

# How the market Thinks about their Problems

## - A Solar Installation Company

**Current Levels:** experiencing high energy bills, a dependence on non-renewable energy sources, and a desire to reduce carbon footprint. Limited knowledge and unsure about the costs, potential savings, and the installation process. Concerned about the reliability and efficiency of solar panels in the variable Nova Scotia weather.

**Dream State:** have a fully functional solar power system installed that significantly reduces electricity bills, decreases carbon footprint, and provides reliable energy even in adverse weather conditions. Achieve energy independence and contribute to a sustainable future while also increasing the value of property.

Ideally, the installation process should be smooth, cost-effective, and supported by strong customer service.

### **RoadBlocks:**

- The upfront cost of purchasing and installing solar panels
- Limited Knowledge about renewable energy (solar) benefits, the installation process, and the financial incentives available.
- Nova Scotia's weather variability, uncertainty about the efficiency and reliability of solar panels.
- Choosing the Right Company.

- Navigating the regulatory requirements and obtaining the necessary permits.

**Solutions:**

- Reduce power consumption
- Use renewable resources: Solar

**Product:**

- Comprehensive Information and Consultation
- Weather-Resilient Technology, high-quality, solar panels that are proven to perform well in variable conditions and ensure reliable energy production year-round.
- Customer Reviews and Reputation.
- Regulatory Assistance including obtaining necessary permits and complying with local regulations.
- Cost Reduction while taking advantage of all available rebates, tax credits and incentives, significantly lowering the upfront cost.