

Scaling Solar: Customer Markets

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Who Are Solar Customers?

Customer Types

Homeowners

Businesses

Parents

Teachers

Recent College Graduates

Retirees

Managers

Employed or Unemployed

What Do They Want?

Do Something Good

Save Money

Provide for their Children

Increase Shareholder Value

Go Green

Be a Leader in the Community

Keep up with the Jones'

Be a Good Example for Children



Wants, Needs, Reality

Customers in the U.S. have a variety of Wants and Needs

- Common Constraint: Solar Product Available in Each State
 - State Regulations – RPS Requirements
 - Solar Incentive Structure – Grant vs. SREC
 - Utility Structure – Utility Incentives vs. Deregulation
- Pricing: Fixed vs. Variable
- Term of Contract: No Contract vs. 20 Year Contract

Green Power Marketing

Uniqueness of Product Offering

General RE
Development

Simple & Inexpensive

May Saving
w/Deregulation

Pay as You Go - No
Contract

Important Customer Decision Points

Local Resource?
Impact?

Quick Decision

Low Cost of
Involvement

Low Commitment



Community Solar Marketing

Uniqueness of Product Offering

Local in Utility Territory

Simple in Concept

Relative Savings*

Pay as You Go –
Cancel Fee

Important Customer Decision Points

Build Local - Not on Home

New Concept –
Education

Fixed Price over the Term

Commitment –
Contract



Residential Solar Marketing

Solar Lease: Uniqueness of Product Offering

Tangible onsite
Generation

Becoming more
Common

Often Savings in 1st
Year

Pay Upfront or Long
Contract

Important Customer Decision Points

Make an Immediate
Impact

Long Term Decision

Savings, Hedge &
SRECS

Decide on Contract
Terms





Thank You,
Let's Build More Solar!

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