

Little Bob's Virtual Solar Marketplace

Location: Newark, DE

Type: Business Model Innovation

Keywords: *Solar, Community Solar, Low-Middle Income, Clean Energy, Solar Financing, Cleantech, Fintech, Job Training, Rural Energy, Community Outreach*

Goals:

- Improve access to Community Solar in LMI Communities
- Bring Job Training and Resources to Overlooked Communities
- Foster Community Integrated Outreach
- Generate Passive Income for LMI Community Solar Subscribers

Business Overview:

Little Bob, PBC is an early stage startup implementing a new community-integrated approach to LMI Community Solar. Our approach is to work within LMI communities to do outreach around educating locals on the benefits of clean energy, collaborating on attracting clean energy resources, and signing people up to buy energy from the community solar projects we are developing. As we develop our projects, we sign people up via our online platform and loan a portion of subscriber payments forward to new projects, on their behalf. As returns from the new projects come in we pay back our subscribers, with interest. Currently we are well into our pilot project in Salem, NJ, where we are conducting outreach and are in the early stages of building our Virtual Marketplace and developing our community solar farm.