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

New York’s Pathway to Mainstream Solar
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
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- 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
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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
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- 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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