



The Soft Costs of Solar Deployment

Connecting People with Data,
Tools and Skills





Ondřej Žváček

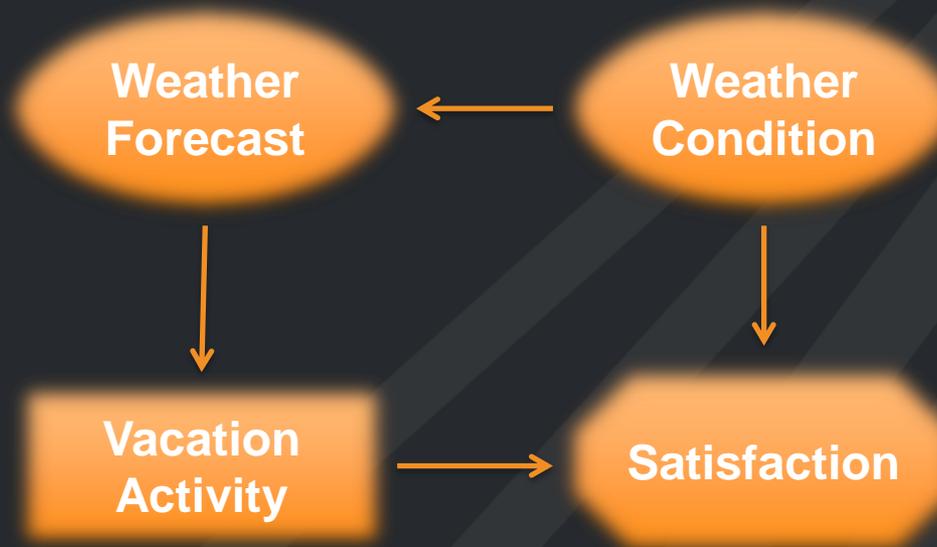


Ed Brambley



energy.gov/sunshot

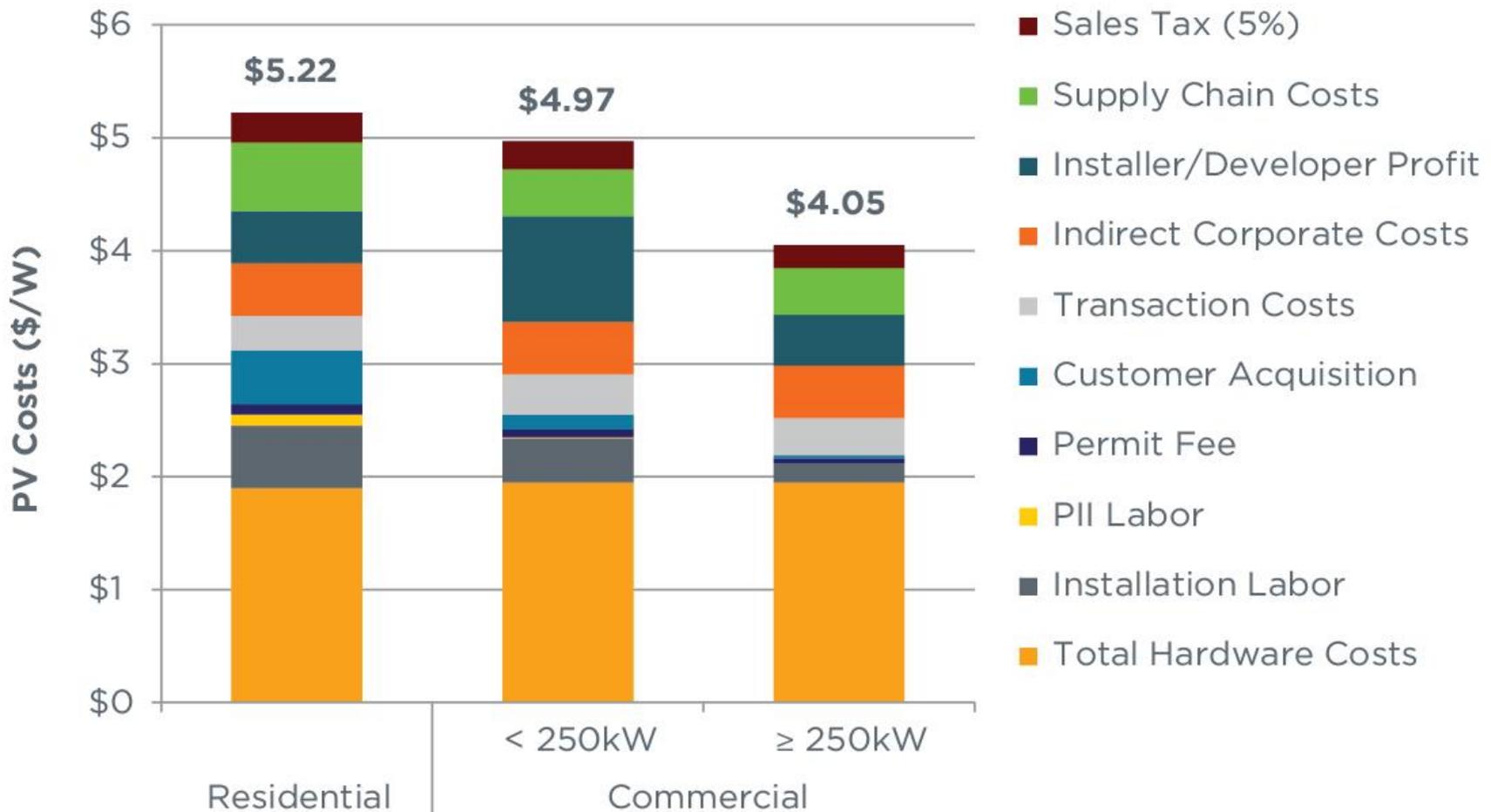
Value of information



\$\$? = Peak Season Pricing

Total PV System Price, by Sector and System Size

(first half of 2012)



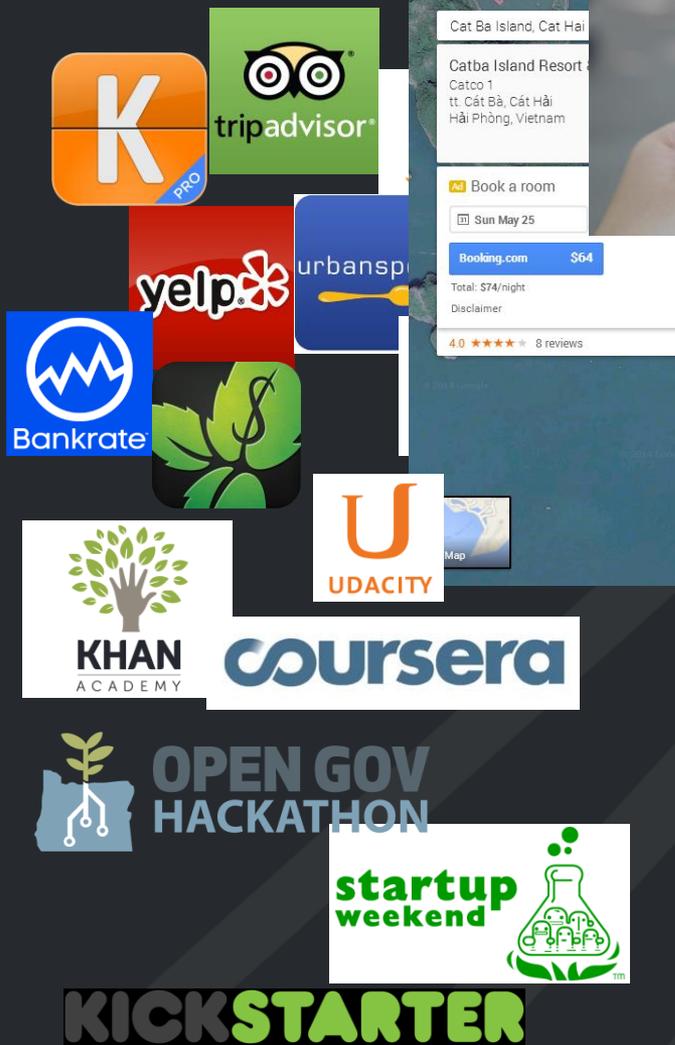
DATA, TOOLS AND SKILLS



Engineers
Installers
Utilities
Finance
Real Estate

**State and Local
leaders**
Code officials
Consumers
Entrepreneurs





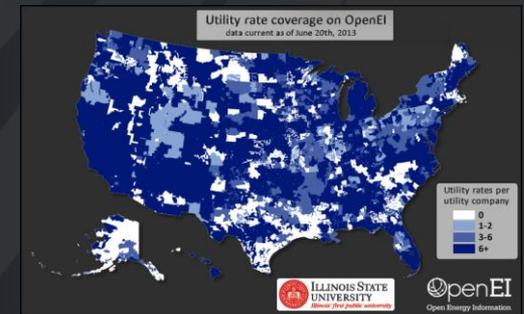
Empowering Leaders & Decision Makers

- Rooftop Solar Challenge 1&2
- Solar Outreach Partnership
- National Lab Analysis and Assistance
- Solar Market Pathways



Harnessing Data

- Solar Energy Evolution and Diffusion Studies
- University, Private and Lab developed tools
- SunShot Incubator



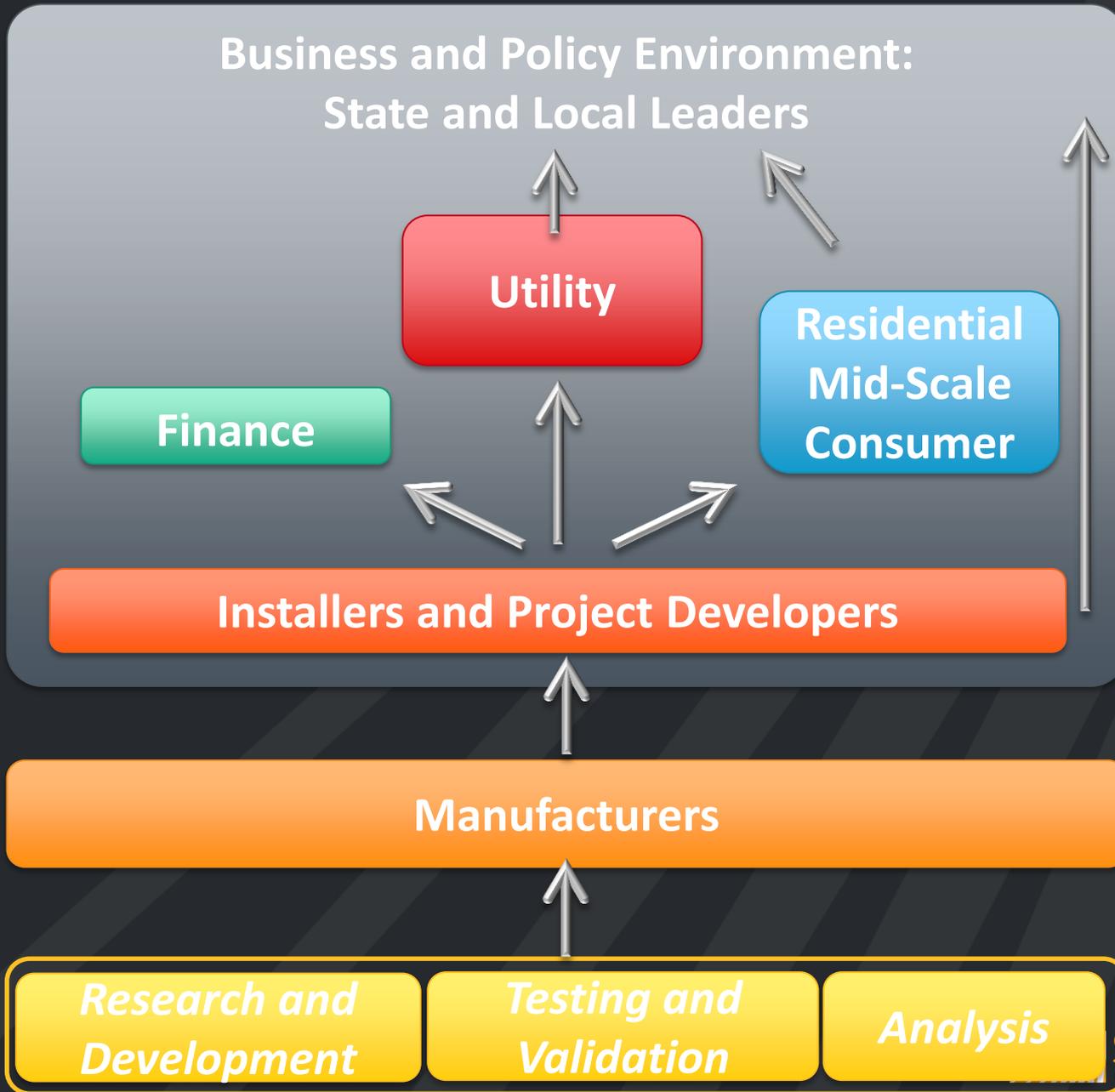
Training Innovators

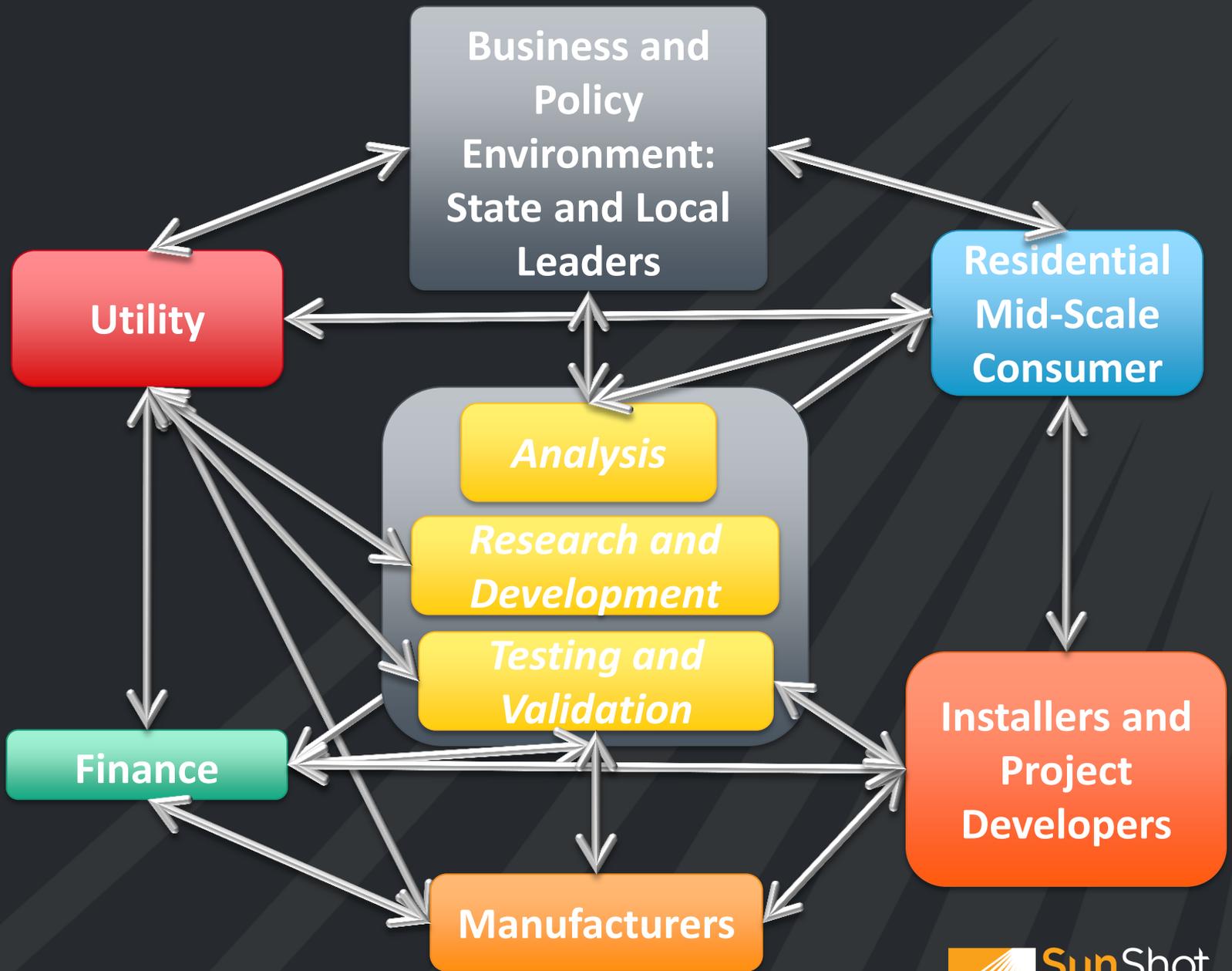
- Solar Instructor Training Network
- Grid Engineers for Accelerated Renewable Energy Deployment
- Solar Utility Networks Replicable Innovations in Solar Energy



Finance & Business Innovation

- Advanced Financing
- Solar Access to Public Capital
- Real Estate Valuation
- Community and Shared Solar





*Identify
Gaps in
Data, Tools,
Skills*



**Stakeholder
Engagement &
Communication
Networks**

*Test,
Analyze,
Aggregate*



*Create
Materials,
Products,
Curriculum*



Tuesday

1:30-3:30pm Soft Costs Interactive Breakout

Laguna A & B

Wednesday

10:45-11:45am

- Open Innovation: SunShot Catalyst & Next Generation Government Prizes
- All Solar is Local

Avila A & B

Laguna A & B

1:15-2:15pm

- The New Science of Soft Costs: Tutorials in Big Data, Social Physics, and Randomized Pilots
- Business Innovation in Solar: Thriving Beyond Incentives
- Pitch for Solar

Laguna A & B

Avila A & B

San Simeon A & B

2:30-3:30pm

- The Next Frontier for Solar Deployment: The Mid-Size Market
- Solar Securitization: Opportunities and Challenges

Laguna A & B

Avila A & B



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Wednesday -Thursday

5:00pm-5:00pm SunShot 24-hour Hackathon

Pacific D

Thursday

9:30-1:00pm

- New Ideas for Seeding your Solar Marketplace: Pilot Programs and Embedded Experiments

Avila A & B

10:30-2:00pm

- Recognizing Leading Solar Communities
- Natural Allies: Training Professionals who Impact the Solar Industry

El Capitan

Huntington A, B & C



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THANK YOU!

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