



Smart Flowers in India

A Market Case Study

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Company analysis
Current Market
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Challenges to Overcome
Goals
USP Strategy
Measuring success



Company Analysis

03 —

Market Case Study |
Fiscal Year 2020

OUR PRODUCT

The Smartflower solar flower is an all-in-one ground-mounted solar system with a tracker that follows the sun. The Smartflower's name comes from its design - the solar cells are arranged on individual "petals" that open at the beginning of each day and look like a flower.

OBJECTIVE

To expand Smart Flower business into India which is a growing market.

PROBLEM STATEMENT

Companies in India still prefer rooftop solar panels rather than Smart Flower solar panel.



Current Market

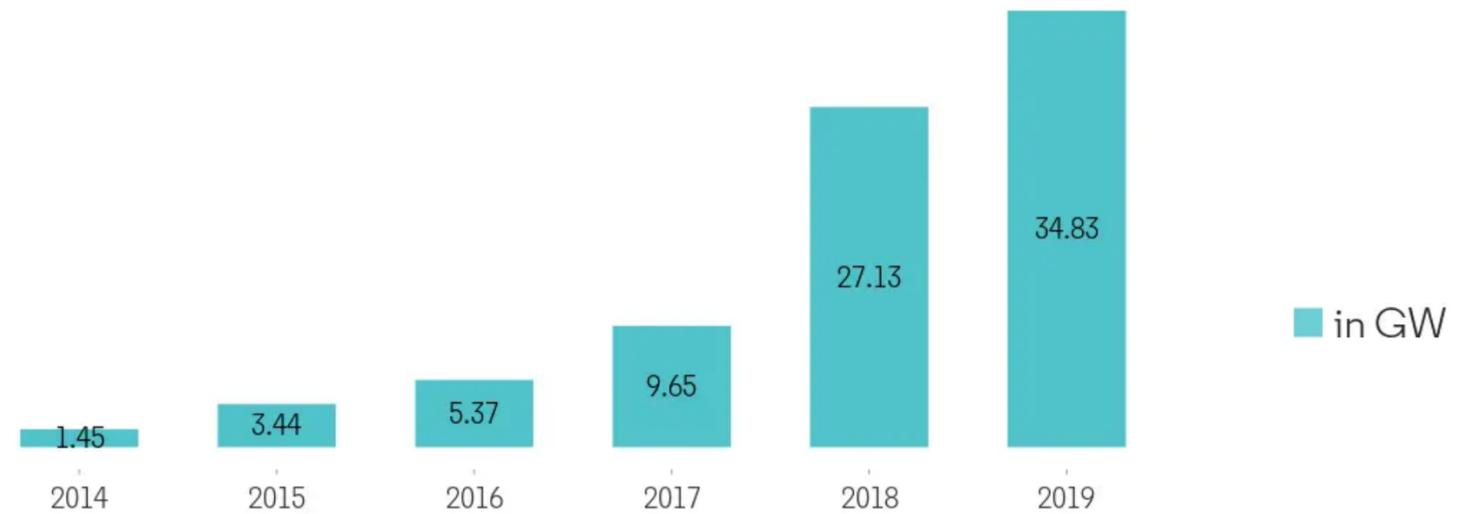
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The India solar power market is expected to grow at a CAGR of more than 40% during the forecast period 2020-2025, according to a report by Mordor Intelligence.

This makes India a very viable market for the Smart Flower Ground Mounted Solar Panel.



India Solar PV Installed Capacity, in GW, 2014-2019



Source : IRENA



Source: IRENA





STP OF OUR PRODUCT

05 —

SEGMENTATION

The high potential rapidly expanding solar energy market in India.

TARGET MARKET

Commercial and Industrial sectors.

POSITIONING

Offering High end, top quality ground mounted solar panel with minimal maintenance.





Companies in India still prefer rooftop solar panels rather than Smart Flower solar panel, which makes it hard to break into the market.

Challenges to Overcome

06 —





Goals



Achieving goals by creating a USP

07 —

UNIQUENESS

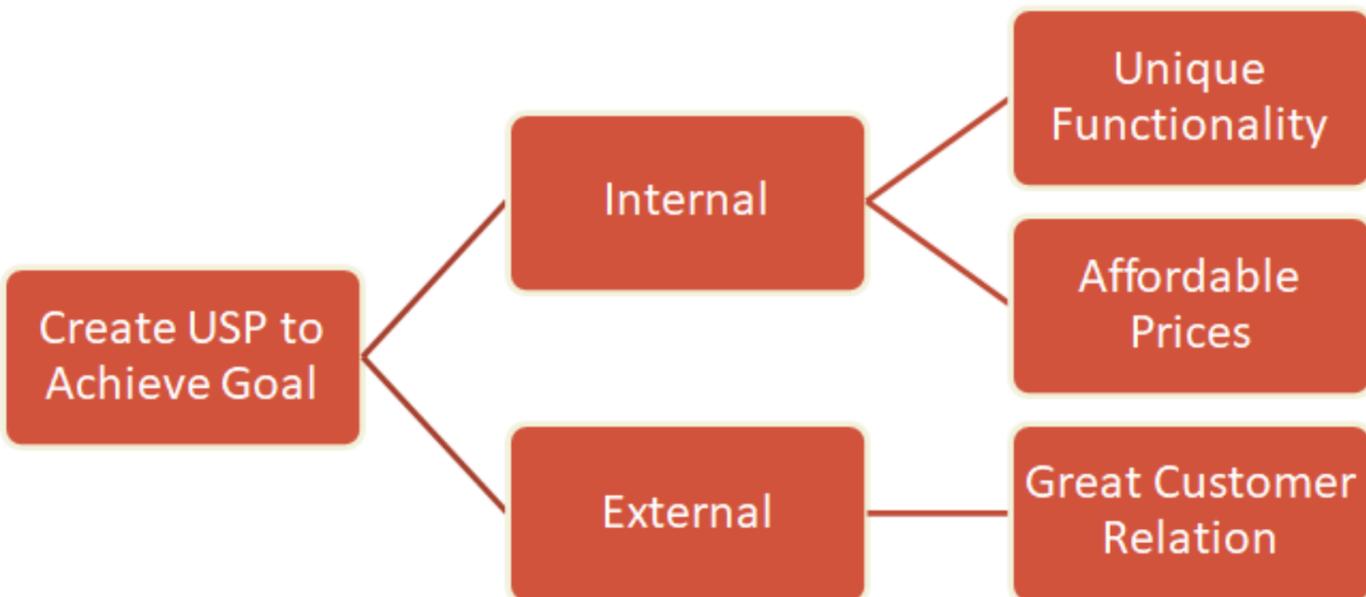
Ensure that Smart Flower solar panel provides a unique selling to separate ourselves from the rest of the competing market

PRICE

Develop strategies to make Smart Flower more affordable in India to increase accessibility.

CUSTOMER INCENTIVES

To increase customer acquisition and develop customer engagement



USP Strategy I



Unique Functionality

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To differentiate from the rest of the competition, Smartflower can offer two unique features that distinguish it from other ground-mounted solar panel systems with tracking capabilities. The first is a self-cleaning function, which ensures that dirt or other grime on the panels won't cause reduced energy production.

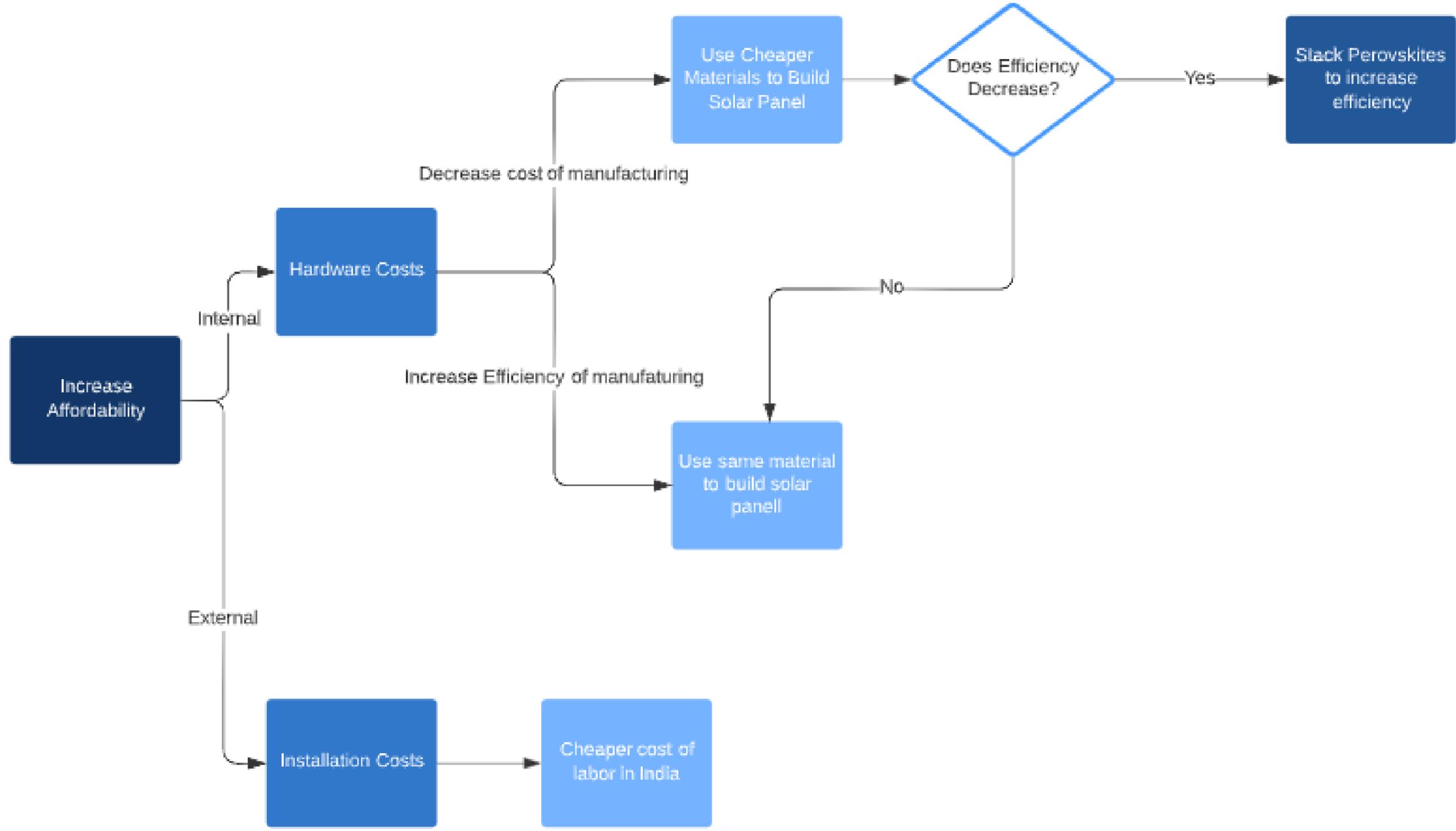
The second is that it can be self-contained. This can lead to shorter assembly and disassembly times, and as a result, you can take the system with you if you move and install it at your new property.



USP Strategy II

Affordability in India

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USP Strategy II



Affordability in India

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Reducing Hardware Costs

Hardware costs can be brought down in India by using inexpensive material to build the solar panels. The main drawback of this method is the overall reduction in efficiency from using the less expensive material. However, this efficiency can be increased by using a new method recently discovered by Stanford Engineers. Stacking perovskites, a crystalline material, onto a conventional silicon solar cell dramatically improves the overall efficiency of the cell, according to a new study led by Stanford engineers. This way the solar panel hardware becomes more affordable, while staying at around the same efficiency.



USP Strategy II

Affordability in India

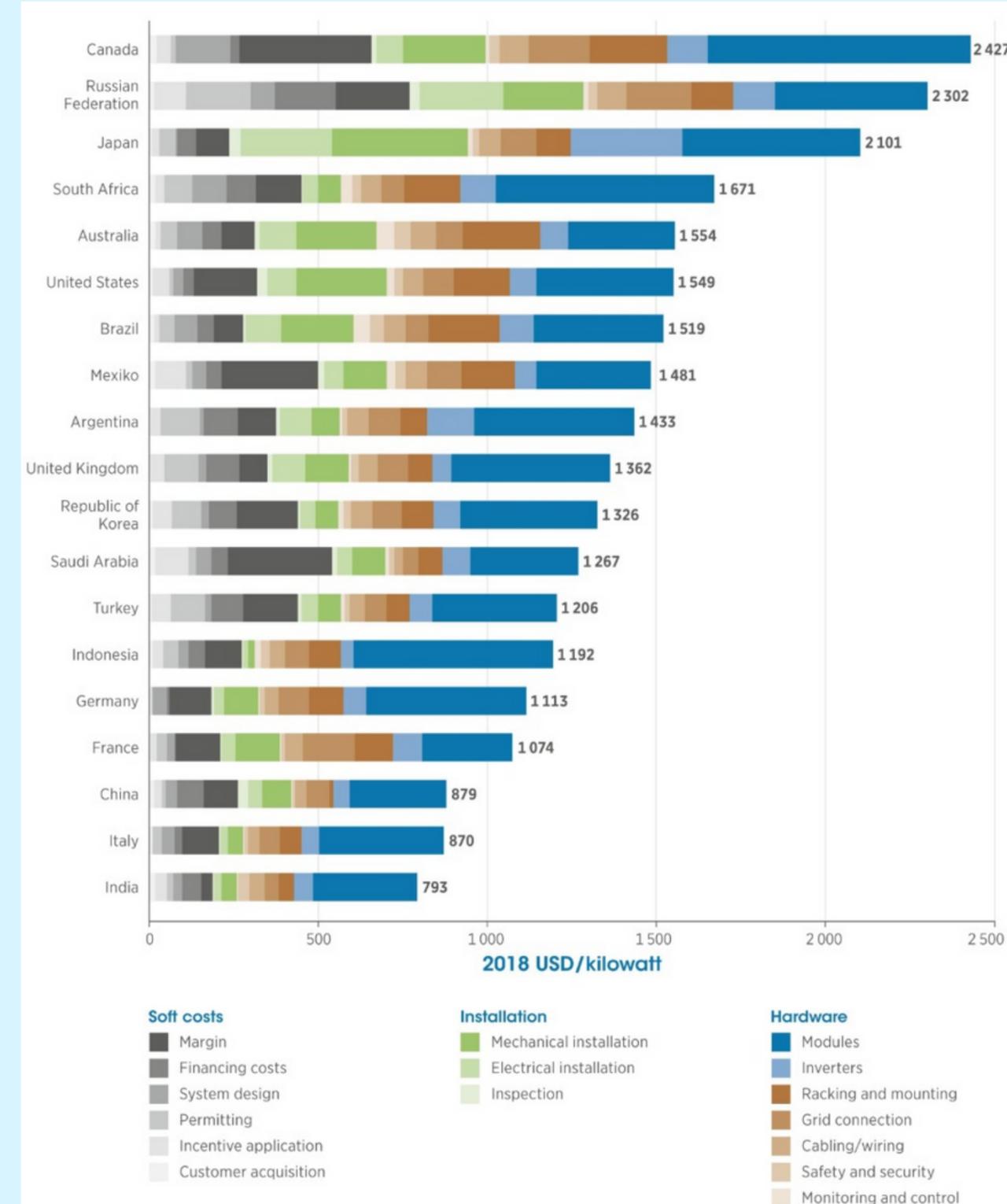
11 —

Reducing Installation Costs

The cost of land and labor is cheaper in India than the rest of the world, according to Debasish Mishra, Partner at consultancy firm Deloitte Touche Tohmatsu.

This will automatically provide reduced costs to install Smart Flower solar panel in India when compared to the installation costs for the rest of the world.

To the right is a graph depicting the reduced costs of generation power via solar energy. Note that India is one of the cheapest, further making India a great market for Smart Flower.



Source: IRENA



USP Strategy III

Customer Incentives

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CUSTOMER ACQUISITION STRATEGY

- Perform a deep dive into the location's demographics and regulations.
- Have short term contracts to promote flexibility for users. Surveys show that customers in the residential sector prefer short term contracts.
- Consolidated billing

CUSTOMER ENGAGEMENT

- Once customers are acquired, Smart Flower company will keep being engaged with them through regular communication.
- A regular status update with customers on their status bill and on the impact they have on choosing to go solar. This will reinforce them to keep their Smart Flower for longer, and encourage them to buy other products.



MEASURING SUCCESS



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RETURNING CUSTOMERS

Calculate the amount of customers who come back for a second purchase from all customers as a percentage. This percentage should increase if USP III is a successful strategy.

MARKET SHARE

Increase or decrease in Market share in the ground mounted solar panel sector should tell us whether SmartFlowers unique functionality separates it from its competition.

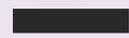
MOVING UNITS

Increase in number of units sold should prove whether the strategy of making Smart Flower more affordable was an effective strategy.





Thank you!



Let us know if you have
questions or clarifications.

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