

Project:

Commercial Solar PV Market Forecasting and Product Development

Client:

International Investment Bank

Key words:

Distributed energy resources, solar PV, business models, new energy, energy finance

Overview:

Energeia was engaged by a major investment bank looking to enter the commercial solar PV market as a provider of debt capital to identify the likely size of the market, and the optimal sizing of their finance product.

Energeia developed a commercial customer market segmentation that utilized a government database of building counts and floor spacing to determine the total rooftop market available. We developed estimates of total technical commercial market potential and forecasts of economic and annual market demand by business size and type.

The client was able to use our market forecasting, product sizing and due diligence work to convince their executive and Board of the opportunity, and obtain the necessary approvals to enter the market. They are now among the leading providers of finance to the commercial solar PV industry.

For more information, please contact Energeia USA at +1 530 302 3861 or info@energeia-usa.com