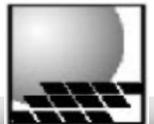


# **Angelina Galiteva**

## **Opportunities and Challenges for the Future**



# Overview

- PV technology invented over 50 years ago 1953.
- Technology has been perfected in space and is working “in orbit” regardless of cost
- Time to bring this technology back to Earth.
- The PV Industry has had a steady growth of 20% per year for the last 20 years, but is still a fraction of of our energy supply.



# Challenges

- **Technology** – not efficient enough, no versatility.
- **Customer** – no product available, too difficult, too expensive, “ugly,” not enough variety.
- **Economics** – **TOO EXPENSIVE!!!** Always compared to conventional power



# Opportunities

- **Technology** – most flexible, versatile, scalable emission free, fuel free inflation proof at the customer site.
- **Customer** – **POWER TO THE PEOPLE** education, availability, financing, aesthetics.
- **Economics** – position solar as a new item, that is filling a vacuum. Provide incentive programs and flexible payment programs.



# Challenges

## Legislative Initiatives

- **Energy Bill – commercial 10% and 15% residential tax incentives.**

## State and Local Initiatives

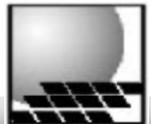
- **RPS -- Arizona Solar Centric, California 17% renewable energy by 2017.**
- **Local buy-down initiatives NY, NJ, CA, etc.**



# Challenges - Customers

## Factors for Heightened Awareness:

- Energy crisis
- Grid failures
- Environmental Disasters
- Homeland Security
- Need for reliable power
- Excitement – part of the future

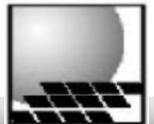


# **Industry Opportunity**

**Technology Customer and Economic factors for the development of national and international markets.**

**Legislative awareness and willingness to support the solar industry.**

**Markets are ready here and overseas.**

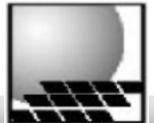


# Action Steps

## THINK BIG

### Strategic Alliances and Partnerships with:

- Other renewable energy providers
- Energy Efficiency
- DG
- Transportation Sector
- Communication Networks
- Builders, architects, schools,
- Energy provider companies
- National Security and Emergency Service Companies



# Action Steps

**Speak with one voice and have a UNITED FRONT – this is the solar age!**

**Work with all stakeholders to ensure a favorable legislative environment.**

**–All new construction should have a provision for solar energy.**

**Provide support for the expansion of incentive programs that are already effective (CA, LA, NY).**



# Opportunity

- **Technological progress, product availability, aesthetics and variety.**
- **Favorable Legislative Environment – Policymaking Opportunity.**
- **Customer Awareness and Interest.**
- **Homeland Security and Emergency Services.**
- **JOB S, Market Opportunity 2.5 Billion People With No Power and Away From the Grid.**
- **Entrepreneurs**



**Solar energy – “*Power to the People*” -- is the Future!  
Who will Make it Happen?**

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