

Brooklyn Solar Canopy Company (BSCC)

AMN Solar Prize 7 - Ready!

Technical Assistance Request

Brooklyn Solar Canopy Company requires assistance to realize the scaling of our solar racking canopies in three areas. Our primary needs being the scaling of manufacturing and distribution from strategically located areas in the US, a concerted public relations push and the expansion of partnerships including installers, solar/residential/commercial developers and those seeking solar product solutions for disadvantaged communities. Below is a more detailed outline of each category.

Manufacturing and Distribution

BSCC has manufacturing and distribution operations located in the Northeast. Aluminum extrusion occurs at different locations throughout the New York, New Jersey and Connecticut tri-state area. The aluminum is then fabricated at a facility in Providence, Rhode Island. Once canopies are completed they are distributed from either Rhode Island or our facility located in Brooklyn, NY.

When we expand beyond our Northeast market there will be a need for aluminum extrusion, fabrication and storage/shipping partnerships in one or more markets in the United States. These have yet to be determined it will be necessary to pursue these relationships in order to reduce material and shipping costs, while providing the best customer service and fulfillment for our newest markets.

Public Relations

Previous public relations campaigns have been very successful for BSCC, which included the release of the A-Frame (previously known as 'The Brooklyn Solar Canopy'). The canopy won several prestigious design awards like winning an Architizer A+ Award, as well as being featured in notable publications.

It is BSCC's goal to further expand on our brand as a trusted solar canopy products company by more formally releasing our newest product the Post-Truss, and releasing the newly developed website for property owners and installers to get excited about not only products, but to introduce new services such as a personal plan set, spec sheets and installation manuals. A trusted and proven public relations firm will be required to ensure milestones and goals are met to increase website foot traffic, inquiries and sales to grow company revenue. This will provide consumer confidence that will further solidify our brand as the go-to residential and small solar canopy solar racking providers.

Strategic Partnerships

BSCC is developing towards a Business-to-Business model where we provide solar canopy solutions to third party solar installers that have been educated on our products including design limitations and installation. The goal is to expand on our current list of trusted solar installers, focusing primarily on our strongest market, the Northeast. BSCC will implement a targeted marketing and a PR campaign to installers and property owners in the Northeast to highlight our shift towards a B2B operation that has new products and services available. Specifically, this will include a list of installers on our website. This list will be separated by state and allow prospective customers to seek out installers who know our products and how to install them.

The redesign of the website and marketing push will begin to facilitate a B2B strategy that will not only allow us to tap further into solar installers in the Northeast but to eventually expand into new markets including the Midwest, Florida, Texas and Southern California. We will expand our presence as the go-to solar canopies for installers so they can provide the best solutions to their customers.

While we develop our list of trusted installers, BSCC will continue to seek out partnerships with developers, specifically those looking for scalable productized solar solutions for residential and commercial development, as well as those servicing disadvantaged communities. By providing a trusted product to these developer groups we would be able to scale our canopy solutions beyond individual installations. Contracts that seek the purchase of 20 or more canopies would allow us to break further into the market and establish ourselves as industry leaders.