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## Prada: To IPO or Not to IPO: That Is the Question

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# What is Solar Energy?



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Start from basics... solar energy is energy provided by the sun. This type of energy comes in form of solar radiation which can create electricity.

Solar energy produces no carbon dioxide emissions which means it is harmless to the environment.

The Sun creates vast amounts of energy that are made freely and it has been taken for granted for many years.

**Brief History**  
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 - Ancient Greeks used to build their houses based on the **position of the sun**, using architecture to make the best use of the sun light. In that way, ancient greek homes used to take advantage of the heat during the winter.

• XIX century, the inventor **Auguste Mouchout** (French) he developed the **steam engine** powered by solar energy during the Industrial Revolution. It was unsuccessful because the use of coal was cheaper than investing in solar energy. Countries like England and France hoped that solar energy would work in sunny places like in their colonies in Africa.



1916 Robert Millikan conducted the first experiment that proves the efficiency of the photoelectric effect.

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1921 **Albert Einstein** won a Nobel Prize for proving the law of photoelectricity with his experiments in solar energy and photovoltaics.

**Present: Solar Panels**

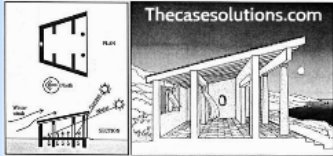
Most recent 10 years:

- 2009: Record achieved in solar efficiency and scientists in the US have set a record in a photovoltaic device that converts 43% of the light that hits the solar panels into electricity.
- 2010: China became the main manufacturing industry in the world.
- 2010: Barack Obama installed solar panels in all the White House.
- 2011: China lowered their cost of production to \$1.26 per watt, placing Europe and North American factories out of business.



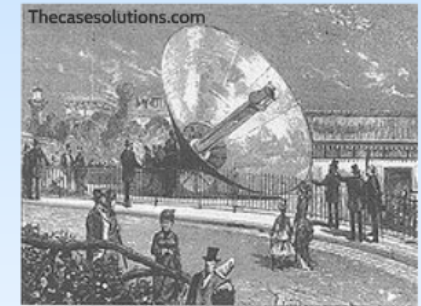
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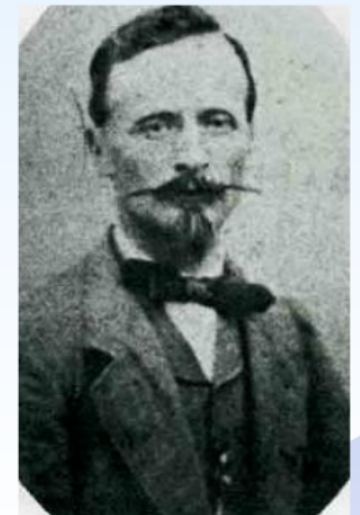
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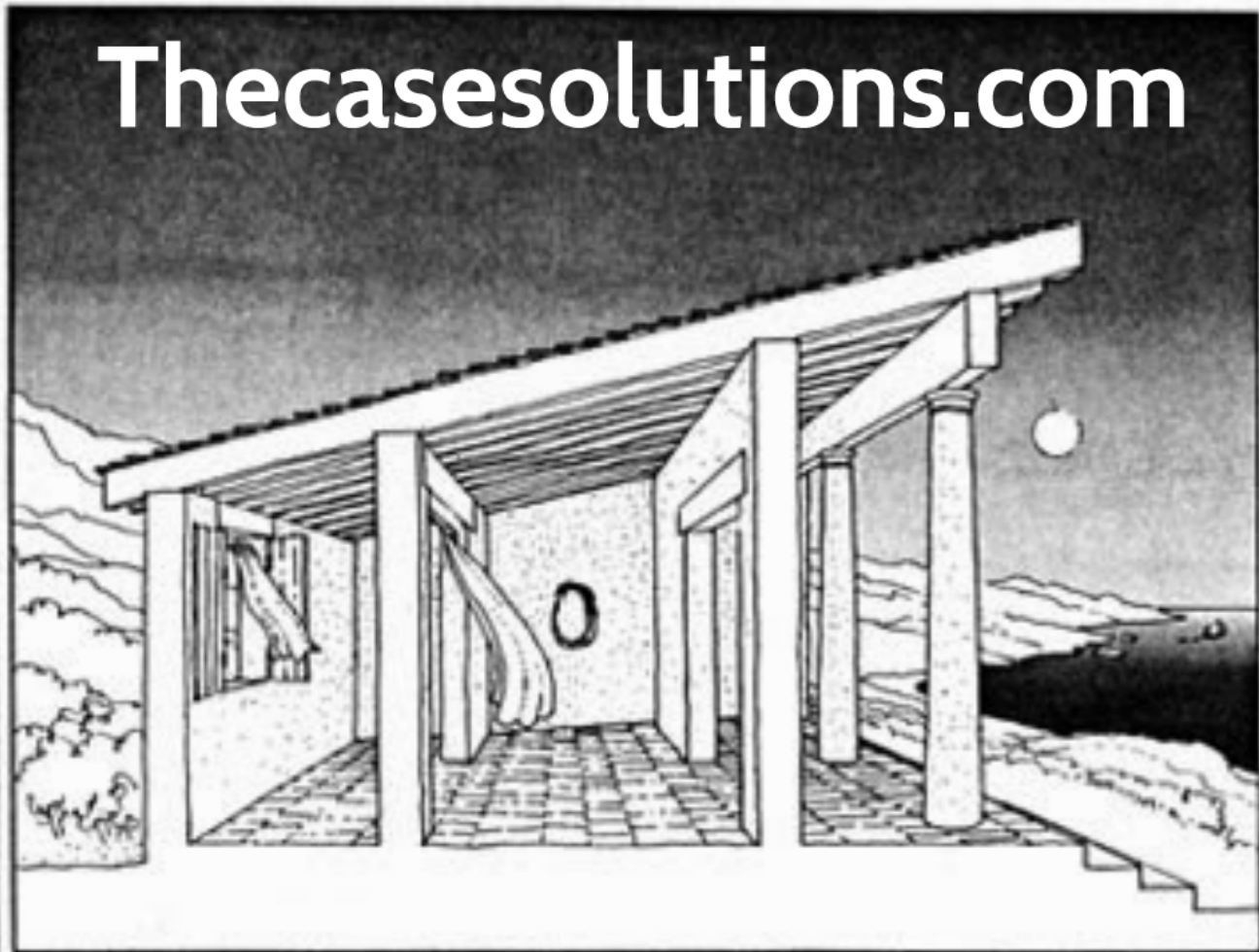
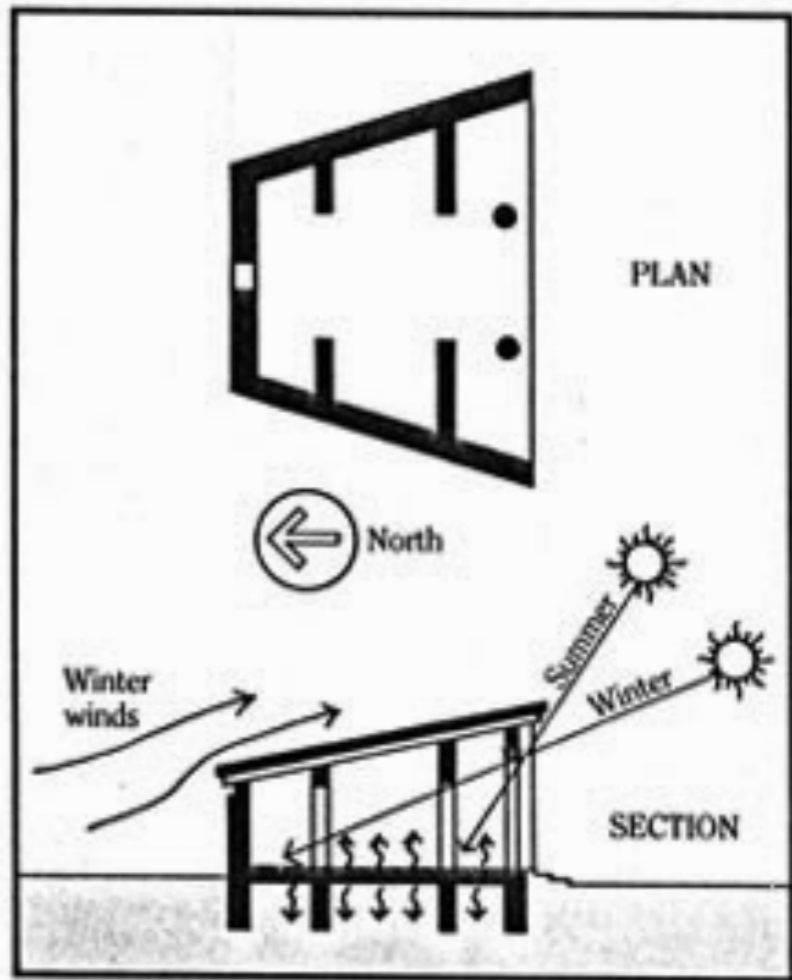
### *Present: Solar Panels*

Most recent 10 years:

- 2008: Record achieved in solar efficiency and scientists in the US have set a record in a photovoltaic device that converts 48% of the light that hits the solar panels into electricity.
- 2010: China became the main manufacturing industry in the world.
- 2010: Barack Obama installed solar panels in all the White House.
- 2011: China lowered their cost of production to \$1.24 per watt; placing Europe and North American factories out of business.

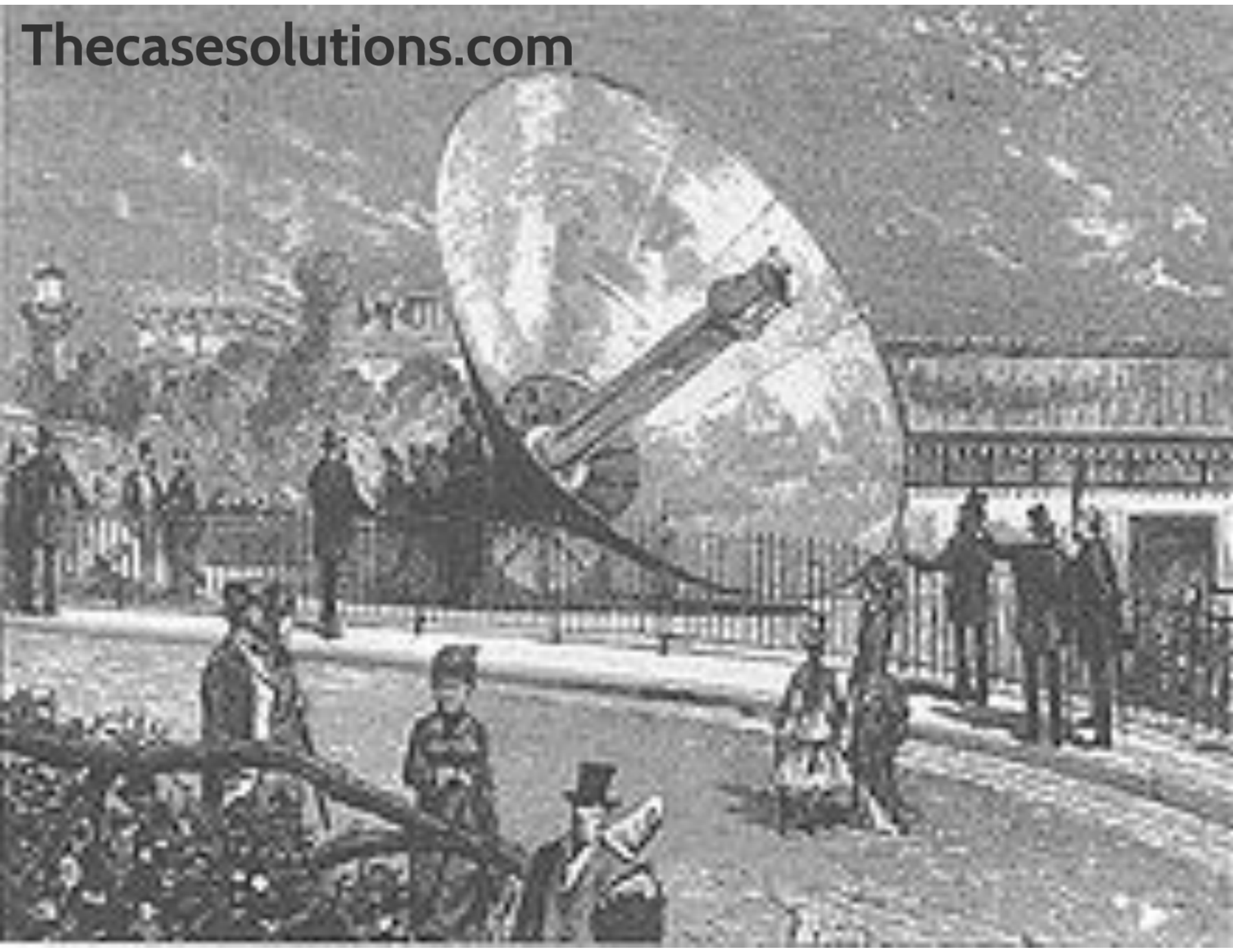


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# Function

Everything that works with solar energy has the same working process; the energy is obtained from the sun to the solar panel and depending when the product is used the energy goes to a battery or is utilized by the products to work, the battery saves as much as it can and in the night that energy is used, but if it needs a lot of energy then normal energy is used. The process is repeated every day.

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You can consume your solar energy or save it in the **public power** grid. In many countries one gets an extra allowance for the solar energy that one consumes directly in the house instead of saving it in the public power grid.



Some companies in the United States use solar panels such as:

Walmart, Costco, macy's, FedEx, toys "R" us etc. All of these use solar panels to reach some of their energy, but none of them has as much renewable energy capacity as IKEA, which is planning on generating its own energy





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