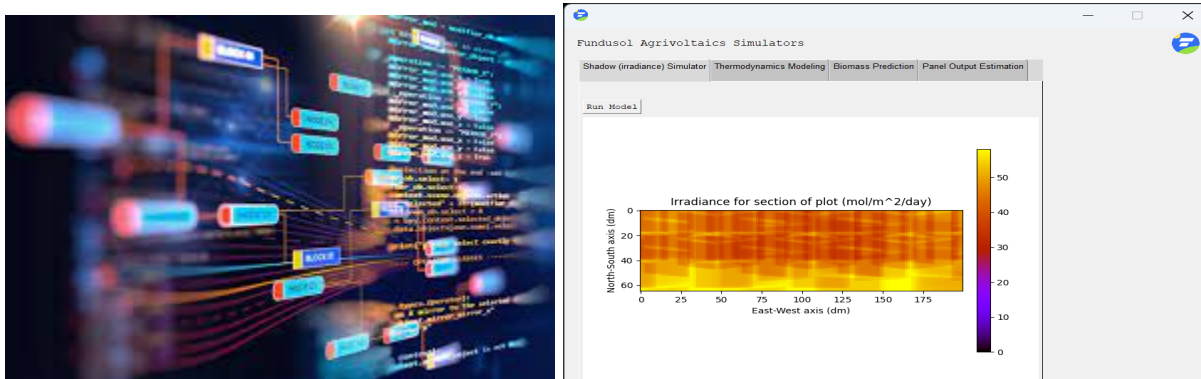


Fundusol Technical Assistance Request

Algorithmic Validation Our software produces the optimal system design for any agrivoltaic project, anywhere in the world. For this software to be fully trusted, and even licensed in the future, it needs to be experimentally validated against actual yield and solar output results under agrivoltaic systems. To do this, Fundusol must either acquire their own test plot and conduct these experiments, or cross-reference the results of their software with another party's. Both the Solar Prize money itself and the network provided by such an opportunity could help us to achieve algorithmic validation quickly, which would catapult Fundusol to the next level.



Marketing to Farmers

Marketing to farmers is difficult for various reasons. First of all, farmers are generally resistant to adopting new technology. Second, they consume drastically different media than the general population, making standard marketing avenues less effective. In order to solve this issue, Fundusol has talked to hundreds of farmers to understand how exactly to perfect our marketing practices. What we learned is that the best marketing to a farmer is marketing that comes from another farmer. As such, the network of organizations that Fundusol would have access to with this prize could connect us to opportunities to present for sustainable farming organizations and buy stands at farming events to connect with the local community, which would dramatically accelerate our marketing efforts. Additionally, the financial support from the award would allow Fundusol to offer existing clients an enticing referral compensation structure, wherein our existing clients can receive a payment if they successfully refer our services to other farms.

