

“Master Pieces” - from Masterpiece Solar

Increasing solar adoption rates by helping homeowners transform unsightly solar arrays into visual masterpieces with a simple, low-cost solution.



The Problem

Residential solar is being installed in the US at a rapid and increasing rate. However, there is a large potential market segment that is currently untouched. In a study of 1500 homeowners, 16% did not go solar because of concerns about how solar panels look and 12% because they thought their HOA would block the solar project.

This level of added growth across 2021 and 2022 would have resulted in \$12.1bn of economic impact, and an additional 2.1m tons of CO2 offset annually.

The Market Potential

Due to the price point, existing aesthetic solar solutions (such as roof-integrated solar shingles) target properties in the highest price bracket, above \$750,000.

Our solution targets the \$400,000-\$750,000 market segment, which according to census data is 475% larger.

Our Solution

We have created a component that is installed adjacent to solar panels to improve the overall aesthetic of the array. It allows the creation of geometric shapes that more closely follow complex rooflines to increase the subtlety of the appearance.

Our aesthetic solution is simpler, faster and easier to install and much lower cost than the current leaders in the aesthetic solar market. It is also a sustainable product made from recycled solar panels.

Solar Installation → With Master Pieces

