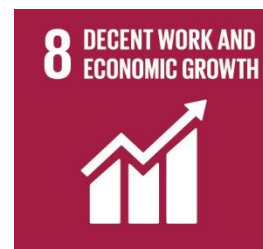


SOLAR THERMIX



GREENLIGHT GREENPAPER

SPRING 2017



Our team assisted SolarThermix in achieving greater market penetration by building an extensive B2B network through digital marketing and proof of concept development.

CREATED BY GREENLIGHT AT
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Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.

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Solar Thermix approached GreenLight in need of marketing and outreach assistance. There was a lot of untapped market potential in its industry, allowing for flexibility in the creation and execution of ideas for the project. In addition, there were previous successful business models already in place in the industry that could be followed, if desired.

GreenLight Solutions students recommended that Solar Thermix:

- Document their whitepapers and technical product sheets for knowledge management
- Actively participate in showcases, accelerator programs, and trade fairs
- Get involved in HVAC professional and building code associations
- Pilot models for proof of concept
- Publish articles about new industry developments to increase consumer awareness
- Regularly maintain their website and social media pages

BENEFITS TO PROJECT PARTNER

The Project Partner will have ownership of a strong knowledge database, greater product visibility, effective networking within the community, and increased revenue generation due to their increased exposure.

BENEFITS TO SOLUTIONEERS

Solutioneers received exposure to a novel, cost effective, and efficient technology. Additionally, they were able to understand the nuances of lead and sales generation, advance their careers through networking, and develop strong interpersonal and team skills.

BENEFITS TO THE COMMUNITY

Those within the community will have a better understanding and knowledge of the work Solar Thermix does. Consumers will have more opportunities to become aware of Solar Thermix products, which could save them money on heating and cooling.