**Customer Segments** (who to reach and serve)

1) Mobile/remote solar applications (military, logistical issues to location, etc.)
2) Recreational vehicle use

**Value Proposition** (value for each segment; design, performance, customization, status)

1) Will provide mobile / remote solar users with portability because of small form factor and low weight, allowing temporary and remote setups.
2) Will provide RV manufactures with a distinguishing feature (with roof solar panels), with low contribution for towing and small space consumption in the electrical area.

For all segments: differentiating from larger, heavier inverters currently available, simplicity - no user input

**Channels** (communication and delivery, product awareness, purchase medium, support, social media)

Website, sales/licensing team, technical/support team

**Customer Relationships** (personal assistance, self-service communities, automated services, co-creation)

Website with links to licensee websites, FAQ, product video, and recommended service providers; phone line and email available for licensee and potential licensee questions and technical issues

**Revenue Streams** (asset sale, usage fee, subscriptions, lending/renting/leasing, licensing, brokerage fees)

Licensing to manufacturers

**Key Resources** (physical, human, financial, intellectual)

Human - sales/licensing group, technical/support group, website staff; Intellectual - patented inverter

**Key Activities** (things to do to make the business model work; create and offer value proposition, reach market, customer relations, earning revenue)

Build and maintain non-branded models for demonstration, consult patent lawyer, contact those in the solar business (HoneyWell, MorningStar, etc.), license patents, maintain technical support for licensees
**Key Partnerships** (alliance between competitors/non-competitors, joint ventures to develop new business, buyer-supplier to assure reliable supply)

Work with existing inverter manufacturers, law group on retainer (patent law and contract creation), technical salespersons to pitch design to partners

**Cost Structure** (calculated after defining all costs of key resources, activities, and partnerships)

Salaries, legal and notary fees, sales travel / lodging, building own models, office space rent, utilities / communication provider fees, taxes