



Startup in the Land of the Rising Sun: A Japanese Solar (Ad)Venture

By MR Bradley Lawrence Bartz

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Pages will be written about Brad Bartz and his impact on the venture business scene in Japan. While history takes its inventory, Mr. Bartz is offering a view into his most recent startup, ABC Solar Japan KK. If you are in the solar business anywhere on the planet this book is required reading. The sun does shine everywhere and the lessons and stories told in this book could happen in your neck of the woods. The business model for Japan is presented in detail, specifically focused on Utility Scale solar. The Japanese market is the largest market for solar here in 2014 and will continue to be for the next 10 years. The earthquake of March 2011 and subsequent Tsunami and nuclear meltdown has accelerated the adoption of renewable technology. Not just the adoption, but the planning for 100 power generation by renewable resources. This will take time and technology, but Japan is the most elegant country to tackle this problem. I believe the Japanese solar way will be replicated around the world. This book follows the birth...



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