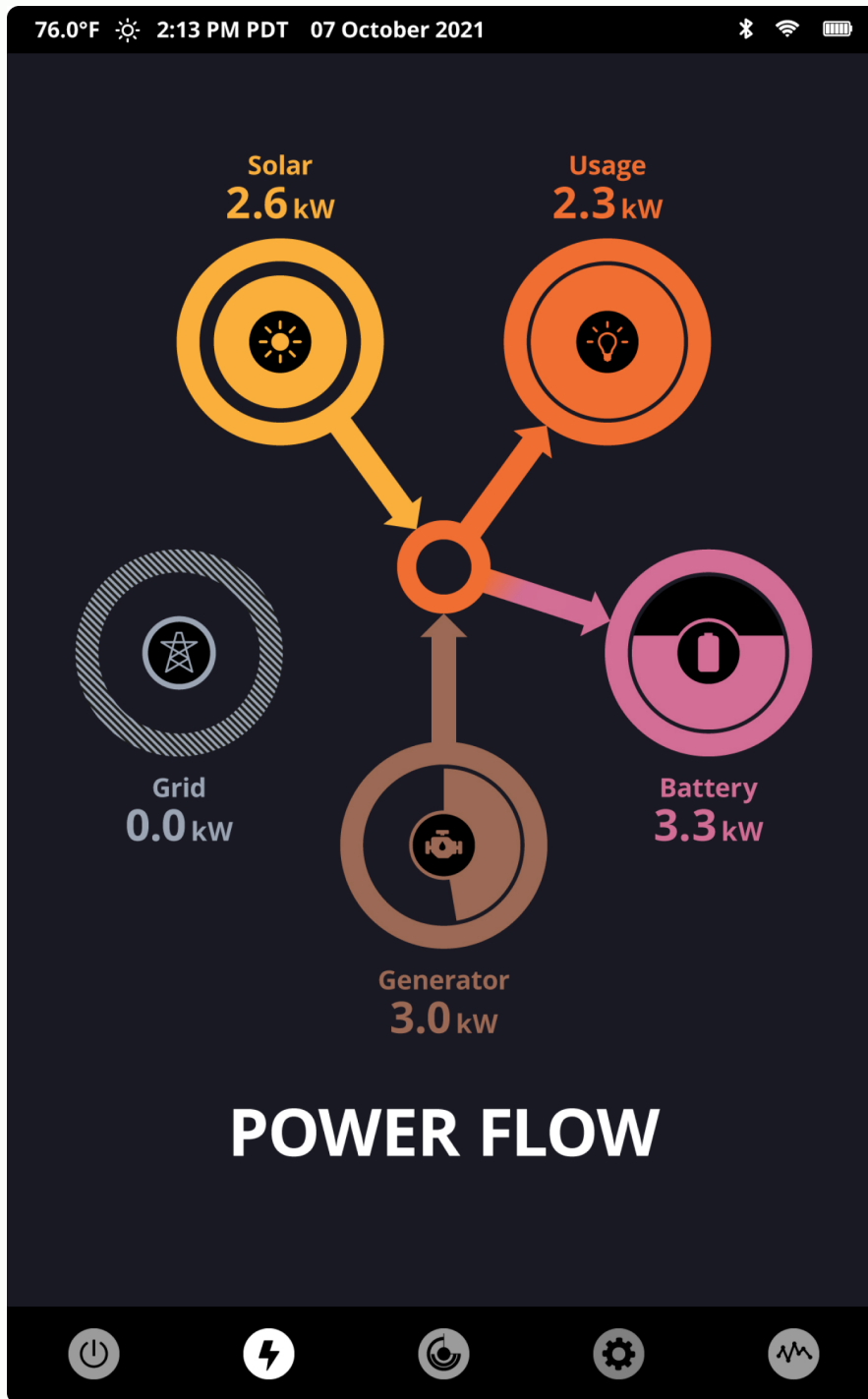
The PowerBloc can also incorporate and store energy from the grid, a generator, or any other electric power source. All power sources blend seamlessly on the efficient high potential direct current bus that is the core of our patented power architecture. YouSolar sends a real-time hourly solar production forecast to each PowerBloc so that its energy management system can make intelligent decisions optimizing its use of solar energy.



**The PowerBloc® Nano-Grid is Highly Scalable.**

*The picture above shows a four-cabinet PowerBloc with 110kWh of energy storage, 30kW of solar, utility and generator integration. This image is an engineering rendering of modules and cabinets used in customer installations.*

For customers with a utility connection, the grid contributes only energy to the PowerBloc but does not connect, directly to the load. Therefore, there are no glitches when the grid goes down, and the PowerBloc operates as an off-grid system wherever there is no grid. **It's as simple as that.**



**Our Customers Find the PowerBloc's User Interface Intuitive.** *The Power Flow screen shows how power blends seamlessly on the nano-grid. The image shows a screenshot of the tablet user interface.*

YouSolar delivers sustainable and affordable power for the modern world. Customizable and scalable, the PowerBloc is a private power system that meets many needs and can be connected to the grid or off-grid. The PowerBloc can integrate any generator to "extend the range" of the batteries on cloudy winter days.

Due to the modular design of the PowerBloc, customers can start small and expand their system as their needs grow without any design changes. This is particularly important in emerging markets, where power needs change with rising incomes.

## OUR TRACTION

# Our First Market Is High-End Homes in California

YouSolar has sold and installed six residential PowerBloc®s with customers in California's wine country. We also have two off-grid systems operating in Big Sur and the Sierra Nevada, CA.



**Our First Customers Are Owners of High-end Homes in Northern California.** *These homes are subject to frequent power outages because the local utility can no longer deliver reliable power and because the threat or presence of wildfires requires shutting down the electric service.*

Our customers are affluent, self-reliant, and uncompromising homeowners. They are unwilling to tolerate power outages and want a reliable and clean power supply with little or no reliance on utility power. They are building all-electric homes with electric vehicle charging and want to avoid paying tens or even hundreds of thousands of dollars for a utility upgrade or new connection.



**These Are Modern Homes with Large Electric Loads.** *Our customers have central air conditioning systems, electric stoves and ranges, pools, electric vehicle charging, and often well pumps which are large electric loads requiring high power.*

LEARN MORE ABOUT OUR PRODUCT

## The PowerBloc Is a Fully-integrated Solar Nano-grid

YouSolar sells a fully-integrated solar nano-grid that includes everything the customer needs, including advanced solar panel electronics, called a micro-converter.



**YouSolar's Proprietary Advanced Solar Panel Electronics.** *The YouSolar STEP™ micro-converter steps each solar panel's potential from about 35 to 400 Volts DC. This video explains the STEP micro-converter and shows its application at a vacation home in the Sierra Nevada, CA, backcountry.*

The PowerBloc®'s energy management system uses solar and load forecasts to decide when and how fast to charge the batteries, which helps the nano-grid perform at its best. The forecast increases solar utilization for grid-connected systems, while for off-grid systems, it reduces the chance of power loss.

Understanding and using the PowerBloc energy management system is easy. Information and system control are always at the customer's fingertips on YouSolar's custom tablet interface, which our customers love.



**Our Customers Love DIYA™, the Intuitive PowerBloc User Interface.** *The DIYA interface provides all the information the customer needs and allows the customer to control the system. This video features a demonstration of the application.*

Here is a summary of the key features that make the PowerBloc® work:





### New Standard

400VDC  
Used by server farms,  
EVs, LED lighting



### Parallel

New components can  
be added easily  
and independently



### Modular

Battery broken into  
modules lightweight  
enough for hand-  
installation



### Multi-Source

Easy integration of  
multiple power sources



### Safe

Solar and system's high  
potential shuts down  
rapidly in emergency



### Automatic

Intelligent controller  
for fully automatic  
operation of the system

## THE MARKET

# Delivering Power to Customers Whose Needs Are Not Met by Utilities

Based on our research, the United States has tens of thousands of upscale residences with property values in excess of USD \$1M built in unincorporated areas. Most of these homes rely on their own private water well. These customers lose power due to wildfires, heavy winds, and snow. Analysis commissioned by YouSolar showed that there are over 1,500 such properties in California's wine country alone. The PowerBloc can deliver constant and high power for an uninterrupted lifestyle and the ability to run a well pump, allowing homeowners to water down the property and put out flying embers during a wildfire.

## Ride through any power outage.



*\*Engineering drawing of the functional prototype of the new stackable PowerBloc®*

After devastating wildfires caused power outages in our home state of California interest in the PowerBloc surged. This development presented an immediate and large market for YouSolar's technology. But wildfires are not the only natural disasters that result in a failure of utility power systems. Widespread and persistent outages occurred during an ice storm in Texas. Tropical storms and hurricanes are the main reason for power failures in Florida.

## Generator



Environmentally disastrous



Noisy, generates irritating vibrations



Power glitches when switching to generator during outage



Unreliable and high maintenance

## YouSolar



Clean and sustainable



Quiet, no irritating vibration



Zero glitches when the grid goes down



Reliable and requires little to no maintenance

Another set of customers are homeowners or businesses who replace gas furnaces with heat pumps or add electric vehicle charging. Power needs can quickly exceed the 100 or 200 Ampere (a) utility service that typically comes with a home. Instead of requesting and paying for a service upgrade, these customers can choose a PowerBloc to boost power to the house to 300, 400 and even 800 A. Lastly, there are customers who are building new homes or businesses and are facing high bills to run utility service to the new location.

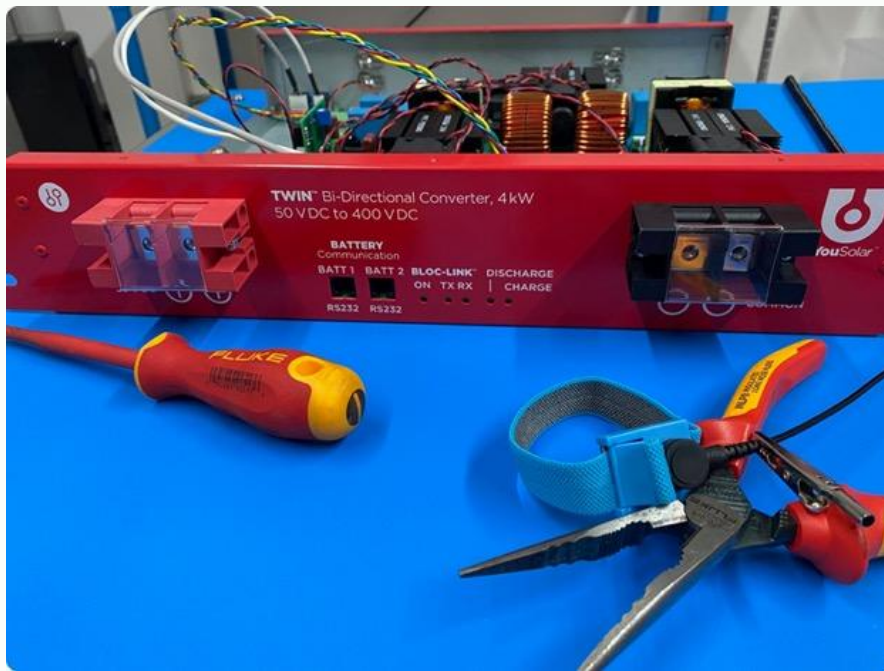
We have a constant stream of prospective customers. At present, 50 new customers have received or are awaiting proposals. Our early success in the market has validated our analysis, and we are clearly meeting a need.

The PowerBloc is capable of powering even the largest homes and businesses. We just sold the largest system to date at a price of \$180,000. Opportunities are everywhere, and our pipeline is growing.

### THE BUSINESS MODEL

## How We Sell and Deliver the PowerBloc® and Make Money

We have a growing pipeline even with no marketing. Builders and architects of luxury homes and their electricians are currently our prime partners for lead generation. We also have strong interest from operators of critical facilities. Our database of over 1,500 potential customers from in northern California overlaps very well with the location of our first six residential installations.

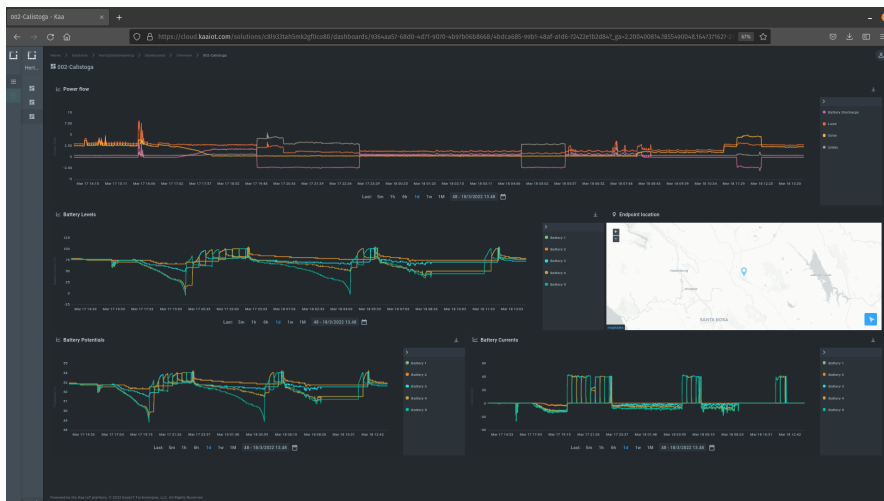


**We Design and Make the PowerBloc.** The PowerBloc's TWIN™ Bi-directional Converter steps up the battery pack's 50 Volt potential to the 400 Volts of the direct current bus. The photo shows a TWIN during assembly.

At this time, we make the sale ourselves, but we will soon begin working with partners and give them the tools to design, size, and sell our systems. Customers will also be able to purchase the PowerBloc directly through our website.

We partner with solar installers and electricians who install the solar array and connect the PowerBloc to the house. YouSolar technicians install the PowerBloc cabinets. Customers can choose the solar panels, or YouSolar can include the solar array in the proposal.

Commissioning, start-up, and operation of the PowerBloc are automatic. We remotely monitor and troubleshoot all systems.



#### Monitoring of Customer Systems in the CIRRUS™ Cloud.

*YouSolar monitors all PowerBlocs with internet connections remotely.*

*We are able to update software "over the air", trouble shoot, and control the system remotely.*

By developing most power electronics and all controls, firmware, software, and hardware in-house, we have a low-cost structure that allows us to offer a competitive solution with a 40% target margin. The average price of a PowerBloc solar nano-grid, including solar panels, for a

modern U.S. single-family home is between \$35k to \$50k. For high-end homes, system cost is between \$125k and \$150k.



Our revenue stream derives from initial system sales and battery replacements every ten to fifteen years. We also offer monitoring and service contracts to generate recurring annual income.

#### WHAT IS UP NEXT

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## Changing the Game

In the PowerBloc®, the power flow and communication of each module, or "bloc," are parallel and independent, allowing YouSolar to deliver the PowerBloc as a stackable, plug-and-play system. After years of research, we have developed a revolutionary stackable module, and a stackable PowerBloc is now a reality.



**The Stackable PowerBloc Is Plug-and-Play. We believe it Is a Game-Changer.** *The photo shows Baxter Smith, Product and Support Specialist with the stackable PowerBloc®.*

The stackable PowerBloc assembles in a breeze and is easy to use. It has unprecedented flexibility in system configuration and sizing. Even the order of the modules inside the stack does not matter. But when assembled, interlocking modules create a nearly impenetrable monolith. After a one-button boot-up, the power is on.



**The Stackable PowerBloc STACK™, Assembles in Minutes.** *Arnold Leitner, Founder and CEO, demonstrates how easy it is to assemble the stackable PowerBloc®.*

## THE VISION



# Bringing the PowerBloc® to People Everywhere

YouSolar has a big market at our doorstep in California and the rest of the United States.

However, people living in emerging markets account for most of the world's population, and in the [next decades 90% of electricity demand](#) will be coming from these countries.



**Grid-tied Solar Systems with Net-Metering do not Work in Emerging Markets.** *One of the solar arrays at the Greenschool in Bali, donated by YouSolar, its investors, and its East Asian partners.*

How are we going to generate electricity without killing the climate? Today's industry does not have a solar solution. These countries are untapped markets for solar and the crux to meeting the climate challenge.

Emerging markets have unstable grids or no utility power at all. Of course, few people in these markets need or can afford a \$50k or \$150k PowerBloc solar nano-grid. But our success here in the U.S. allows us to perfect and lower the cost of the technology that goes into the stackable PowerBloc.

There are few, if any, trained installers, and logistics can be challenging. That is why it is so important to have the stackable and plug-and-play PowerBloc. The stackable PowerBloc is an efficient and practical power solution for these markets. It can be shipped and installed almost everywhere. It can be installed by hand – without dollies or lift jacks – and assembly is plug-and-play. We want the PowerBloc to become the world's trusted and affordable source of clean power everywhere, in a school in Bali, on a farm in Peru, or in a suburb in India.



**The PowerBloc® Gives Hope.** *The PowerBloc is a perfect power solution for disaster relief. The image shows a rendering of prototypes of stackable PowerBloc® modules.*

## OUR TEAM

# A Team of World Class Experts

The team at YouSolar comprises world-class experts in energy markets, solar technology and power electronics who share a passion for building the world's most advanced solar nano-grid and changing the world for the better.



**It Started with a Vision.** *Arnold Leitner, Founder and CEO, with his friend and business partner, Gene Krzywinski, CEO of eIQ Energy, with the very first prototype of the PowerBloc®.*

## INVEST WITH IMPACT

# A Clean Energy Solution That Impacts People's Lives and the Climate



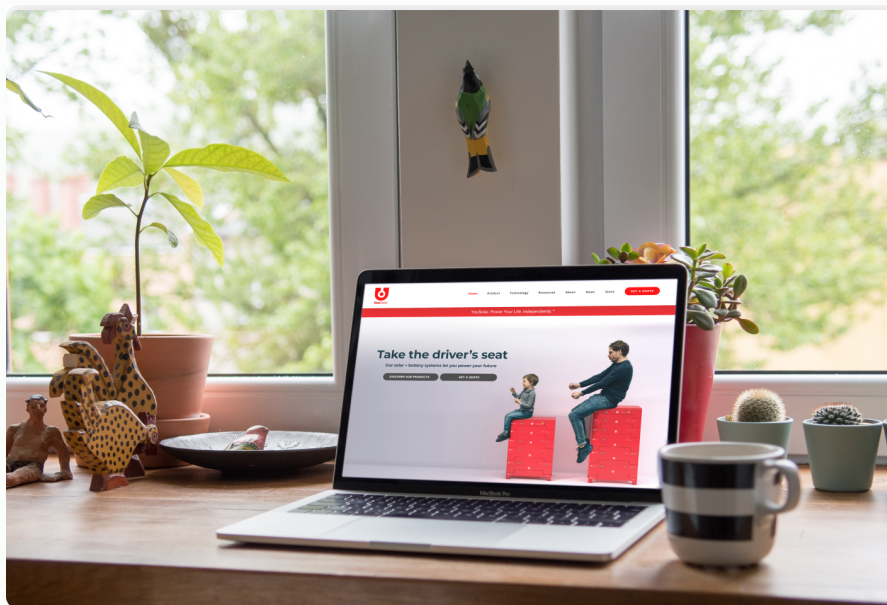
We don't have much time left to fight a changing climate with its devastating effects on Earth. We need to throw everything at a transformation of our world. Our mission is to bring solar everywhere and change the power infrastructure in its course.



**The Battle for the Climate Is Fought and Won in Emerging Markets.** *Rice fields in Bali, Indonesia.*

We believe The PowerBloc® can help people everywhere to have reliable power in a world where electricity delivery is no longer certain or never has been.

The PowerBloc provides a scalable and practical clean energy solution for the emerging markets that will account for most of the growth in electricity demand in the coming decades. The PowerBloc has the potential to play an important role in solving the climate problem.



With demonstrated successes already deployed and more projects in development at the dawn of an epochal energy infrastructure transformation, now is the perfect time to be a part of the clean energy revolution and invest in YouSolar.

[YouSolar 17b Disclosure](#)

## ABOUT



## HEADQUARTERS

**292 Brokaw Road**  
**Santa Clara, CA 95050**

## WEBSITE

[View Site](#) 

YouSolar created the PowerBloc®, a solar nano-grid that delivers reliable and clean power with little or no reliance on utility power. Our first customers are high-end homes in Northern California. The PowerBloc uses a patented modular and highly scalable power architecture. To accelerate sales and take the PowerBloc global, we are developing a stackable PowerBloc that is plug-and-play. The PowerBloc allows people to power their lives independently and accelerates the transition to a clean-energy world.

## TEAM



**Arnold Leitner**  
**CEO, President and Chairman of the Board**

Arnold is a solar and clean-tech pioneer. He designed and built one of Germany's first super-efficient passive houses. As a consultant for S&P Global, he authored the seminal and influential study Fuel from the Sky for the U.S. Department of Energy (DOE). In 2005, Arnold founded SkyFuel and re-invented concentrating solar power technology. SkyFuel's high-precision parabolic trough uses mirror film technology licensed from the National Renewable Energy Laboratory (NREL) instead of glass mirrors and won an R&D 100 Award. SkyFuel exited in a sale in 2015. Arnold founded YouSolar to build a solar nano-grid with a highly innovative power architecture that is modular and scalable. Arnold holds a Ph.D. in Physics from C.U. Boulder and an MBA from Columbia.



**Bob Rutter**  
**System Engineering, Board Member**

Bob has nearly 40 years of experience in automotive, aviation, industrial, and consumer product development. He worked over twenty of those years for Motorola/Freescale in various roles, starting as a device design engineer in the Semiconductor Research and Development Laboratories in Phoenix, Arizona to finishing as European Director of Analog and Mixed Signal Division Product Development in Toulouse, France. Bob holds 8 patents covering a broad range of engineering disciplines from power device design to silicon process development and has a single-engine pilot's license. Bob takes to the sky every week.



**Michael W. Allman**  
**Director/Investor**

Mike has held numerous executive roles in the power and gas industry. Most recently he was the CEO of Sempra Generation and the CEO of the Southern California Gas Company. While at Sempra Mike built the ground-breaking 10 MW "Eldorado" solar plant in Nevada which was the first solar project to use thin-film solar panels. Within a decade Sempra and other developers built thousands of megawatts of utility solar power projects in America's Desert Southwest. Mike holds an MBA from the University of Chicago BS in Chemical Engineering from Michigan State.



**Rupert Mayer**  
**CFO, Head of Strategy**

Rupert is a seasoned entrepreneur and executive who has built companies in Austria, Germany and California. His most successful venture so far was IPfolio, one of the 1,000 fastest-growing private companies in the U.S. on the Inc. list of 2019. After selling IPfolio to Clarivate and while serving on Clarivate's product leadership team, Rupert became an active angel investor and soon turned his focus entirely to climate solutions. He first invested in YouSolar in 2018 and stepped into an advisory role in 2022 before deciding to join the company full-time. Rupert holds a master's degree in Industrial Engineering from the Technical University of Vienna.



**Galen J. Torneby**  
**Vice President, Operations/COO**

Galen has over nearly four decades of years of experience in the energy sector. Before joining YouSolar, Galen served as the COO and then CEO of SolarCraft,



**Baxter Smith**  
**Product and Support, Sales**

Baxter Smith recently worked at the Green School in Bali, Indonesia. At Green School, he helped create and direct the Community Innovation Hub, or "ihub." ihub is a



**Gene Krzywinski**  
**Technical Advisor**

Gene is the founding CEO of eIQ Energy and inventor of the patented DC-DC micro-converter that is key to YouSolar's innovative power architecture. In addition to

Novato CA. At SolarCraft, he led a team executing residential and commercial solar PV, battery storage, and solar thermal projects in the North Bay Area. Galen worked several years for SunPower as the Sr. Director EPC Projects for the SunPower's C7 LCPV technology program in China and led SunPower's EPC efforts in Egypt and Mexico. Before SunPower, he was the Director of Project Development Engineering at First Solar in San Francisco and Head of Project Delivery at Masdar in Abu Dhabi, UAE. He was responsible for the development and construction of wind and solar projects. Throughout his career, Galen has worked in Pakistan, Romania, the Philippines, Seychelles, Canada, Brazil, South Africa, Egypt, China, Morocco, and Mexico. Galen received his BS from the University of Washington and MBA from the University of Washington. Galen is a PMI certified project management professional and a licensed California Class B – General Building Contractor.



### David Fillmore Solar Forecasting and Optimization

David Fillmore has worked professionally for 20 years in the fields of computational physics and software architecture. From 1998 to 2005 he was an associate scientist at the National Center for Atmospheric Research. From 2005 to 2016 David held positions as a software developer and senior research scientist at Tech-X Corporation. While at Tech-X he worked on the simulation of solar irradiance and the estimation surface solar irradiance based on satellite observations under grants from the National Aeronautics and Space Administration's Science Mission Directorate. David received a B.S. in Physics from the University of California, Santa Cruz, and a Ph.D. in Astrophysics and Atmospheric Science from the University of Colorado, Boulder.



fabrication space dedicated to teaching and mastering digital design tools and craftsmanship. While at Green School, Baxter also played a key role in helping the school achieve 100% energy from renewable sources. He led the installations of two solar arrays donated by YouSolar, its investors, and Southeast Asian partners. Baxter was also heavily involved in the procurement, installation, and upkeep of a vortex hydro turbine in the river that crosses the school's campus. Baxter holds a Masters of Architecture from UC Berkeley, California, and a Bachelor of Science in Business Administration from the University of Denver.



### Jon Farley Firmware

Jon developed embedded control software for lighting and power systems for nearly 40 years. With a background in entertainment lighting, his earliest work was on lighting control desks in theatre and entertainment. Jon's systems have controlled the lighting for productions like "Starlight Express" on Broadway, the Grammy Awards, or shows of Siegfried and Roy at the Mirage Hotel in Las Vegas. More recently Jon has applied his software design skills to gas analysis systems, veterinary therapeutic products, camera management software, mobile generator load management, LED lighting, and solar power systems. When between software assignments, Jon designs lighting for small theatre companies in Portland, OR, and has appeared in an episode of the IFC show Portlandia. He holds a Master of Fine Arts degree in Technical Design and Production from Yale University School of Drama.



being a serial entrepreneur, he has also been successful in the corporate world. Gene was VP of Sales and Marketing for Impala Linear Corp where he turned the company around and led its sale to Fairchild Semiconductor. Gene has a BSEE in semiconductors from Rutgers College of Engineering.



### Moritz Nagelschmied Remote Monitoring

Moritz manages the remote monitoring of our CIRRUS™ cloud service and runs analytics on installed PowerBloc systems to improve the EDISON™ optimization engine. He is also working on the data streaming to YouSolar's upcoming DIYA™ app for mobile devices. Moritz is deeply interested in the sciences and has a passion for nature and wildlife. Moritz has an undergraduate degree in Electronics and Computer Engineering from the University in Graz, Austria.



## TERMS

YouSolar

### Overview

PRICE PER SHARE  
**\$0.74**

DEADLINE ⓘ  
**Mar 16, 2023**

VALUATION  
**\$50.33M**

FUNDING GOAL ⓘ  
**\$10k - \$5M**

### Breakdown

MIN INVESTMENT ⓘ

\$349.28

MAX INVESTMENT ⓘ

\$4,999,997.22

MIN NUMBER OF SHARES OFFERED

13,513

MAX NUMBER OF SHARES OFFERED

6,756,753

OFFERING TYPE

Equity

ASSET TYPE

Common Stock

SHARES OFFERED

Class B Common Stock

Maximum Number of Shares Offered subject to adjustment for bonus shares

SEC Recent Filing



Offering Memorandum



Financials



Risks



**Voting Rights of Securities Sold in this Offering**

*Voting Proxy. Each Subscriber shall appoint the Chief Executive Officer of the Company (the "CEO"), or his or her successor, as the Subscriber's true and lawful proxy and attorney, with the power to act alone and with full power of substitution, to, consistent with this instrument and on behalf of the Subscriber, (i) vote all Securities, (ii) give and receive notices and communications, (iii) execute any instrument or document that the CEO determines is necessary or appropriate in the exercise of its authority under this instrument, and (iv) take all actions necessary or appropriate in the judgment of the CEO for the accomplishment of the foregoing. The proxy and power granted by the Subscriber pursuant to this Section are coupled with an interest. Such proxy and power will be irrevocable. The proxy and power, so long as the Subscriber is an individual, will survive the death, incompetency and disability of the Subscriber and, so long as the Subscriber is an entity, will survive the merger or reorganization of the Subscriber or any other entity holding the Securities. However, the Proxy will terminate upon the closing of a firm-commitment underwritten public offering pursuant to an effective registration statement under the Securities Act of 1933 covering the offer and sale of Common Stock or the effectiveness of a registration statement under the Securities Exchange Act of 1934 covering the Common Stock.*

*\*Maximum Number of Shares Offered subject to adjustment for bonus shares. See Bonus info below.*

**Investment Incentives & Bonuses\***

**All Investor Owners Club**

20% or 10% discount on a PowerBloc® system (excluding solar panels and installation charges), if purchased in by 1 December 2022 or 1 December 2023, respectively, for U.S. delivery or Free-on-Board, Santa Clara, California, for all international destinations. Discount applies only to the first U.S. \$100,000.00 of order(s) by the investor.

**Early Bird**

Any investment made before 1:08 pm PST Sunday January 23rd will receive 20% bonus shares.

Next 7 days new investments between 1:08 pm PST Sunday January 23rd and Sunday January 30th 1:08 pm PST receive 5% bonus shares.

**Perks by Investment Amount**

\$700+ YouSolar-branded Organic T-shirt. Some colors are not available in organic cotton.

\$1,500+ YouSolar T-Shirt and Visor or Trucker Hat

\$3,500+ YouSolar T-shirt or Hoodie and Visor or Trucker Hat and Coffee Mug

\$7,500+ YouSolar-branded titanium sports bottle + 5% bonus shares.

\$27,500+ Wonderfully crafted, stackable model of the PowerBloc® for your desk. (Works as a "stress toy" or paperweight.) + 10% bonus shares.

*\*All perks occur after the offering is completed.*

**The 10% Bonus for StartEngine Shareholders**

YouSolar, Inc. will offer 10% bonus shares for all investments that are committed by investors that are eligible for the StartEngine Crowdfunding Inc. OWNER's bonus.

*This means eligible StartEngine shareholders will receive a 10% bonus for any shares they purchase in this offering. For example, if you buy 100 shares of Class B Common Stock at \$0.74 / share, you will receive 110 Class B Common Stock, meaning you'll own 110 shares for \$74. Fractional shares will not be distributed and share bonuses will be determined by rounding down to the nearest whole share.*

*This 10% Bonus is only valid during the investors eligibility period. Investors eligible for this bonus will also have priority if they are on a waitlist to invest and the company surpasses its maximum funding goal. They will have the first opportunity to invest should room in the offering become available if prior investments are cancelled or fail.*

*Investors will only receive a single bonus, which will be the highest bonus rate they are eligible for.*

*Note on Bonus Shares and Perks*

*Investors will only receive a single bonus, which will be the highest bonus rate they are eligible for.*

**Insider Investment Notice**

Officers, directors, executives, and existing owners with a controlling stake in the company (or their immediate family members) may make investments in this offering. Any such investments will be included in the raised amount reflected on the campaign page.

*Irregular Use of Proceeds*  
The Company might incur Irregular Use of Proceeds that may include but are not limited to the following over \$10,000: Salary payments made to one's self, a friend or relative. Vendor payments.

PRESS

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Are High-Power Home Solar + Battery Systems A Game-Changer?

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**InvestorPlace**  
Invest in YouSolar to Get in on Nano Grid Renewable Power

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**The Rising**  
YouSolar – The Startup Rethinking Independent Solar Power

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**The Weekly Calistogan**  
Fed up with PSPS events, Calistoga couple opts for home microgrid

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ALL UPDATES

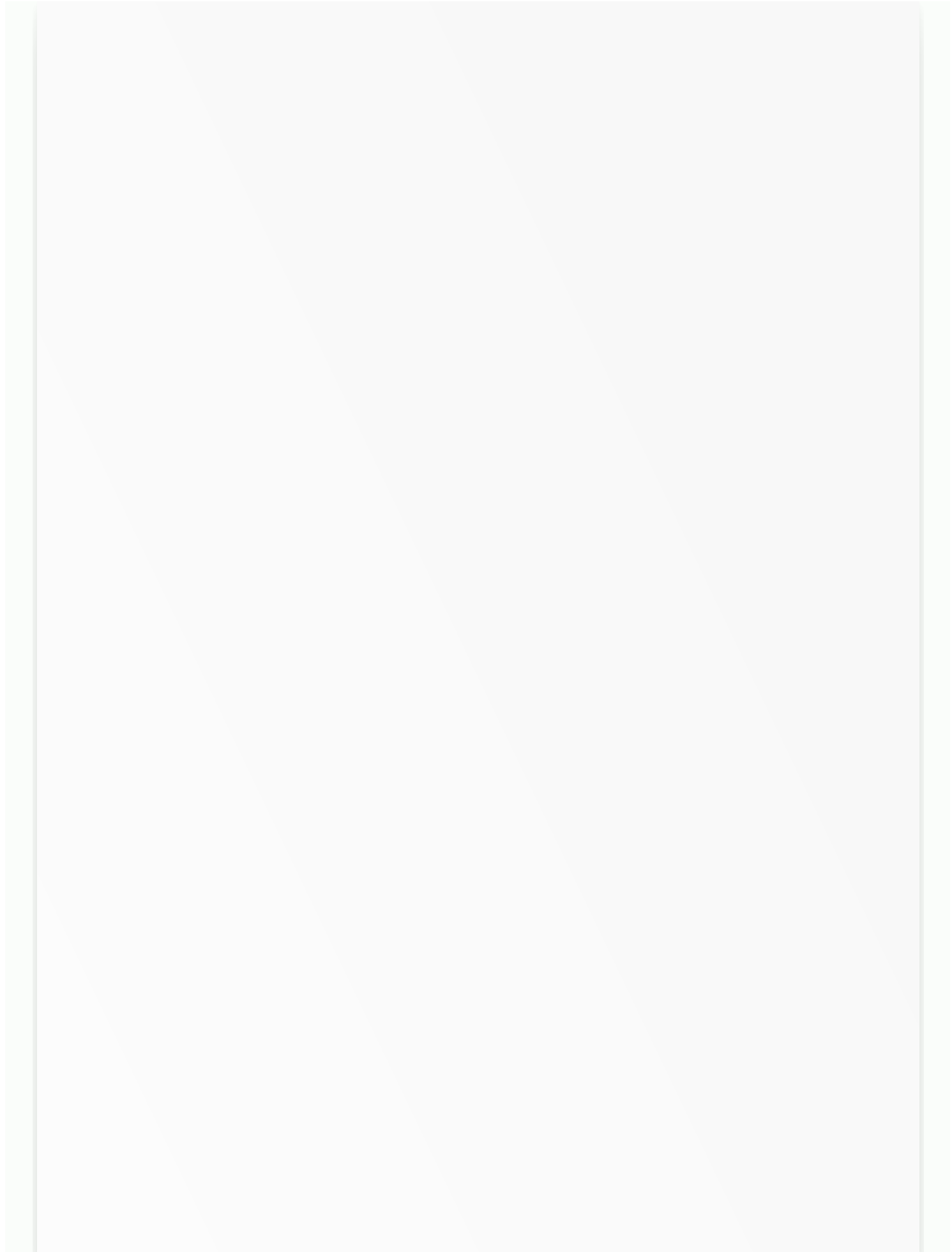
05.18.23

**Say “Hello” to Panel-level Solar Production Monitoring**

We are excited to share some news from YouSolar since we closed our campaign in March. We have been busy building out features of the PowerBloc. YouSolar's STEP is the micro-converter that enables the PowerBloc's high-voltage direct current (DC) architecture. It steps up each solar panel's potential to 380 V DC, the emerging DC standard already adapted by server farms and commercial LED lighting systems.

STEP has many advantages over AC micro-inverters, such as those offered by Enphase, including:

- Higher reliability
- Higher efficiency
- Simpler wiring
- DC output for batteries





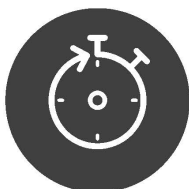
# STEP™

## The **DC-DC Micro-Converter** by YouSolar®



### One **STEP™**. A Giant Leap for Solar.

YouSolar's **STEP™** Micro-Converter creates **the only modular DC** solar array. **Reliable, efficient, and highly scalable.**



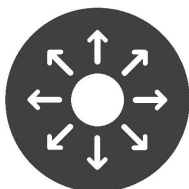
### **Simple, Fast, and Flexible.**

**Up to 30 STEP™s on one branch.** Connect one or two solar panels to each STEP™. **Simpler** and **faster to install** than any other array.



### **Sunshine in. Data out.**

**STEP™** provides panel-level **bi-directional data flow** for commissioning, ongoing diagnosis, and rapid shutdown. STEP™ allows you to **know and control your solar array.**



### **Maximize Solar.** Minimize Losses.

**STEP™** makes each solar panel an **independent** power producer which **maximizes solar production** and **minimizes losses from shading.**



### **Ready for the All-Electric Future.**

**STEP™** delivers **380 V DC**, an **emerging standard** used by LED lighting, DC appliances, and servers. A STEP™ array **powers these devices directly.**

## To **Learn More about STEP**, Contact Us at

**STEP@YouSolar.com**

**[www.YouSolar.com](http://www.YouSolar.com)**

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03.20.23

## Thank You for Fueling our Rocket with \$1.44 Million | To the Sun and Beyond

**Our StartEngine campaign just closed. We raised 1.44 million dollars, powered by an amazing rally during a week when a bank failed and stocks slid. But you kept your eye on the sun. Thank you, StartEngine community!**

We are extremely happy with the final result. Combined with our first raise in 2020, this puts our total crowd financing at over 2.5 million dollars.



**Thank you to our more than 1,000 investors and 5,500 followers! Thank you for your comments, questions, and support. And of course, thank you for entrusting us with your investment!**

Now we are launching the next phase of our company's growth. The PowerBloc is a mature product and the new generation of systems that we will be installing this year plays in a league of its own. We are excited.

We would love to stay in touch. Please follow us on [LinkedIn](#), subscribe to our [YouTube](#) channel, and join our [newsletter](#) to keep receiving updates about our progress as we build a decentralized power company that will provide clean energy for generations to come.

**If your travels take you to Las Vegas around September 11-14, 2023 make sure to visit our booth at RE+, the leading trade show on solar, battery, and the future of power.**

Thank you and we hope to see you again!

With best wishes,

The YouSolar Team

03.16.23

## Our Campaign Ends at Midnight Pacific Time | 6 Hours Left to Invest in YouSolar

# Our Campaign Ends Today

15 March 2023 | Midnight Pacific Time



**Last chance to invest.**

**INVEST NOW**

03.15.23

## Success in the High-End Market | Meet the Most Stunning PowerBloc Locations

At YouSolar, we are privileged to provide clean and reliable power to homes and businesses in some of the most beautiful places in California.

**Please enjoy these postcards of our biggest recent sales and the stunning scenery where these PowerBlocs will be put to work.**



Each time we meet with our customers at one of these locations, the beauty of the places reminds us of the fragility of our environment and our responsibility to protect it.

---

Clean and Reliable Power.  
In Harmony with Nature.  
Invest in YouSolar.

**INVEST NOW**

---

03.15.23

**Solar Noon | Only 12 Hours Left to Invest in YouSolar**





03.15.23

## The Sun Rose Today | Let's Make the Most of It

**Good morning StartEngine Community.  
Today is the last day of our campaign. Invest in YouSolar now!**

We want to start the day with the number one reason why you should invest in YouSolar:

**The Sun rose today.**

Every morning, the Earth's rotation brings up the Sun over the horizon. You will and should find this normal even if you have never watched a sunrise. But take the time today to look at the Sun and realize what you are looking at. You are looking at a star. Sunlight is the radiation of the plasma of its photosphere, which is heated by fusion in the sun's core.

**The Sun is a stable and reliable fusion reactor.**

*Sunrise in the Atacama Desert, Chile. The Atacama has the world's highest solar irradiance during winter in the northern hemisphere.*

Using quantum mechanics, photovoltaic solar panels convert the Sun's radiation into electric power.

**Rooftop PV brings fusion power directly to your home.**

Modern lithium-ion batteries store this power safely and cost-effectively.

**Batteries can store energy for use later at night or the next day.**

Seasons and weather are critical to the distribution and flow of thermal energy on Earth and essential for biodiversity.

**Sunshine decreases with clouds and in the winter. But it does not matter.**

We can make hydrogen from solar energy in places worldwide where the Sun shines consistently. We can pipe, ship, and store it easily. Only a tiny fraction of Earth's surface is required to produce the world's energy.

**Hydrogen can provide seasonal solar energy storage.**

There are many ways to store the clean energy harnessed from the Sun and to make it available when and where it is needed. Let's not waste any opportunities to do so!

---

**The Sun Rose Today.  
Let's Make the Most of It.  
Invest in YouSolar.**



# INVEST NOW

03.14.23

## Thank You and Goodbye from YouSolar | Campaign Ends Tomorrow

As an amazing campaign is coming to an end, our founder and CEO Arnold Leitner has a heartfelt **Thank You** message for all of you who believe in our vision and have trusted us with your investment.



But it's not quite over yet! **If you haven't invested or would like to buy a few more shares, today and tomorrow are the last chances to do so.**

Thank You Again.  
Our Campaign Closes Tomorrow.

# INVEST NOW

03.14.23

## YouSolar's Cash Protected from the Collapse of Silicon Valley Bank (SVB)

YouSolar maintains bank accounts at Wells Fargo and Silicon Valley Bank (SVB).

SVB collapsed on Friday, 10 March 2023 and was taken over by the Federal Deposit Insurance Corporation (FDIC).

**YouSolar's cash is protected from the bank's collapse.**

The funds maintained in our SVB account were fully covered by FDIC insurance at the time of the shutdown. In addition, the federal government has announced that all deposits will be guaranteed, even beyond the standard FDIC insurance.

**According to [the bank's website](#), it is resuming normal operations as of today under the umbrella of a 'bridge bank'.**

We can confirm that we have access to our SVB account via online banking and were able to submit a wire transfer today.

Please see [FDIC's four press releases](#) since Friday for further background on the events.

03.13.23

## Over \$1.2 Million Raised and Counting | Three Days Left to Invest

YouSolar raised \$1,080,000 on StartEngine in 2020. This time, just three weeks after passing the million-dollar mark, **we have now raised over \$1,230,000 – and counting.** We have already surpassed the amount of our blockbuster 2020 raise! And there are still a few days to go.

**How much time is left in the campaign? Less than 3 short days. Our campaign closes on March 15, 2023. Don't miss it. Don't cut it close – what if your area has a power outage when you try to do your last minute investment :-)**

If you want to know more about YouSolar before you decide how much to invest, please read our [updates](#) and [blog](#). There is exciting news in there, such as our recent sales of two PowerBlocs for a total of \$414,000.

# MAR

# 13

## Only **2** Days left!

But if you want to know why over 800 investors have invested in the PowerBloc, here are the key reasons from our [campaign page](#):

- **Trillions of dollars must be invested in electric power supply to keep the lights on by 2020.** Who says so? [Bloomberg](#), which forecasts that power grids will require an estimated \$28.7 trillion globally in investments to meet demand from electrified homes and electric vehicles by 2050. This is a lot of money in an epochal shift happening now. And we are already deep in it.
- **Help create energy independence. Here and everywhere.** Today, YouSolar helps customers in California avoid lengthy, uncertain, and costly utility upgrades and rising energy prices and protects them from outages due to severe weather and wildfires. Tomorrow, we want to be the alternative to utilities everywhere, from Argentina to Zimbabwe.
- **Make an impact on the world. A good one.** We believe that our next-generation, plug-and-play PowerBloc® with stackable modules will be a game changer for the world. Easy deployment is critical to quickly replace fossil fuels with clean energy.

**Speed of the energy transition is of the essence because in the one minute you read this update, Antarctica and Greenland have lost 800,000 tons of ice to global warming.**

---

Invest in Independent Power.  
There Are Tons of Reasons to Do So.



Invest in YouSolar.

**INVEST NOW**

03.12.23

## Reminder: YouSolar's Campaign Ends on March 15

**MAR**

**12**

Only **3** Days left!

Show More Updates

## REWARDS

Multiple investments in an offering cannot be combined to qualify for a larger campaign perk. Get rewarded for investing more into YouSolar.

JOIN THE DISCUSSION



What's on your mind?

0/2500

Post



PINNED BY STARTUP

Joseph Couch

10 months ago

Thanks for all the replies. After doing my due diligence on your company I will be definitely investing in it. Power Bloc is the future of solar. What sold me the most is you Arnold and your dedication. Have you contacte...

Show more



1



0



Arnold Leitner



YouSolar • 10 months ago

Thank you for your kind words, and I am excited and grateful for your investment. My focus is to create value for our customers and our investors. To me, this means having a great product built on ...

Show more



1



Matthew Morrison

3 months ago

Obviously a big draw of the PowerBloc is the ability to build it without utility approval/being off-grid. However, with solar, there are times that a household generates more electricity than it can use or store. If a homeown...

Show more



1



0



Arnold Leitner



YouSolar • 3 months ago

Yes, we can configure a PowerBloc to net meter/sell excess energy to the grid. One of our projects, a clinic, is designed that way. We believe many other features set the PowerBloc apart from its ...

Show more



0



Joseph Couch

3 months ago

Thanks for all your responses and updates. I'm sure You Solar will be a big success at the Las Vegas Renewable Energy trade show. I can't wait to hear what happens.

Show more



1



0



Arnold Leitner



YouSolar • 3 months ago

We already have our booth and are marking off the days on the calendar!

↑

0

JC

Joseph Couch

3 months ago

Hi Arnold

...

Show more

1

↑

0

AL

Arnold Leitner

YouSolar • 3 months ago

We have no plans to add a discussion page to our website. But now that you have mentioned it, we will discuss it. Right now, the goal is to make the rack-mounted PowerBloc a huge success. We are making ...

Show more

↑

0

BB

Brian Beffort

1 INVESTMENTS

3 months ago

How have global supply chain delays and disruptions affected your sales and projections? And what's your plan to weather uncertainty on this front in the future?

Show more

1

↑

0

AL

Arnold Leitner

YouSolar • 3 months ago

Global supply chain delays and disruptions are real but have not affected our sales or lowered our future sales projections. Also, the supply of some critical components is now easing. Components with 12-18 ...

Show more

↑

0

BB

Brian Beffort

1 INVESTMENTS

3 months ago

Your \$7,500 tier advertises an additional 5% bonus shares, but those shares don't appear when I add an amount above that level, only the 10% bonus shares appear, not the 15% bonus shares. If you can fix this, I ...

Show more

2

↑

0

BB

Brian Beffort

1 INVESTMENTS

3 months ago

Thanks for the reply, Joseph Couch, but I'm asking only about the bonus as advertised by this site. False or bait-and-switch advertising don't work well for me.

Show more

↑

0

View 1 more reply

https://www.startengine.com/offering/yousolar

37/41

CZ

Christopher Zusin 10 INVESTMENTS

3 months ago

1. What is your remaining runway?  
2. What kind of controls do you have in place to protect your capital and extend your runway? Your product i...  
[Show more](#)

1 0

AL

Arnold Leitner YouSolar • 3 months ago

Our current financial projections show that between our current raise, expected working capital facilities, and forecast cash from sales, we are funded through the year and beyond....  
[Show more](#)

0

BM

Benjamin Moore

3 months ago

I can't believe you said you don't need advertisements. Every company in the world needs advertisements. Especially a startup. Love your product. But disappointed in sales. You should be selling a lot more. You shoul...  
[Show more](#)

1 0

AL

Arnold Leitner YouSolar • 3 months ago

Thank you for being so enthusiastic, and we agree that we should have hundreds of systems installed in LA alone. But growing sales and financing the growth is a significant challenge for any company, ...  
[Show more](#)

0

BM

Benjamin Moore

3 months ago

Have you sold any in LA ? How do you sell , advertise your system?

1 0

AL

Arnold Leitner YouSolar • 3 months ago

No, we have not sold a PowerBloc system in Los Angeles. But it will happen. We currently do not need to do advertisements. We have created a network of referral partners of architects, builders, and ...  
[Show more](#)

0

JC

Joseph Couch

4 months ago

Hi Arnold  
...  
[Show more](#)

1 0





**Arnold Leitner**

YouSolar • 4 months ago

It is our understanding that Kore Power is or will also produce LiFePO4 prismatic cells. Regardless, the supply of LiFePO4 is pretty robust at this time.

[Show more](#)

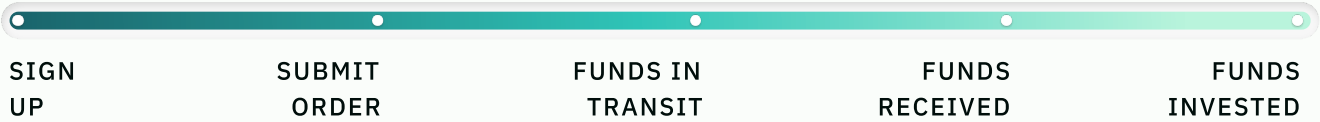
↑ 0



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# HOW INVESTING WORKS

Cancel anytime before 48 hours before a rolling close or the offering end date.



## WHY STARTENGINE?

- REWARDS**  
We want you to succeed and get the most out of your money by offering rewards and memberships!
- SECURE**  
Your info is your info. We take pride in keeping it that way!
- DIVERSE INVESTMENTS**  
Invest in over 200 start-ups and collectibles!

- How much can I invest?
- When will I receive my shares?
- What will the return on my investment be?
- Can I cancel my investment?
- What is the difference between Regulation Crowdfunding and Regulation A+?
- More FAQs

Offering Closed

PREVIOUSLY CROWDFUNDED ⓘ  
**\$1,080,647.57**

RAISED ⓘ      INVESTORS  
**\$1,427,363.55**      **1,004**

MIN INVEST ⓘ      VALUATION  
**\$349.28**      **\$50.33M**



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