

Tiger AI x Ascend Consulting

Breaking into the US Solar Panel Industry:

Branding, Partnerships, and Product Strategic Positioning



Meet the Team



Joy Zhang
IEOR | 3rd Year



Amanda Lee
Data Science | 3rd Year



Eric Kim
Econ | 3rd Year



Justine Xie
Econ | 4th Year



Hannah Ho
Econ | 3rd Year



Tasnima Proma
Pre-Law | 3rd Year



Varun Gudla
Computer Science | 4th Year

Executive Summary:

01

**Product Campaigns
and Brand Positioning**

02

**Breakdown of Market
Campaign Strategies**

03

**Survey and
Interview Results
and Analysis**

04

**Additional Research:
Heat Dissipation
Methods**

05

**Additional Research:
Profitability of
Individuals Buying
Stronger Computing
Power**

06

**Appendix and
Sources**

01

Product Campaigns and Brand Positioning





TESLA

"Save With Solar Over Time" Campaign

Tesla's innovative approach to solar energy with their Solar Roof product garnered significant attention and profitability. Their campaign focused on seamlessly integrating solar technology into home design, appealing to both environmentally conscious consumers and those interested in cutting-edge home improvements.

01

Aesthetic Appeal and Design Integration

- Sleek, modern solar panels with rail-free, proprietary mounting for a low-profile look
- Panels blend seamlessly with rooflines, enhancing curb appeal compared to traditional solar panels

02

Long-Term Cost Savings and Energy Independence

- Generates clean, free energy from the sun, reducing electricity costs over time
- Durable and weatherproof design offers decades of reliable power

03

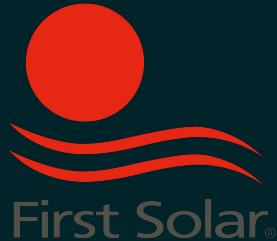
Reliability and Backup Power

- Powerwall provides backup power, offering security and independence during outages
- Ideal for areas experiencing frequent weather disruptions or unreliable grid service

04

Seamless Integration with Tesla Ecosystem

- Connects with the Tesla app, allowing control over all Tesla products, including Powerwall and electric vehicles
- Promotes a energy-efficient lifestyle that aligns with Tesla's technological integration and sustainability



"Responsible Solar" Initiative

First Solar, a major manufacturer of thin-film solar modules, launched a campaign focused on the environmental responsibility of their manufacturing process and products. This campaign appealed to environmentally conscious consumers and businesses looking to minimize their carbon footprint.

01	Low Footprint in Manufacturing	<ul style="list-style-type: none">• 2.5X lower carbon footprint• 3X lower water footprint• 2X faster energy payback time than c-Si panels made in China
02	Recyclability of Solar Panels	<ul style="list-style-type: none">• 1st global PV recycling program in the industry• Only solar manufacturer with global in-house PV recycling capabilities• 90%+ recovery of module materials for reuse
03	Safe, Inclusive, and Diverse Workplace	<ul style="list-style-type: none">• ~5X lower global injury rate than the glass product a manufacturing industry average• 25+ diversity and veteran-focused recruitment sites used to find new talent• 33% diverse Board of Directors
04	Contributing to Local Communities and Promoting a Just Transition	<ul style="list-style-type: none">• \$11 million invested in efforts to revitalize American communities• \$2.5+ million donated since 2017 to promote education, reduce inequalities, provide access to clean energy and water



Microinverter Marketing

Enphase Energy, a leader in solar microinverters, launched a successful campaign highlighting the advantages of their microinverter technology over traditional string inverters.

01

Improved Energy Harvest and System Reliability

- Each panel's dedicated microinverter ensures the system keeps generating power even if one fails, avoiding the "single point of failure" issue in traditional systems
- Burst Mode technology maximizes energy capture during low-light conditions like cloudy days or shading

02

Extended Warranty Coverage

- Enphase offers a 25-year warranty for panels and microinverters, far exceeding the 10-12 year industry standard, ensuring long-term reliability and peace of mind

03

Enhanced Safety Features

- Low-voltage AC power reduces electrical risks compared to high-voltage DC systems
- Rapid shutdown functionality provides instant deactivation during emergencies, ensuring safety for workers and first responders

04

User-Friendly System Monitoring and Maintenance

- Individual panel monitoring allows users to track energy production and quickly identify underperforming panels
- Simplified maintenance ensures the system operates at maximum efficiency

Financial Impact



TESLA



Tesla's year-over-year (YoY) revenue for the energy sector:

- For the year ended December 31, 2023, Tesla earned \$6.0 billion in energy revenue
- For the year ended December 31, 2022, Tesla earned \$3.9 billion in energy revenue
- This represents a YoY growth of approximately 53.8% from 2022 to 2023



First Solar®



First Solar's year-over-year (YoY) revenue growth for recent periods is as follows:

- Full Year 2024: First Solar reported a YoY revenue growth of 26.7% compared to 2023
- Third Quarter 2024: The company experienced a YoY revenue increase of 10.81% compared to the same quarter in 2023



ENPHASE.



Enphase Energy's year-over-year (YoY) revenue growth for recent periods is as follows:

- 2023: Enphase experienced a significant YoY revenue increase of 65.77%, with total revenue reaching \$2.291 billion compared to \$1.382 billion in 2021



Microsoft and Sunseap Singapore Solar Partnership



Key Milestones

2018: Initial Agreement:

- Microsoft's 20-year deal with Sunseap for 100% renewable energy from a 60 MWp rooftop solar project (Singapore's largest at the time)

2024: Expanded Partnership:

- New agreement with EDP Renewables (majority owner of Sunseap) for a 200 MW solar project (SolarNova 8), Singapore's largest solar project to date

Profitability Aspects

Long-term Cost Stability:

20-year agreements ensure predictable energy costs, reducing exposure to price volatility

Sustainability Goals:

Advances Microsoft's objective of powering 100% of its datacenter load with renewable energy. Enhances corporate image and appeals to eco-conscious customers

Local Market Penetration:

Strengthens presence in Singapore, unlocking new business opportunities



Google and Duke Energy Partnership

Renewable Energy Collaboration Highlights

1. Renewable Energy Tariff Program

- Enables Google to purchase renewable energy directly from Duke Energy for North Carolina data centers

2. Accelerating Clean Energy (ACE) Framework

- Developed by Duke Energy to deliver clean energy to large commercial and industrial customers in the Carolinas

3. Clean Transition Tariff (CTT)

- Component of the ACE framework offering customized carbon-free energy portfolios
- Matches clean energy generation with customer demand, advancing grid decarbonization



Impact on Google's Sustainability Goals

- Supports Google's mission to operate on clean electricity **24/7 by 2030**
- Accelerates the deployment of new clean power to the grid
- Strengthens Google's leadership in environmental responsibility

Brand Positioning: *Technology and Cost Benefits*

Efficiency Leadership: Dual-Axis Tracking Technology

Core Message: "*Maximizing Power, Minimizing Costs*"

- **Superior Power Generation:** The iPV Tracker increases energy production by **30-50%** compared to fixed-tilt systems under full irradiance conditions
- **Enhanced Grid Utilization:** Optimized energy output matches grid load curves, avoiding power crises and ensuring stable energy supply
- **Low Levelized Cost of Energy (LCOE):** Big Sun's efficient design accelerates grid parity and lowers operational costs

Marketing Materials:

- **Performance Visuals:** Highlight benchmark data from Xinjiang and other global projects, demonstrating significant gains in power generation and land efficiency
- **Interactive ROI Calculators:** Enable clients to simulate savings and increased profitability from adopting iPV Tracker technology

Brand Positioning: *Sustainability Efforts*

Sustainability and Land Efficiency

Core Message: "Power More with Less"

- **Efficient Land Use:** The iPV Tracker achieves **15-50% higher land utilization** compared to fixed systems, making it ideal for high-density installations or areas with limited space
- **Green Farming Solutions:** Agro-solar applications allow dual use of land for crop production and energy generation, benefiting rural and agricultural economies

Marketing Materials:

- **Visual Comparisons:** Depict side-by-side land usage and energy output for iPV Tracker vs. fixed systems
- **Agro-Solar Success Stories:** Highlight agricultural projects in Taiwan to appeal to sustainability-focused stakeholders

Brand Positioning: *Fighting Climate Change*

Resilience to Climate Challenges

Core Message: "Solar That Stands Against Climate Change"

- **Climate Adaptability:** Features like snow removal, dust removal, backtracking, and wind resistance mitigate risks associated with extreme weather conditions
- **Autonomous and Reliable:** The iPV Tracker's 99.9% availability rate ensures minimal downtime, validated by global engineering leader Black & Veatch

Marketing Materials:

- **Resilience Demonstrations:** Videos showing the tracker's self-adjusting mechanisms under extreme conditions (e.g., snowstorms, dust-heavy environments)
- **Case Studies:** Real-world examples of installations in varying climates, emphasizing durability and performance

Brand Positioning: *Artificial Intelligence*

Smart Integration and Industrial Synergy

Core Message: "Solar Meets Smart Tech"

- **IoT-Driven Monitoring:** The iPVita system enables real-time tracking, diagnostics, and energy optimization, stored securely in the cloud for up to 30 years
- **Industrial 4.0 Alignment:** The iPV Tracker integrates seamlessly with electric vehicle infrastructure, IoT ecosystems, and energy networks, supporting a connected and sustainable future

Marketing Materials:

- **Interactive Demos:** Show the iPVita platform in action, emphasizing its ease of use and real-time monitoring capabilities
- **Promotional Tagline:** "*Connected Solar for a Smarter World.*"

Large-Scale Potential Partners in California



Overview: Headquartered in Cupertino, Apple is a global leader in technology and has committed to using 100% renewable energy across its operations

Potential Partnership Model:

1. **On-Site Solar Installations:** Collaborate to install Big Sun's iPV Tracker systems at Apple's campuses and data centers in California, enhancing energy efficiency and sustainability
2. **Energy Storage Integration:** Combine solar installations with battery storage solutions to ensure a reliable and consistent power supply



Overview: Based in San Francisco, Salesforce is a leading cloud-based software company with a strong focus on sustainability

Potential Partnership Model:

1. **Urban Solar Solutions:** Implement rooftop solar systems on Salesforce's urban office buildings, utilizing Big Sun's dual-axis tracking technology to maximize energy production in limited spaces
2. **Community Solar Projects:** Develop community solar initiatives that benefit both Salesforce and the surrounding community, aligning with the company's corporate social responsibility goals

Smaller-Scale Potential Partners in California



Overview: With a significant presence in California, Digital Realty provides data center, colocation, and interconnection solutions

Potential Partnership Model:

1. **Custom Solar Solutions:** Design and install customized solar systems that align with Digital Reality's energy efficiency goals
2. **Performance Monitoring:** Utilize Big Sun's iPVita system for real-time monitoring and optimization of solar energy production



Overview: Based in Santa Clara, Vantage operates data centers with a focus on energy efficiency and sustainability

Potential Partnership Model:

1. **Scalable Solar Deployments:** Implement scalable solar solutions across multiple facilities, leveraging Big Sun's technology to meet diverse energy needs
2. **Energy Cost Reduction Programs:** Develop programs aimed at reducing energy costs through the integration of solar power

B2B Breakdown of Market Campaign Strategies



Short-Term Campaigns

These campaigns are overall cheaper, take less time to plan and can be implemented relatively soon

Industry Journal Advertising

- **Estimated Costs:** Around \$6,000/month for two ads
- **Customer Acquisition Rate:** 25 new customers
- **Potential Revenue:** \$6,250/month, if each customer rents 5,000 kilowatt-hours per month at \$0.05 per kWh
- **Journals Examples:** Nature Energy, Renewable and Sustainable Energy Reviews

Example: First Solar is an energy company that benefited from being mentioned in solar publication by Photon International



Webinars

- **Estimated Costs:** \$3,000 to \$5,000 per webinar
- **Customer Acquisition Rate:** Around 22 new customers per webinar
- **Potential Revenue:** \$5,500/month, if each customer rents 5,000 kilowatt-hours per month at \$0.05 per kWh
- **Platforms:** Zoom, Youtube, Google Meet, Microsoft Teams etc

Example: Adobe has found that webinar marketing resulted in a 500% increase in sales



Long-Term Campaigns

These campaigns require more money, planning and time to set up

Industry Conferences

- **Estimated Costs:** \$3,000 to \$25,000
- **Customer Acquisition Rate:** Around 20 new customers/event
- **Potential Revenue:** \$5,000/month, if each customer rents 5,000 kilowatt-hours per month at \$0.05 per kWh

Example: Alcatraz AI gained a lot of notoriety in the data center industry by attending the Data Center World conference



Data Center Tours

- **Estimated Costs:** \$1,000 to \$20,000 per event
- **Customer Acquisition Rate:** 5 new customers/tour
- **Potential Revenue:** \$1,250/month, if each customer rents 5,000 kilowatt-hours per month at \$0.05 per kWh

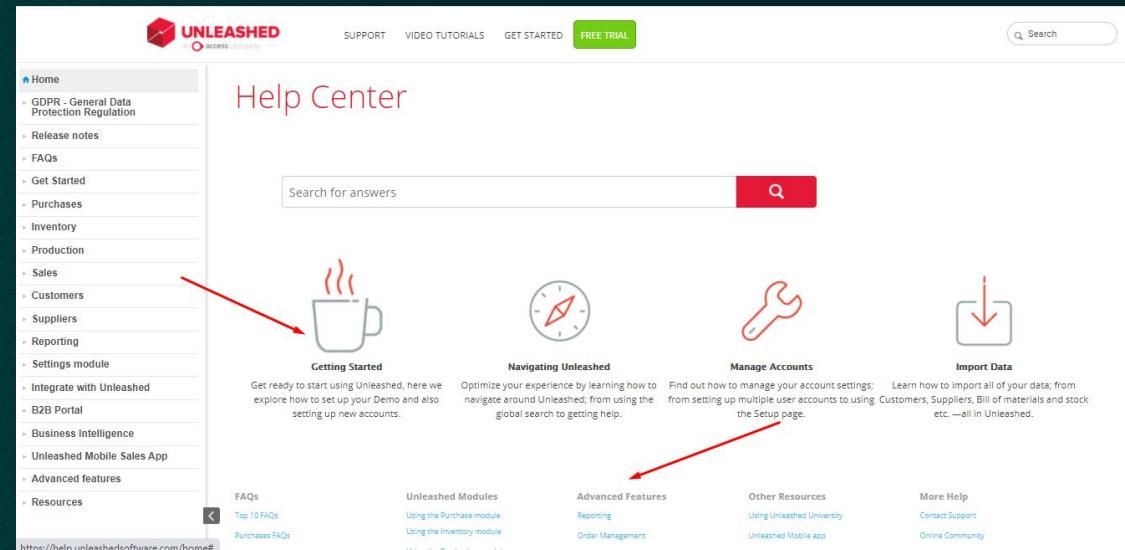
Example: AWS has launched a digital tour of one data center to help people understand how they operate and their services



Focusing on Tiger AI's dual expertise in **AI-driven data solutions and sustainable energy**, the following strategies will help the company stand out in a highly **competitive market**

Customer Retention & Engagement

- A support portal utilizing AI and machine learning can deliver proactive maintenance alerts, real-time support, and predictive issue resolution for Tiger AI's renewable energy products and data Centers.
- Launch a dedicated "**Customer Success**" program that assigns support specialists to key clients. These specialists are then able to minimize downtime and enhance the customer experience.



Targeted Acquisition Strategy

Obtain certifications such as **LEED (Leadership in Energy and Environmental Design)** for data centers or other sustainability certifications to enhance credibility in sustainability. These credentials can be prominently displayed in all marketing materials and on the company website, **aligning Tiger AI's brand with environmental responsibility.**

LEED Certification Steps and Timeline

Step 1

- Register the project through LEED Online
- Estimated Timeline: 1–2 weeks

Step 2

- Collect and compile documentation, including energy modeling reports, material lifecycle analyses, and sustainability metrics
- Estimated Timeline: 3–6 months (varies based on project complexity)

Step 3

- Submit documents for review by GBCI (Green Business Certification Inc.)
- Estimated Timeline: Initial review takes 20–25 business days, with an additional 20 days for clarifications if required

Step 4

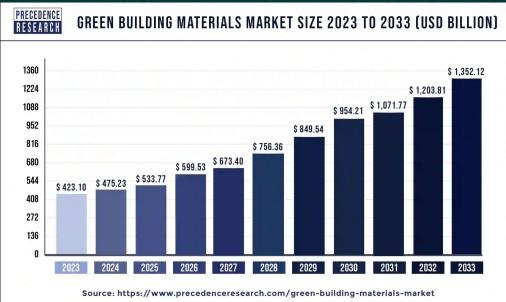
- Obtain the final score and certification level (Certified, Silver, Gold, or Platinum)
- Estimated Timeline: 1–2 months following review completion

New Partnership: Strategic Focus

Based on prior research, the most advantageous partnership strategy for Tiger AI at this stage is **collaborating with green building materials suppliers**. This approach aligns with Tiger AI's mission to enhance sustainability in the construction industry and provides a clear avenue for demonstrating the value of its technology.

Marketing Sizing:

- Valued at USD **422.27 billion** in 2023
- Projected to grow from USD 474.21 billion in 2024 to **USD 1,199.52 billion** by 2032
- CAGR of 12.3% during the forecast period
- North America dominated the green building materials market with a market share of 32.05% in 2023



Overall trends:

Growing preference for green building materials over traditional construction materials → spurring the market growth

- The materials benefit by reducing carbon footprints → allowing a reduction in global warming
- Materials are energy-efficient and environment-friendly
- Easy to maintain and save money

These benefits make them an ideal material of choice compared to traditional construction materials.

Proposed Partnership Strategy

Collaboration with Sustainable Building Materials Suppliers

01

Supplier Identification

02

Value Proposition Development

03

Initial Outreach

04

Partnership Negotiation

05

Pilot Program Execution

06

Expansion and Scaling

Use databases like Green Building Supply and the LEED Material Resource Directory to find partners specializing in certified sustainable materials, such as FSC or GREENGUARD.

Highlight Tiger AI's supply chain optimization and carbon tracking capabilities, emphasizing its role in helping suppliers earn LEED credits with streamlined compliance.

Create a tailored pitch deck for supplier personas and conduct outreach via email campaigns, industry events, or LinkedIn.

Set partnership goals for cost optimization, carbon tracking, and compliance, and propose a pilot program to validate effectiveness.

Deploy Tiger AI's platform with the supplier to track material usage and environmental impact, monitoring metrics and feedback for 3–6 months.

Leverage pilot results to secure long-term contracts and expand outreach with tiered service packages for additional suppliers.



03

Survey and Interview Results/Analysis



Interview Insight: Companies

 **Jinko** Solar

RWE
NextEra
Jinko

Larger Companies

- Leaders in Energy and Renewable Energy Market
- Current Client Portfolio:
Meta, Microsoft, Google, Utility Companies, etc.

Smaller Companies

- Acquired by Complete Solar
- Supplies primarily individual homes/households

BlueRaven

RWE

NEXTera
ENERGY



Interview Insight: Trends + Marketing

Consumer Trends

Product

Aesthetics

- Larger, black panels

Functionality

- **Bifacial**: energy from both sides of panel + absorbs ground reflected light
- **Efficiency + Fire ratings**: concerns over solar panel safety + effectiveness
- **ESS**: battery storage capacity

Sustainability

- ESG policies: ethics of production

Demand

- Solar savings → greater demand for suppliers and consistent energy supply

Marketing

Word of Mouth

- Increased consumer **awareness** of energy needs – utility, crypto, and other companies
- Acknowledgement through **advertisements** (ex: Manchester City)

Incentives

- Development/marketing teams **highlight economic benefits** – reduce sustainability sentiment from consumers

Notability

- Decades of partnership and investment
- Success in creating **differentiation** – new research, quality products, large product portfolio, etc.

Interview Insight: Challenges

Land Access

- **Timeliness** of permit acquisition
 - Process may take at least 10 years
- **Opposition** in construction from locals and those against climate change

Operations

- Business need for **24/7 power** availability
- Grid capacity constraints
- Transmission delays

Competition

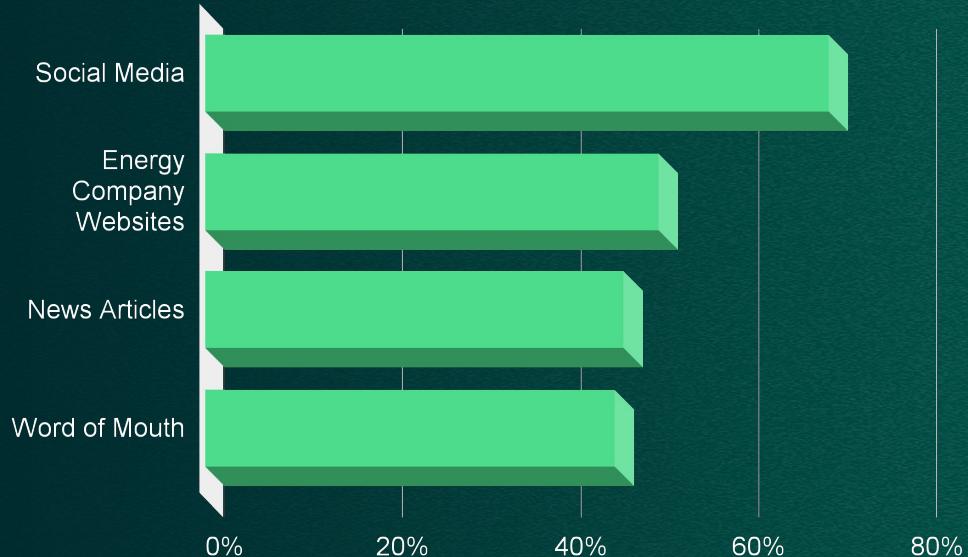
- Manufacturers/suppliers
 - Current **overstock** issue
- **Alternatives**
 - Unsustainable alternatives are a financially cheaper alternative

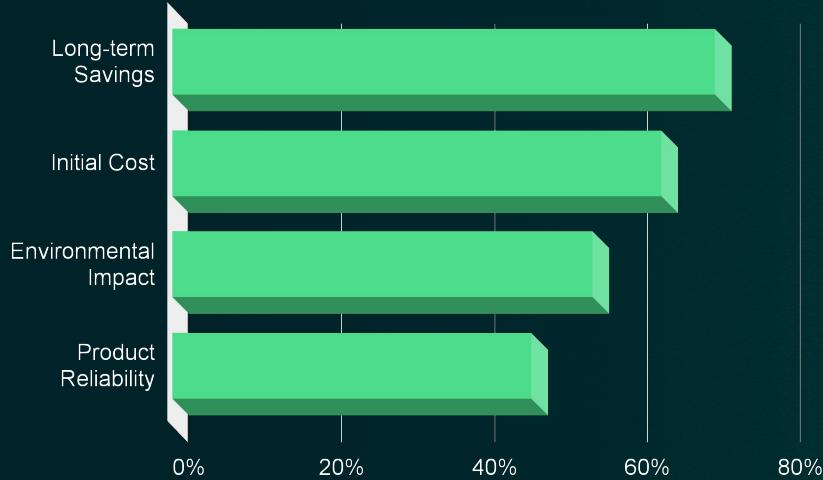
Survey Results

Responses: 335

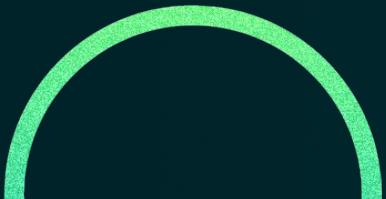
86.8%
purchased or planning
to purchase renewable
energy products

**Q: How do you typically
learn about renewable
energy products?**

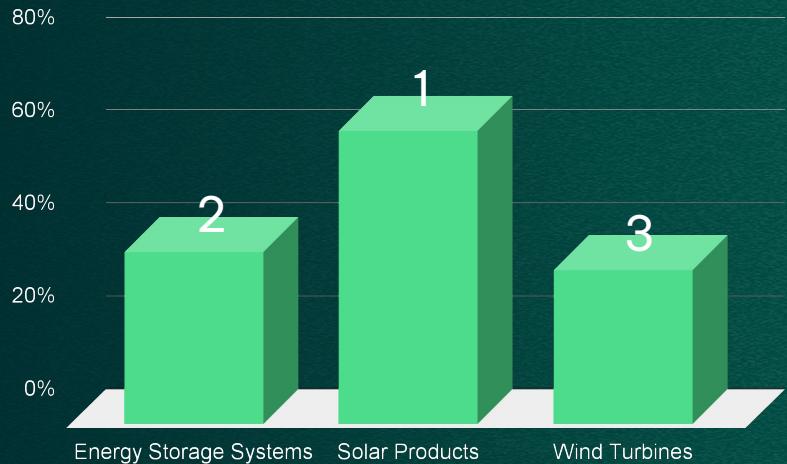




Q: If you own a renewable energy product, what is the category of the product?



Q: What factors would influence your decision to purchase a renewable energy product?



Popular Brands and Products

PrimRoot 685-705W Topcon

First Solar 525-550W S7 Tesla

First Solar

SunPower

NextEra Energy

Tesla Powerwall

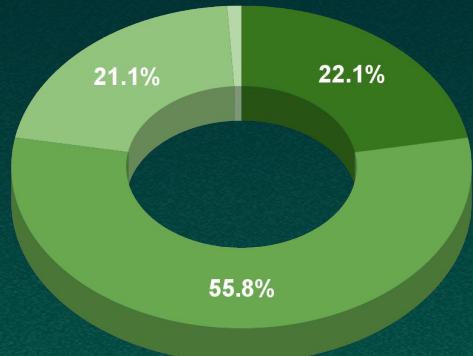
Brookfield Renewable

PrimRoot 540-550W Panel

First Solar 430-480W S6

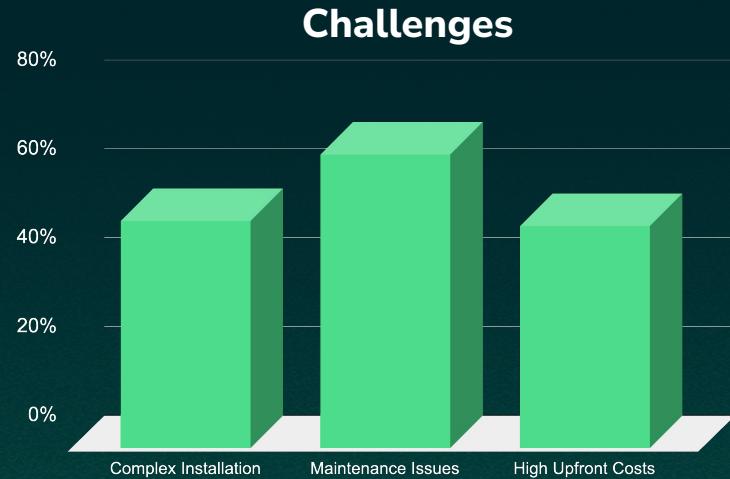
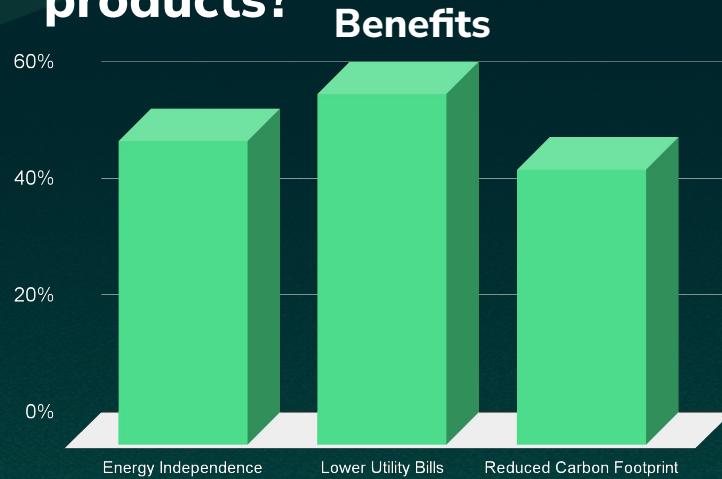
Q: Which aspects of the product's company influenced your purchase decision?

- Exceeded expectations
- Met expectations
- Partially met expectations
- Did not meet expectations



Q: How has the product met your expectations?

Q: What benefits or challenges have you experienced or would expect from using renewable energy products?



Q: How likely are you to recommend renewable energy products to others? (1 - 5)

4.1
Average Rating

04

Additional Research: Heat Dissipation Methods



Gas Turbines

LM2500

GE Vernova

Power Generation

22-37+ MW

Efficiency

38%

FT8 SWIFTPAC 30

Mitsubishi Power

Power Generation

30 MW

Efficiency

36.5%

SGT-700

Siemens Energy

Power Generation

32.6 – 35.2 MW

Efficiency

37.8-39%

Top Manufacturers: General Electric, Siemens, Mitsubishi Power, Solar Turbines, Capstone Turbine Corporation

Steam Turbine

STF-A200

GE Vernova

Power Generation
70-220 MW

Efficiency
N/A

Geared Turbines
Mitsubishi Power

Power Generation
Up to 40 MW

Efficiency
N/A

SST-300

Siemens Energy

Power Generation
Up to 60 MW

Efficiency
N/A

Top Manufacturers: General Electric, Siemens, Mitsubishi Power, Exergy, Turboden

Combined Cycle

GT36 +
**Ansaldo
Energia**

Power Generation
30-35 MW

Efficiency
Up to 58%

GTCC
Mitsubishi Power

Power Generation
30+ MW

Efficiency
N/A

SGT-700
Siemens Energy

Power Generation
32.6 – 35.2 MW

Efficiency
54.2%

Top Manufacturers: General Electric, Siemens, Mitsubishi Power, Ansaldo Energia,
8 Rivers Capital

Stirling Engine

SE220-100C
Yanmar

Power Generation
9.9 kW

Efficiency
25%

3.1kW Free-Piston
Infinia

Power Generation
3.1 kW

Efficiency
36.5%

Top Manufacturers: Yanmar, Qnergy, Azelio, NASA Glenn Research Center

Supercritical CO₂ Cycle

Allam Cycle NET Power

Power Generation

25 MW

Efficiency

55.1-58.9%

Top Manufacturers: General Electric, Toshiba, Mitsubishi Power, NET Powers, Echogen Power Systems

Overall Recommendations

1. Combined Cycle
2. Gas Turbines
3. Steam Turbines
4. Stirling Engine / Supercritical Co₂

05 Additional Research: Profitability of Individuals Buying Stronger Computing Power



Cloud Mining Overview

Demand:

- Cloud mining is a method to **mine cryptocurrencies by leasing equipment or renting computing power** from data centers
- The global cryptocurrency mining market is projected to grow at a Compound Annual Growth Rate (CAGR) of **12.2% between 2024 and 2032**

Costs:

- Crypto mining is **computationally expensive** and **requires a lot of power**
- Due to the heat produced from crypto mining **specialized immersion cooling systems** may be required, which poses extra costs



BitFuFu

Example: BitFuFu

Background

BitFuFu, is a **global leader in Bitcoin mining** and comprehensive mining services, providing customers with one-stop solutions such as Cloud mining

This platform allows users to mine Bitcoin **without investing in personal hardware**

They have **17 worldwide mining facilities** and **455,000 registered users**

Key Features

Low-Cost Entry Plans:

Starting at just \$35, BitFuFu's plans are ideal for **all levels of experience**

Daily Payouts:

Users receive consistent earnings, making it a great option for **generating passive income**

Quick Setup:

BitFuFu has an **easy and quick registration process**, which allows users to begin **mining within minutes**

Increase in Demand and Sample Plan

Cloud-mining registered users **increased 61.5%** to 304,270 as of December 31, 2023 compared to 188,460 as of December 31, 2022

\$19 XP 120 Days:

Contract Price: **\$314**

Duration: **120 Days**

Static Output Ratio: **148.4%**

Potential Partnerships

Blockstream:

Founded in 2014, Blockstream is a leading provider of blockchain technologies, specializing in Bitcoin infrastructure



MARA:

A digital asset technology company focused on mining cryptocurrencies, particularly within the Bitcoin ecosystem, the company is headquartered in Fort Lauderdale, Florida, and operates mining facilities around the world



Iris Energy:

An Australian-based Bitcoin mining company known for its sustainability focus, by operating data centers powered entirely by renewable energy



Thank you!

Any questions, comments or concerns

06

Appendix and Sources



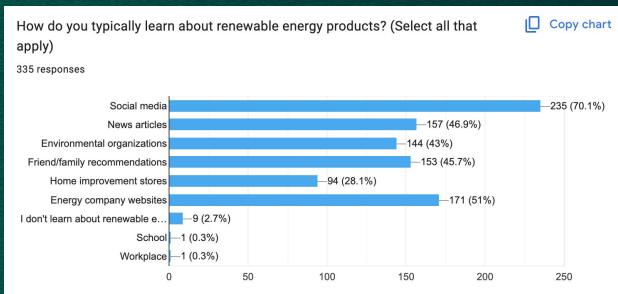
Appendix: Interview Contacts

Interview Transcript and Summary Document:

- https://docs.google.com/document/d/12nbk9ieZn9JwC8heEqEkndOnPxuOJHX7Mahk62j83_Y/edit?usp=sharing

Survey:

- <https://docs.google.com/forms/d/1D-5-h8CTCUctAX-tAMEcG26FxTYqciWmsB0v78LlmrA/edit#responses>



RWE

- Mark Quales: mark.quales@rwe.com

Jinko Solar

- Sunil: sunil.bilimoria@jinkosolar.com

BlueRaven

- Luke: luke.giesecke@blueravensolar.com

NextEra

- Brian: brian.ramsey@nexteraeenergy.com
- Tyler: Tyler.Hardin@nexteraeenergy.com

Sources:

Campaigns:

- [2024 RE+ Sponsorships](#)
- [Green Material Suppliers](#)
- [What is the Average Cost of Designing a Trade Show Booth?](#)
- [How Many Leads Should I Get from a Trade Show?](#)
- [How Much Does It Cost to Host a Webinar? | Demio Blog](#)
- [2024 Industry Benchmarks for Your Webinar Analytics - Wistia Blog](#)
- [How to use webinar emails to create a winning marketing strategy \(+ 5 key metrics to watch\)](#)
- [2024 Event Planning Prices \(with Local Costs\) // Fash](#)
- [Event Marketing Agencies Pricing Guide December 2024](#)
- [Exowatt P3 Launched to Revolutionize Renewable Energy – Engineering.com](#)
- [CoreWeave and Bloom Energy Partner to Enhance AI Data Center Power Solutions](#)
- [CoreWeave to deploy Bloom fuel cells at Illinois data center – DCD](#)
- <https://www.linkedin.com/pulse/wendys-social-media-strategy-humor-engagement-impact-bizz-o-tech-jaz2f/>
- [Kate Spade matches messaging to mindset with masterful LinkedIn campaign](#)
- [Top 10: Data Centre Influencers](#)
- [Webinar Marketing: Adobe revamps strategy and achieves a 500% lift in conversion to sale | MarketingSherpa](#)
- [Photon International survey sees solar cell production potentially increasing 80% to 67GW in 2011 - PV Tech](#)
- [Data Center World 2022 Successfully United the Data Center Facilities and IT Infrastructure Professionals for Four-Days of Learning and Networking | Business Wire](#)
- [Take a Digital Tour of an AWS Data Center to See How AWS Secures Data Centers Around The World](#)
- [Study: What is The Average Cost of Social Media Advertising?](#)

Sources:

Cloud Mining:

- [What is cloud mining in crypto? | Coinbase](#)
- [Crypto data centers: The good, the bad and the electric](#)
- [Capital Cost Analysis of Immersive Liquid-Cooled vs. Air-Cooled Large Data Centers](#)
- [Cryptocurrency Mining Market Size Growth, Share 2024-2032](#)
- <https://blockstream.com/about/>
- [https://finance.yahoo.com/quote/MARA/profile/?](https://finance.yahoo.com/quote/MARA/profile/)
- [Bitcoin Miner, Data Center Operator Surge On Analyst Action, AI Pivot](#)
- [5 Most Profitable Bitcoin Cloud Mining Platforms of 2024 - Crypto News Flash?](#)
- <https://www.bitfufu.com/>
- [BitFuFu Inc. Reports Full Year 2023 Financial Results](#)

Product Campaigns:

- [Tesla Solar Panels](#)
- [First Solar “Responsible Solar”](#)
- [Enphase Microinverters](#)
- [Microsoft & Sunseap Partnership](#)
- [Google & Duke Partnership](#)
- [Digital Realty ESG](#)
- [Vantage Data Centers Sustainability](#)