

Just Say Yes

NY Solar Summit

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Reaching the Masses

Lean Startup Methodology for Solar

- **Data** informs insight
- **Insight** drives process
- **Process** increases customer adoption & decreases customer acquisition costs



Reaching the Masses

- ▶ Data: It costs 49 cents per watt to acquire a solar customer in the US
(GTM Research, U.S. Residential Solar PV Customer Acquisition: Strategies, Costs and Vendors)
- ▶ Insight: Significant room for reduction of US Customer Acquisition costs
- ▶ Process: Solarize Aggregation Model



Reaching the Masses

- ▶ Data: 2-3x higher solar qualification rates when combining user profiles and activity data with geographic information
(Marc Guy, Co-Founder of Faze1)
- ▶ Insight: Providing location specific information to consumers increases awareness & customer adoption
- ▶ Process: Solar Map by CUNY



Reaching the Masses

- ▶ Data: Odds of qualifying a lead if called in 5 minutes are 21x greater than if called in 30 minutes

(Insidesales.com, Lead Response Management Study)

- ▶ Insight: Response time is the difference between a potential customer and repeated, unanswered contact attempts
- ▶ Process: Automate intake and notification



Reaching the Masses

- ▶ Data: Over 50% of customers doing online research sign with company that responds first
- ▶ Insight: Response time is important!
- ▶ Process: Automate custom Email response & request utility information



Final Thoughts on Reaching the Masses

- ▶ You do not need to be big to harness big data
- ▶ Industry-wide collaboration is mutually beneficial
- ▶ Continue fearless Innovation

Thank You NY Solar Summit!

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