

Process

- 1.** We connect with organizations like churches, schools and non-profits.
- 2.** We create a custom link and landing page they use to invite their supporters to explore solar energy like this one we created for our friends at the American Solar Energy Society: <https://partner.ovanova.co/ases>
- 3.** Supporters who own properties fill out their contact information and book a time for their solar exploration call. No cold calling or click-funnels; homeowners book a time to explore.
- 4.** We connect with the supporter, make a \$50 donation to the organization at the beginning of the call to establish trust and take away gimmicky feel and have a real conversation with someone about the benefits of transitioning to solar.
- 5.** Many folks want to know what it would take to transition once they understand the benefit, and then send us the info we need to create a free, customized, solar transition guide for their property.
- 6.** Often these folks go solar, and we earn revenue to support our mission when they do.