SUMMARY: BUSINESS MODEL FOR A LONG DURATION HYRBRID SOLAR HYDROGEN FUEL CELL POWER GENERATION SYSTEM

Key Partners

NanoResearch Team: NanoResearch Inc and SmartEnergi Corp.
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Other Partners:
Federal national labs; Federal/State solar funding Agencies; Power Connectors; Electrolyte suppliers; Solar panel/fuel cell manufacturers; Third party creditors

Key Activities

Ready Goal: Develop 3D models & 3D animation
Set Goal: Make working prototype
Goal Goal! Assemble & install **c**ommercial grade prototype & pilot scale testing

Key Resources

Available laboratory & Prototype Making equipment; 3D Modeling, Simulation, & optimization Software; 3D Animation software

Value Propositions

Core value: longer duration standalone primary power supply and backup for weeks, Clean energy, longer service life
Differentiator: Resilient power during power outages, Green technology - No pollution and zero carbon emission; Very low lifetime cost; No safety anxiety;

Customer Relationships

Ready: Demonstrate 3D simulation & 3D animation; **Set:** Demonstrate working prototype; **Go:** Demonstrate pilot scale testing

Channels

Reach disadvantaged communities through influencers and power connectors
Organize webinars

Customer Segments

Residential & Commercial; Defense & Civil; Disadvantage Communities; Rural & Urban

Market size: $255BN by 2028 at 20.1% Growth

Cost Structure

The major drivers of costs: after Go Contest: Salaries, Raw materials, Production equipment. **Utilization of economies of scale in the USA:** Subcontract component to USA contractor manufacturers and assembly equipment in-house

Revenue Streams

Cash sales: Sell directly to customers for direct cash payment
Credit sales: Partner with third party creditors to sell the product to end users