

Marketplace Rationale 2021

The Marketplace Thesis

Even prior to the birth and expansion of the Internet, marketplaces have been built around a multitude of assets, for example, any commodity or stock market. Marketplaces are also synonymous with ‘platforms’ such as Ebay or Airbnb, or Cargill even.

Both marketplaces and platforms profit from orchestrating networks of external producers and consumers. Strong growth can be delivered by both disrupting existing industries and unlocking new sources of value.

Presently, there is an opportunity in creating a marketplace for energy assets in the US, primarily in operating solar. The timing is a confluence of a growing market (in solar), a desire for transparent pricing, a need by owners to exit, and a worldwide shift towards investments in renewables like solar.

Marketplace

Marketplaces connect economic traders that are otherwise unconnected, which unlocks economic wealth that otherwise does not exist, thus creating *money out of nowhere*.

In addition, marketplaces directly address the challenges for investors and owners, who no longer have to go multiple places to find markets (pricing *and* liquidity).

Transactions today in solar and renewables are still largely offline – a marketplace creating online access is far more attractive to potential market participants and provides clear benefits. Markets of industries that undergo digital transformation experience massive growth.

Back of the napkin, then:

