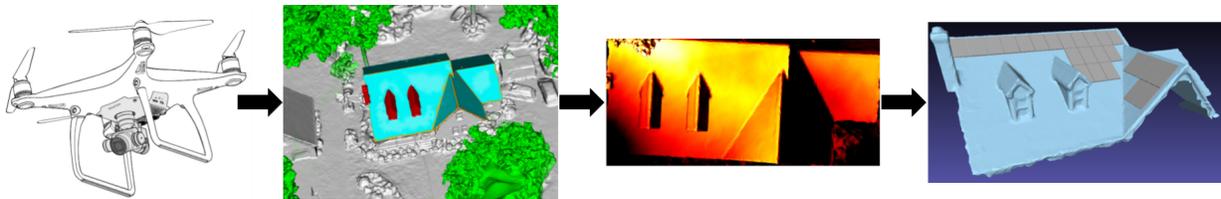


## **Technical Assistance Request**

### Rivanna Labs: SolarScope

Our software generates low-cost, accurate performance predictions for various array layouts modeled specifically for individual customers' roofs. This data is delivered directly to the customer. There are no currently-available solutions that put the power of data directly into customers' hands. We use drone imagery and AI classification algorithms to deliver best-in-class solar irradiance prediction accuracy, while allowing anyone to be able to generate/simulate their own array layouts.



We request technical assistance in the following areas:

#### **Business Strategy, Marketing, and Promotion**

Over the next year, we will be transitioning from the intensive phase of software product development to a broader focus on developing our business. Building our software product was just the first step; now, we're primed to cultivate a thriving enterprise around it. This shift marks our evolution from creators to entrepreneurs, where we'll be channeling our energy into market analysis, customer acquisition, and building strategic partnerships. We understand that a successful product is only as strong as the business supporting it. Our team is eager to navigate the challenges and opportunities ahead, all while maintaining our commitment to innovation and delivering value to our growing customer base. This transition represents a new chapter in our startup's story, and we're ready to make it a compelling one.

That said, our team lacks direct experience in business strategy, marketing, and promotion. Technical assistance from the American-Made Network in business development would be extremely beneficial for Rivanna Labs. We also plan to hire some personnel directly focused on business development with the Ready! Stage prize money. In addition, we will seek marketing assistance to effectively share our software's benefits with our customer base.

### **Funding and Investments**

Our startup is currently made up of a high school/community college engineering teacher and four engineering college students. We have created this software with minimal funding, all from internal sources. We are close to the point where we will need an influx of funding to continue expanding our business. We are seeking funding from a variety of sources including the Solar Prize, VentureWell, and the Charlottesville Angel Network, as well as any additional funding from the American-Made Network.

### **Cybersecurity**

Hiring a dedicated cybersecurity professional in a software startup is not just a prudent move; it's an essential step towards ensuring the long-term viability and security of the company. In today's interconnected digital landscape, where cyber threats are ever-evolving and data breaches are a constant concern, a cybersecurity expert serves as the first line of defense for a cloud-based software company. Our developers are seeking to improve their knowledge of best security practices, but we still feel it is wise to hire an existing expert or seek support from the American-Made Network.

### **Legal, Insurance, and Public Policy**

Pursuing a patent as a software startup is a strategic move for several reasons. First, it grants the startup exclusive rights to its innovative software, establishing a protective shield against copycats and competitors in the industry. This protection is crucial for safeguarding Rivanna Labs' competitive advantage and its ability to attract investment, as investors often seek assurances that intellectual property is secure. Furthermore, a patent can be a valuable asset that can be licensed or sold, creating potential revenue streams. However, the process of obtaining and defending a software patent can be legally intricate and challenging. We are seeking legal help for intellectual property protection from the American-Made Network.