

Business Model

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Our Business Model

Nearly Free Energy - Reliable Power Microgrids

Product



What is the name of your business and who is it owned by?

Problem



What is the nature of the problem, for whom, and what are the implications?

Solution



What is your big idea that directly addresses the problem?

How it works



What are the core elements of your solution?

Validation / Traction



Habit What evidence do you have that your customers want your solution?

Why Now

Why is now the right moment for your business to succeed?

Market Size

How large is the potential market for your product?

Competition

Who are your competitors and how do they differ?

Go to Market

How will you attract and capture customers?

Projections



What are your revenue vs cost projections over the next 5 years?

How this gets BIG



What is your vision of how this scales and over what time period?

Ownership and Governance

Who owns your business and how are decisions made?

