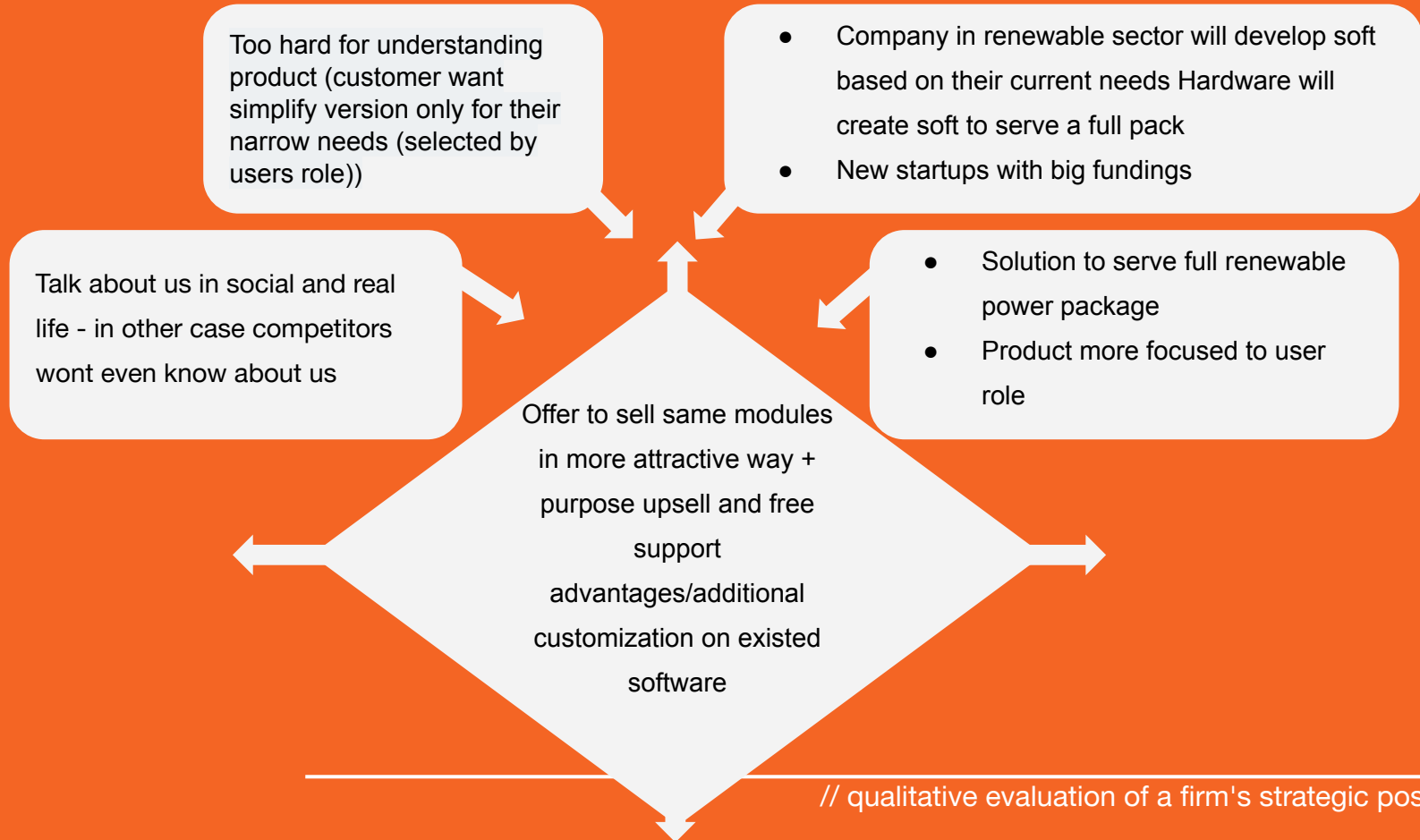

go-to-market strategy

//canvas based+description

spring`19

Porters five form



Description

Porter's Five Forces Framework help us to analyze business competition. It draws from industrial organization economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability.

2Minute message

Unique selling proposition

What we do

- Full-cycle product
- Clients satisfaction
- Shared vision
- Commitment

(buyers personas)

Installers

Wholesalers

Advisers

Household coop

How we do it

- Provide implementation&support for clients
- Create custom solution based on real needs
- Building reliable relationships

Give solution for each and every buyer personas

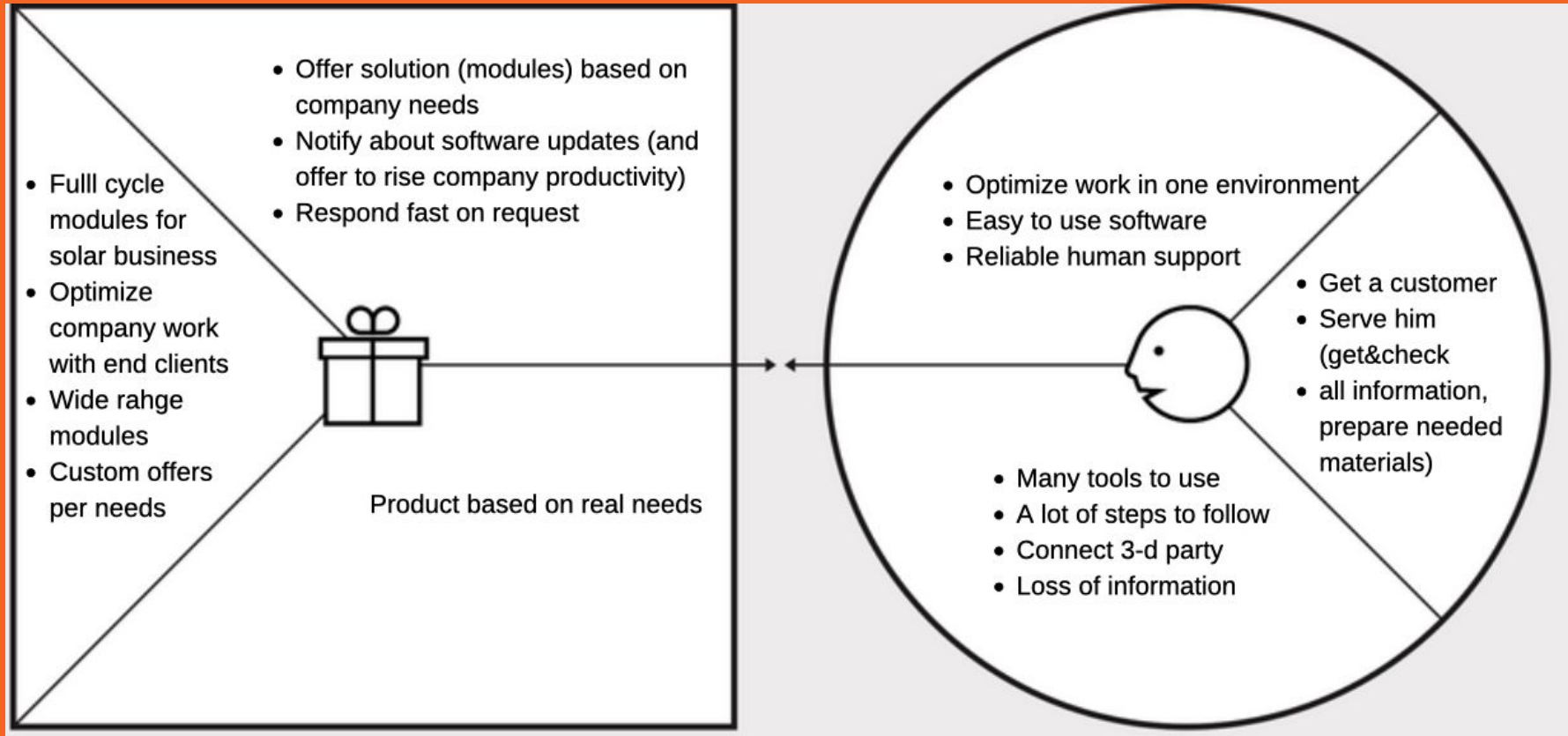
Results

- Leaders on Netherlands solar market
- Customer satisfaction

Description

What we currently do are providing value driving service: full-cycle product in solar industry for clients-oriented goals. In this way we get clients commitment with reliable reputation. We are committed to being accessible to you, earning your trust and delivering outstanding service every time. Working side-by-side with clients fuels our best thinking and leads to some of our most productive strategies. It gives us more opportunities to listen, rethink and improve. Working together benefits everyone. We are in business to serve individual clients and we will not lose sight of that mission. As a result, we get happy clients, who are eager to refer us to different size business partners.

Business value preposition



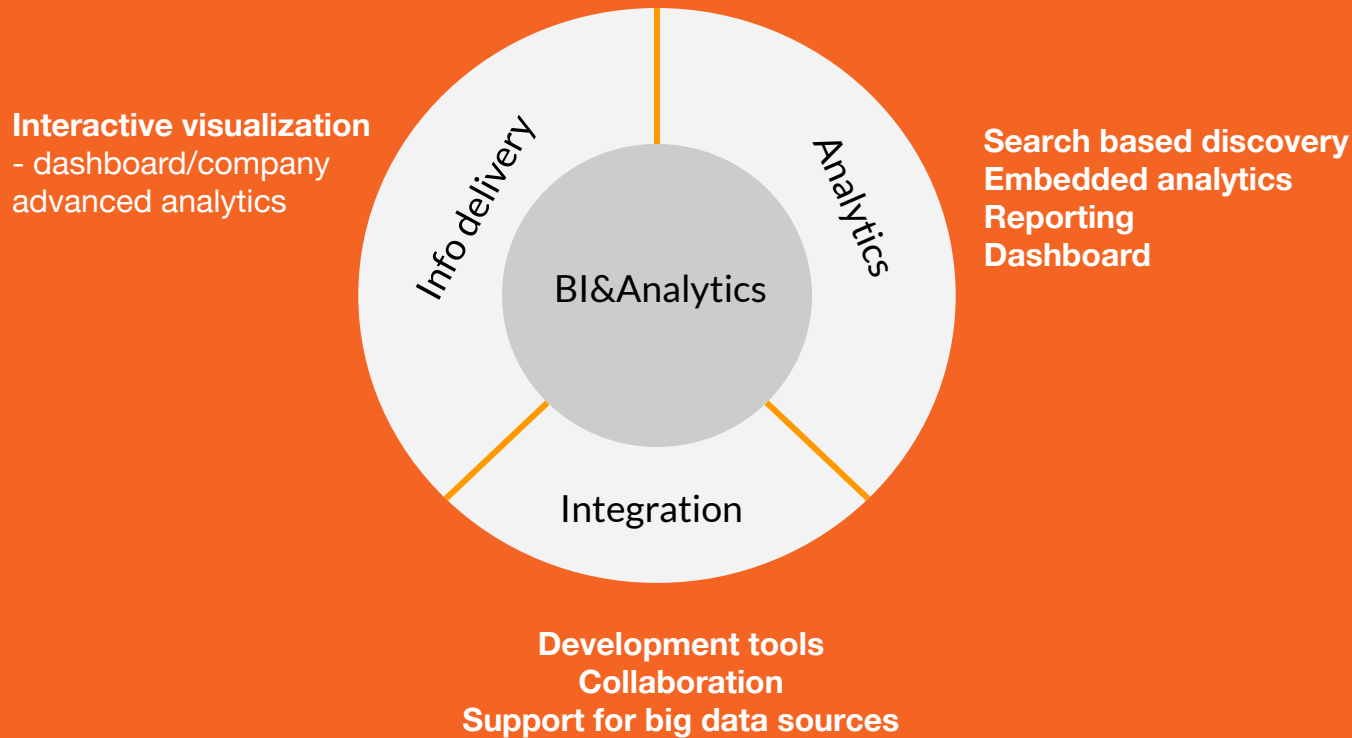
as-it-is state

Description

A value proposition refers to the value a company promises to deliver to customers should they choose to buy their product. A value proposition is also a declaration of intent or a statement that introduces a company's brand to consumers by telling them what the company stands for, how it operates, and why it deserves their business.

Important: A great value proposition demonstrates what a brand has to offer a customer that no other competitor can, and how your service or product fulfills a need that no other company is able to fill.

Narrow the market based on core focus










Description

Business intelligence comprises the strategies and technologies used by companies. Info delivery, analytics and integration are tight by each other. How we can use it on clients purpose:

- Monitor company performances
 - Sent interactive visualizations from dashboard to show hide advanced company statistics.
(do it on monthly basis / as bonus for big clients and payable for smaller companies)
 - Integrate popular 3-rd party API
 - Collaboration - show our partners (for building reliable references)
 - Support for big data sources just in case to be noticeable in the Net (Google, SEO...)
-

Infrastructure landscape

		Software						
		Solar energy			Green energy			
					aurora (USA - Green energy)			
 (Netherlands - Solar energy)							 (Germany - green energy)	
 (Netherlands - Solar energy)					simPRO (Australia - Solar energy)			
					AlsoEnergy (USA - green power)			
		 (USA - solar)						
		 (USA - solar)						
		 (USA - solar)						
		 (USA - Solar energy)						
							above market needs	
Established players								
Country	Netherlands	USA	Australia	USA	Germany			

Description

Infrastructure landscape show us top-10 competitors and their ready-to-market states in renewable energy (as green and solar (our target)). In this case, we may see visually where we and where our challengers are.