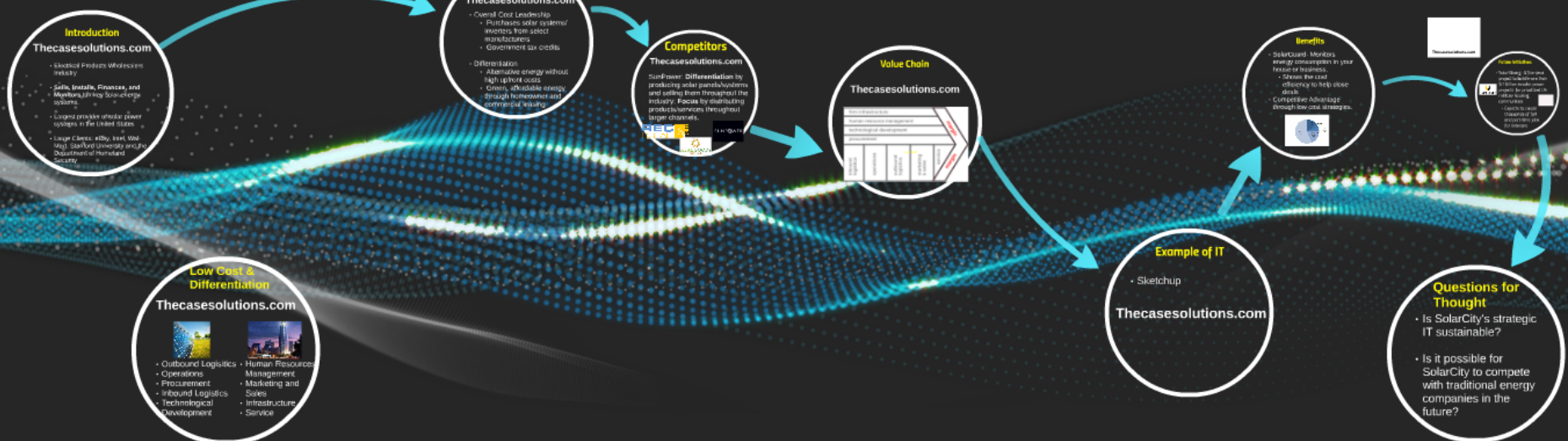




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Nanosolar, Inc.





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Nanosolar, Inc.

Introduction
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- Division of Products Who makes industry
- Sales, Install, Finance, and Operations, offering Solar energy solutions
- Largest provider of solar power systems in the United States
- Large Clients: eBay, Intel, Wal-Mart, Starbucks University and the Department of Homeland Security

Strategy
Thecasesolutions.com

- Overall Cost Leadership: Purchases solar systems' inputs from select manufacturers
- Government tax credits
- Differentiation:
 - Alternative energy without high upfront costs.
 - Green, sustainable energy through homeowners and commercial leasing.

Competitors
Thecasesolutions.com

Sun-Power: Differentiation by producing solar panels/systems and selling them throughout the industry. Focus by distributing products/services throughout larger clients.

Value Chain
Thecasesolutions.com

Raw Materials	Manufacturing	Distribution	Retail	Installation	Operation	Maintenance	End of Life
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Benefits

- Standard: Monitors energy consumption in your house or business
- Shows the most efficiency to help close deals
- Competitive Advantage through low cost strategies.

Value Drivers

- Supplying a Service
- The low cost of solar panels
- The low cost of solar energy
- The low cost of solar energy
- The low cost of solar energy
- The low cost of solar energy

Low Cost & Differentiation
Thecasesolutions.com

<ul style="list-style-type: none"> • Outbound Logistics • Operations • Procurement • Inbound Logistics • Technological Development 	<ul style="list-style-type: none"> • Human Resource Management • Marketing and Sales • Infrastructure • Service
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Example of IT
Thecasesolutions.com

- Sketchup

Questions for Thought

- Is SolarCity's strategic IT sustainable?
- Is it possible for SolarCity to compete with traditional energy companies in the future?

Introduction

Thecasesolutions.com

- Electrical Products Wholesalers Industry
- **Sells, Installs, Finances, and Monitors** turnkey solar energy systems.
- Largest provider of solar power systems in the United States
- Large Clients: eBay, Intel, Wal-Mart, Stanford University and the Department of Homeland Security

Strategy

Thecasesolutions.com

- Overall Cost Leadership
 - Purchases solar systems/ inverters from select manufacturers
 - Government tax credits
- Differentiation
 - Alternative energy without high upfront costs
 - Green, affordable energy through homeowner and commercial leasing

Competitors

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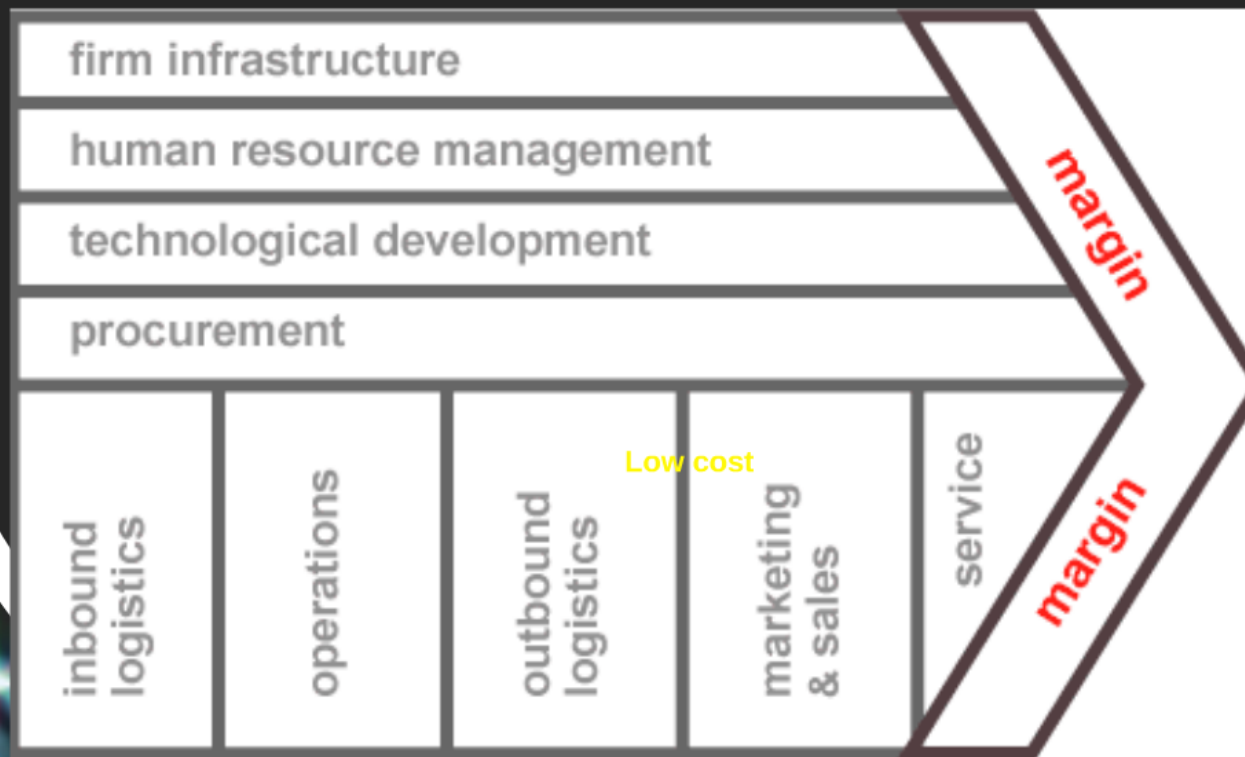
SunPower: **Differentiation** by producing solar panels/systems and selling them throughout the industry; **Focus** by distributing products/services throughout larger channels.



SUNPOWER

Value Chain

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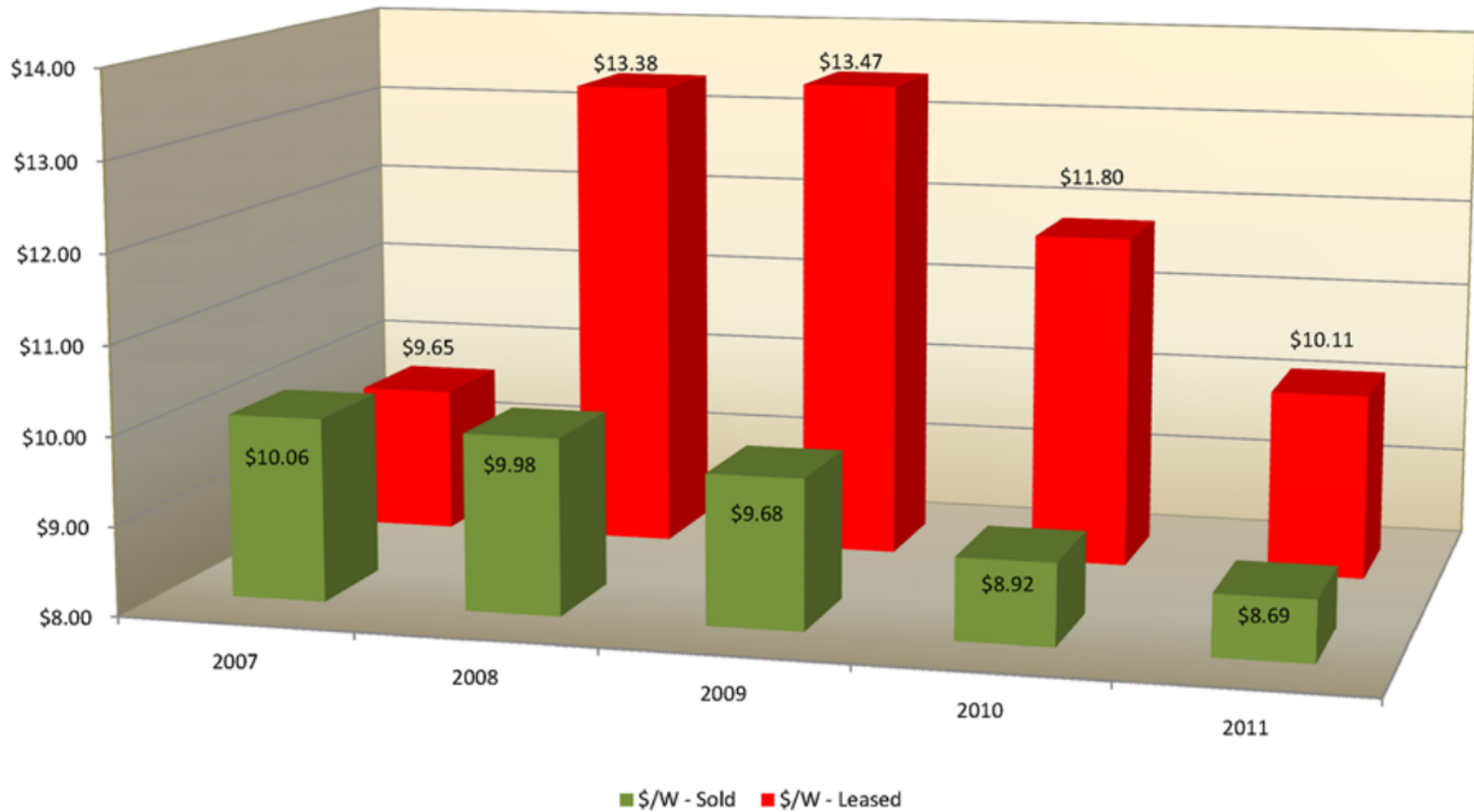
Low Cost & Differentiation

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- Outbound Logistics
- Operations
- Procurement
- Inbound Logistics
- Technological Development
- Human Resources Management
- Marketing and Sales
- Infrastructure
- Service

SolarCity Installed Cost (\$/W) 2007-2011 - Sold vs. Leased Systems



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Example of IT

- Sketchup

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