



iChoosr.

# 2024 US Annual Report

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**Empowering** People,  
Energizing Society.

[www.ichoosr.us](http://www.ichoosr.us)









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## Foreword

At iChoosr, our mission is to accelerate the energy transition and help people save on their energy bills. I'm proud of the progress we made in 2024 towards that goal. Through our programs in the United States, the Netherlands, Belgium, the United Kingdom, and Japan, we're working closely with local governments and nonprofits to support individuals in making clean energy investments. This year, we have reached a major milestone: 200,000 households received a solar and/or battery installation through our programs.

In the U.S., our **Switch Together** campaigns continue to grow. More than 100,000 people have now joined the program across the nine states where it is running. In 2024 alone, we've welcomed many new participating cities and counties, while many existing partners continue to offer the program year after year.

As energy costs continue to rise and extreme weather events become even more common, our programs are more relevant than ever. They offer local governments a practical way to help their community members to take control of their energy bills and boost energy resilience.

Looking ahead to 2025, our ambitions go beyond solar PV, battery storage, and EV charging. We're expanding into new areas that further support the energy transition—starting with heat pumps.

We remain committed to empowering communities and accelerating the energy transition—one household at a time. Together with our partners, we look forward to building an even more impactful 2025.



**Aris Bijlevend,**  
US Country Manager

## Who we are

The iChoosr team has grown significantly since its inception, with over 150 staff members now operating in the US, Europe, and Asia. We are now proud to have offices in Amsterdam, Antwerp, London, Warsaw, Washington DC and Tokyo.



**Aris Bijleveld**  
Country Manager



**Koen van den Ancker**  
Business Manager



**Ryan Broadhurst**  
Project Manager



**Gabriela Pardo Robles**  
Project Manager



**Hannah Dieck**  
Manager  
Community  
Engagement



**Fred Wu**  
Director of  
Community  
Engagement



**Scott Annis**  
Director of  
Community  
Engagement



**Rob van Reede**  
Customer Service  
Lead



**Adriene Freitas**  
Customer Service  
Specialist



**Mac Clevenger**  
Head of Partnerships



**Peyton Herring**  
Installer Manager



**Heather Halifax**  
Installer Manager



**Diana Aguilar**  
Project Manager  
Installers US



**Felicity Proia**  
Project Manager  
Installers US



**Rachel Brown**  
Communications  
Director



**Grace McKenna**  
Performance  
Marketer



**Charlie Davison**  
Content Marketer

To date, we have delivered:

**50**

programs  
across the US

**100,000+**

people have joined

**25 MW**

of solar power  
installed

**\$138M**

in lifetime energy  
savings created

**65**

income-qualified  
households  
installed solar

**9/10**

satisfaction rating  
from participants

**452,500**

lifetime metric  
tons of carbon  
emissions avoided

**\$69M**

local solar  
investment



**9.2kW**

Solar System Installed (kW)

"The auction system is highly effective and secured what I believe to be an excellent value-for-money fully installed cost with no hidden elements. The installation was painless and professional."



**8**

Solar Panels Installed



Denver Rebate  
Recipient

"I received \$8,000 from the city of Denver, which was applied to the installation of 8 rooftop solar panels. I began the process – which went smoothly – in August of 2023, and had the panels installed by January 19, 2024. I love looking at the app every day to see how many kilowatt hours of electricity are being generated and how much CO2 is being reduced."

# We are iChoosr

At iChoosr, we believe in the power of collective action to drive change on a large scale. Our mission is to empower residents to adopt sustainable energy solutions while helping local governments achieve their climate goals. We don't do this alone. We collaborate with local governments, consumer organizations, financial institutions, and non-profit organizations to create impactful programs. Together, we're on track to install over 2 million renewable energy systems by 2035.

## Our Global Impact

- A global presence located in 5 countries
- More than 200,000 solar systems and 50,000 battery systems installed
- More than 230 million ton of CO2 reduced
- Worked with more than 260 local governments

## Results Are Driven by Making Adoption Easy

The iChoosr model **reduces** or **eliminates** the real and perceived barriers to action. Throughout our customer journey, we put the customer firmly in control of their decision. By providing people with valuable information at every stage, we take away the hassle, while enabling people to take charge.

**1**

Uncertainty  
about the  
process

We provide customers with clear information to make a well informed decision easily based on quality, price, performance and service.

**2**

A lack of time to  
compare their  
options

We thoroughly vet contractors and enforce strict quality checks to ensure reliability.

**3**

A lack of trust in  
contractors, providers,  
and salespeople

We drive large-scale resident action by understanding what motivates or hinders them, through a behaviour-first approach.

**4**

The complexity  
associated with  
the process



## Where We Work

In a few short years, over 55 local government partners across eight states and the District of Columbia have partnered with Switch Together to advance their solar, economic development, and/or resiliency goals. We're honored to have worked with numerous local government officials to help them educate their residents on solar and provide savings along the way.

*"By joining [Switch Together], our County is able to work toward reaching our sustainability goals, ensure consumer protection, and secure the best deals for our residents —all with minimal staff time. It's a simple, effective way to empower residents with affordable, clean energy through a trusted source."*

**- Larissa Johnson, Residential Energy Program Manager**  
Montgomery County, Maryland

In 2017 we started organizing group buying programs for electricity in Texas. A few years later, in 2022, we launched our first group buying program for residential solar systems in Texas and have expanded this program to 8 other states – with the help of our non-profit partners Solar United Neighbors, Midwest Renewable Energy Solutions, and Citizens Utility Board – by the end of 2023.



Our nonprofit partners:



Switch Together Solar + Battery



Texas Power Switch

Empowering people,



energizing society.



# Switch Together: Our Nonprofit Partners

Our nonprofit partnerships are essential to our mission's success. Our team works closely with Solar United Neighbors (SUN), the Midwest Renewable Energy Association (MREA), and the Citizens Utility Board (CUB). These collaborations bring together diverse expertise and resources to drive the adoption of clean energy through group buying programs across the United States, making renewable energy even more accessible and affordable. These partnerships contribute essential regional insights and renewable energy education.



*It's a pleasure to work with the iChoosr team. Our shared knowledge and experience is what makes Switch Together such an effective program.*

**Corey Ramsden, VP Go Solar Programs**  
Solar United Neighbors



*iChoosr has been a great partner to support homes in the Chicagoland area in getting high quality and affordable solar and energy storage systems to reduce their electricity bills and increase their energy security.*

**Nick Hylla, Executive Director**  
Midwest Renewable Energy Association



*As a nonprofit consumer advocate, CUB is very careful when it comes to partnering with businesses, but we have been happy with our partnership with iChoosr. We especially appreciate iChoosr's Switch Together program for how it values consumer education and works openly and collaboratively with local partners--all while managing the vendor side of things.*

**Sarah Moskowitz, Executive Director**  
Citizens Utility Board





## Switch Together: Group buying for Solar Panels

This year, we saw significant growth in participation in our Switch Together program. Over 1,280 solar PV installations were completed through Switch Together in 2024 totaling over 10 megawatts of clean energy capacity. The program is growing in battery storage adoption with over 255 battery installations and 69 EV chargers. In addition to these installations, the Switch Together team and our nonprofit partners held dozens of in-person and online solar education sessions and 'solar'brations. Providing resources and education is a key component of the program. Even if a participant does not go solar with our program they can be better equipped to understand solar energy for the future.

In 2024, in collaboration with Solar United Neighbors, we implemented the first, income-based component as part of a Switch Together program. Working closely with Solar United Neighbors and 2 of our local government partners (City of Minneapolis and City/County of Denver), Switch Together deployed solar to 65 income-qualified households. With notable success, we leveraged the outreach model and platform to recruit eligible customers and to help local governments meet their goals.

Switch Together not only offers participants the reassurance that products and installers have been vetted on quality standards but also offers support at all stages of the process. Our product and service warranty requirements consistently meet or exceed market standards for workmanship, hardware, and power output.

As we move into 2025, we continue to develop processes and build on the lessons learned from 2024. As an organization, we have grown to ensure that we are poised to meet continued demand across the United States. We would like to thank our local government and non-profit partners for their collaboration and expertise.

Thank you!

**Fred Wu & Scott Annis, Directors of Community Engagement**



# Switch Together Solar

## 2024 In Review

Households across the US continue to embrace the transition to renewable energy. Residents are committed to seeking alternative energy sources as they search for security from rising electricity costs, reduce their reliance on the grid and generate their own clean energy.

In 2024, we ran new campaigns in Central Florida (Orlando, Orange County), Ohio (Cuyahoga County), and Minnesota (Minneapolis). We grew programs in regions with Switch Together campaigns already for a second successful year in Greater Chicago, the Denver region in Colorado, and the Capital Area (Fairfax and Arlington Counties in Virginia, Montgomery and Frederick County, Takoma Park, and cities of Bowie in Maryland, and the District of Columbia). These programs saw continued success and engagement from residents.

### Battery Storage



In 2024, we continued to include optional battery storage in our programs and saw a growth of installations from years past with 255 households adding a battery to their solar PV system. For areas with frequent power outages or grid reliability concerns or those who use more electricity in the evenings, more and more are capturing the benefits of battery storage.

### Electric Vehicle Charging



In 2024, we continued to provide residents with the option to install an electric vehicle charging point as part of their solar installations. The 2024 year saw 69 households add electric vehicle charging points installed.





# Switch Together: Education and Events

Providing access to transparent and unbiased educational resources is a pillar of our mission across all of our products and services. Together with our partners, we are able to offer or support a variety of different resources for people looking to educate themselves on the basics of solar, heat pumps or energy. From our website, help desk, blogs, free online webinars and in-person events, we are able to provide valuable information to our consumers. Whether participating with us or not, we believe access to this education is a valuable element in our larger goal: to **accelerate the transition to renewable energy**.





## Our international achievements



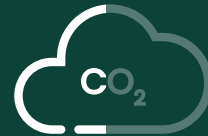
Over **11** million households have joined our programs so far.



**200,000** households received a solar and/or battery installation through our programs



iChoosr has organized more than **323** auctions.



Residents have avoided **229,570 tons** of CO<sub>2</sub>.

# New Horizons: Switch Together Heat Pumps

In our ongoing efforts to accelerate the transition to renewable energy, we recognize the critical role of electrifying residential heating systems. Heat pumps are emerging as a cornerstone technology in this shift, offering efficient, low-emission heating solutions across different climates. Through our Heat Pump programs, we're aiming to deploy this technology at scale for residents to help meet future energy and climate goals.

Heat pumps offer a range of benefits—they're cost-effective, energy-efficient, and provide year-round comfort. In fact, heat pumps can be up to three times more efficient than traditional furnaces, helping homeowners significantly reduce their emissions and/or utility bills. So far, iChoosr has launched this project in the Netherlands, the United Kingdom, and we are excited to bring the program to the US.





# Do you want to reduce carbon emissions in your area?

## iChoosr can help you.

We are trusted and experienced experts in group buying for a number of clean-energy related products & services. Through the power of collective action we can help.

No one does what we do, the way we do it. When you choose to work with us, you will receive tailored support from our dedicated team on all aspects of the process.









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