Unearth Solar

Problem

Customer acquisition costs have been a barrier to profitability for solar companies both large and small. Finding landowners who are ready to make an investment in solar is difficult requiring large investments in outreach.

Solution

By using machine learning, satellite imagery, and census data Unearth Solar can make finding potential customers easier.

Key Metrics

Increasing number of sales, reducing number of cold calls, and saving time.

Unique Value Proposition

Increased competition, uneasy economic news, and a decreasing supply of potential sales has made leads scarce for solar sales teams. Our solution can reduce time chasing dead ends and increase total sales by pinpointing ready to buy customers.

Unfair Advantage

Our solution is a mix of knowing where to start and trial and error. Resulting in a unique prediction model.

Channels

Excited to collaborate with American-Made Connectors to find installers who want better leads.

Customer Segments

Our first goal will be to connect installers and residential owners. The solution can also support policy-makers and impact investors interested in improving solar PV deployment in under-served communities.

Team
Buddy Bernhard and Allison Lee dreamed up the idea for Unearth Solar in 2020 during a Data Science Fellowship. They have worked with renewable startups on every continent but Antartica.

Cost and Revenue Streams
While testing the validity of our model in a real world setting, costs will be incurred; Such as, connecting to installers, hosting a web presence, and paying for personal. Pricing and therefore revenue will depend on the success of the model.