



SIMPLE-ASSEMBLY SOLAR KIT: BRINGING SOLAR WHERE YOU WANT IT

Selling Points:

- Simple, rapid installation
- Eliminates common rooftop solar problems including shade, pitch, orientation, age of roof, customer climbing on roof, and undesirable holes on roof
- Transferrable to new locations: provides users a product that allows them to bring their solar investment to their next location, reducing fear of commitment to one location
- Assembly can be completed by average DIY users with an electrician only required for final connections to the grid, reducing high installation costs
- Provides “energy islanding” with solar + storage capabilities; increases communities’ energy resilience
- Aesthetically organic appearance (green/brown) or modern (silver/black)
- Increases the accessibility of solar energy to many prime, currently untapped sunny locations that were previously limited by traditional rooftop solar capabilities

Market Opportunities:

There are very few simple-assembly solar options on the market. We will be able to target:

- Home improvement & home goods stores (Home Depot, IKEA, Lowes, Walmart, etc.)
- Solar installation companies
- Contractors/developers seeking to install clean energy for building projects
- Commercial and civic locations: provides clean energy, shade for pedestrians and vehicles, promotes locations’ “green” image
- Semi-permanent locations: disaster recovery, areas of new construction, festivals, etc.