# Conduit Renewables: Making The Solar Investment Process Easy

The Problem

The C+I solar industry is experiencing flagging growth, despite representing the greatest opportunity, by sector, for solar deployment. According to NREL, contracting challenges and high transaction costs are a key contributing factor to the sector's slow growth. Our team has experienced this first-hand.

The C+I project investment process is slow, cumbersome, and disorganized. The result is projects are slow to come online, cost more, and some projects are simply too small to cost effectively absorb these high transaction costs.

The Solution

Today, there is no third-party solution where all parties are equally guided through the due diligence and closing process. As a result, project developers and project investors are reinventing the wheel with each transaction. Part project management tool, part team collaboration software, 100% dedicated to solar transactions, Conduit will provide a customizable menu of steps in an intuitive platform to guide all parties, while providing tools to facilitate direct messaging, document versioning and storage, and even document signing to facilitate closings. Options and suggested processes will take into account steps that may be unique to certain state or utility solar markets, ensuring a coordinated investment process where no steps are missed prior to closing

The Plan

Between Ready! And Set!
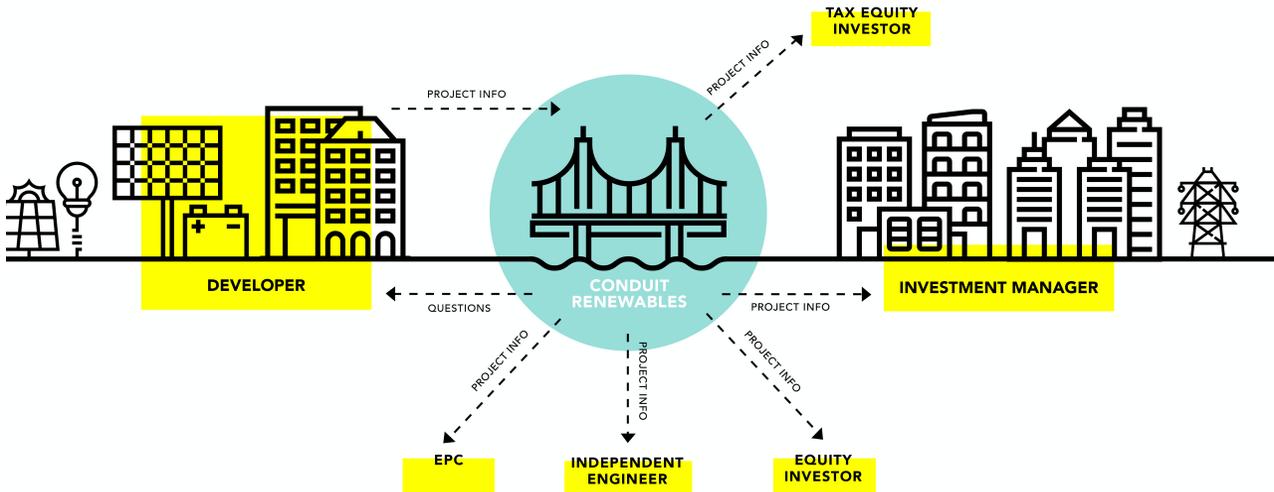
- Build out Challenge Network of product reviewers
- Review financial viability of product for this market
- Document and finalize all process-related steps
- Determine minimum viable product (MVP) features and functionality
- Develop wireframe (prototypes) of MVP functionality and features
- Solicit functionality review and feedback
- Iterate
- Launch website and develop logo/brand

Between Set! And Go!

- Develop SaaS business model and go-to-market strategy
- Onboard software developer
- Begin development process
- Begin product/functionality testing
- Soft launch of MVP to Challenge Network for additional testing and review

After Go!

- Phase II product development with enhanced features
- Phase II product development testing
- Develop marketing and product promotion plan
- Onboard sales director
- Launch product