



Renewable Energy Solar Case Study

- Capital: \$240 Million.
- Consultancy: Many Solutions.
- Cost: Supply Chain Sourcing \$ Millions Reduction.

Background, Challenges, Lead in Solutions, and Successful Organization

- **Company:** Energy Company
- **Industry:** Renewable Energy (Solar, Geothermal, Wind, Smart Grid)
- **Initial Need:** Research, Create New Model and Plan, Setup Infrastructure, Partners, Distribution, and Growth in the U.S. marketplace

Initial Need

Create a nationwide company offering renewable energy sources and solutions B2C and B2B.

We were introduced to the person who owned other successful companies and this person wanted to start a new company in this space. After a few face-to-face conversations and a phone call, we asked several questions about what the client wanted, where they were going, and how they wanted to accomplish this. This client had never been in the energy space, and they were looking to start one, acquire one, or create a new model. This organization had several successful companies, understands markets, and has a record of grasping opportunities for successful outcomes.

We created a proposal outlining the period of performance, the different elements of research for sourcing and market research for Chinese, Europe, and U.S. manufacturers (quality, branding, private label, ISO, supplier history, supply chain abilities, warranty, technology, mission and ethical alliance, and a host of other areas), estimated travel to visit manufacturers, distributors, energy companies, and energy shows / expos, and several other fundamental pieces for a business plan, team, market, model, and forecast.

Plan Details

- Current and future solar market and renewable energy market.
- Solar and renewable energy advantages.
- The new company's vision and mission.
- External planning (investors, bank financing, strategic alliances, mergers and acquisitions, customer and distributor relationships, niche, expansion).
- Internal planning (commitment, business plan, stakeholders, goals).



- Business plan (data, plan outline, designated responsibilities, fundamentals, how funds spent and paid back).
- Executive management (the team).
- Market demand, market forecast, market growth, target markets.
- Products and services offered (produce presentation and development, product development issues, manufacturing and operations, quality control and on-going services, compliance, risk, supply chain disruption).
- Forecasted data (give year annual revenue and net income plan).
- Human Resources (organization chart).
- Market and competitors (market identification, market understanding, and market research).
- Growth strategy (marketing and sales – market plan, strategies, selling methods).
- Marketing plan (advertising, distributor channel, other local renewable partners).
- Financial (statements, forecast, funding, payback, and exit strategy).
- Entire business plan.

From the entire proposal outline, ATS was able to send out several Requests for Proposals, award suppliers in the different areas needed for all systems and create a systematic supply chain for the entire U.S. in the renewable energy sector for solar energy and other added on areas.

Additional Projects Conducted

After signing the contract per the proposal submitted, ATS fulfilled the contract requirements as well as other projects. We began our process by researching many different areas, such as:

- Energy consumption and cost for electricity, natural gas, wind, solar, geothermal, and several other up and coming technologies.
- The grid throughout the U.S. was examined.
- ATS found that the U.S. electric grid is at major risk, the system has not been upgraded and is completely vulnerable to shut down due to cyber terrorism, software deficiency, old equipment, solar flare from the sun, and a host of other areas.
- Federal and State incentives for green, renewable, and smart energy.
- Market trends – consumer demand and business demand.
- ATS found that if the personal or business consumer could see a Return on Investment (ROI) from the cost of the renewable energy equipment (e.g., solar), they would go with a sustainable and renewable energy source ahead of traditional electricity, oil, propane, and natural gas sources for their energy needs.



- ATS also found many local, state, and federal government incentives were available to encourage renewable energy sources (unfortunately, during the research over several months, a lot of those funds were depleted).
- As the campaign progressed, the market demand continued, and manufacturing efficiencies increased for renewable energy products and equipment, the price became more affordable.
- Besides ATS finding many other things, the bottom line showed most equipment in Solar under warranty for 25 years, yet the ROI was between 3 to 7 years for consumers and anywhere from 1 to 8 years for business owners.
- Product sourcing for renewable and sustainable energy products.
- Potential U.S., Chinese, and European supplier analysis.
- The scorecard we utilized was quality, warranty, rating, years in business, manufacturing ability, supply chain disruption plan, green, ISO, ability to brand and customize, raw material to product, logistics, delivery, price, and a host of other areas.
- Grid demand.
- Cost of electricity was analyzed by states, regions, and the U.S. compared to other markets around the globe.
- Most favored states for solar power, geo-thermal, wind, and other renewable energy sources.
- After conducting research, simplifying the data, and understanding the knowledge sourced from all over the globe, the data was presented in a white paper.
- Then, we targeted the different suppliers, distributors, manufacturers, and experts from what we found, and set up meetings to conduct more market research.
- This enabled ATS to match the data we gathered on paper conference call, and video conference to real life and face to face with those who are the who's who in the renewable energy industry.
- This helped us to access our data as being correct or not, which was.
- After many meetings, feedback, analysis, and expertise provided from around the U.S. and China, we assembled this data into a working document. We sourced data, consumer feedback we received, all facts and statistics, and outlined this data to align the business plan into realistic measurements. We conducted a SWOT analysis and further market analysis.
- We conducted a detailed procurement Request for Proposal for content, branding, a fully driven world class website, media, and logo.
- From this information, a final business plan was created, and the company was established.
- \$240 Million Capital.



Outcomes

An entire new model was created causing other renewable energy companies who had been in the business for years to come back to us about the unique model we created. This model provided a unique distributor model that utilized local solar installers, renewable energy companies, and local experts representing the model to meet each client's need. This not only reduced the cost of the product to the customer, but also provided a one-stop renewable energy services company to each customer. Some of the services included energy audit, solar, wind, green and renewable energy training, and a host of other customer centered products and services for their home and business.

We were able to set up sourcing from multiple suppliers. We changed those in the industry to see things from a better perspective creating more effective methods at a lower cost to the consumer. Our client was ecstatic with all the information and market research we conducted on their behalf. Because of this, they were able to understand the industry better and knew how to penetrate the market.

How Can We Serve You Today?!

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