

# Dairytosolar.com

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## Short Pitch

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Dairytosolar is a program designed to help dairy farmers explore the potential of installing solar energy on their non-arable farmland.

## Long Pitch

Dairytosolar is a tool that aims to support dairy farmers through increasing production costs and stagnant milk prices. This program will provide them with farm-specific technology that does not have the typical learning curve of other computer models. Dairytosolar will include *How Photovoltaic Technology Works*, an *Economic Feasibility Analysis* of solar panel investment, *Sources of Funding*, and provide *Local Resources* of nearby vetted vendors and Extension programs. Dairytosolar aims to help the dairy industry achieve their goal of zero carbon emissions by 2050 and hopes to protect dairy farmers from the market volatility of increasing electricity prices.

## Personas

**Dairy Farmer:** A dairy farmer in Michigan who is curious about the potential of solar technology on their farm but is unsure that it is financially feasible. This farmer is motivated by saving money but is discouraged by complicated technology and time-consuming decisions.

**Financial Advisor:** A financial advisor helping dairy farmers make informed business decisions regarding their farm. This user has a strong understanding of the financials of farming but is not well versed in photovoltaic technology or the economics of solar panel installation.

**Solar Installation Company:** A solar installation company that is curious what barriers prevent farmers from investing in their product. This company wants to gain customers in this market segment and will do so by determining how to optimize installation and maintenance for farmers.

## Comps

NREL PVWatts Calculator <https://pvwatts.nrel.gov>

How Does Solar Work? <https://www.energy.gov/eere/solar/how-does-solar-work>

NREL System Advisor Model (SAM) <https://sam.nrel.gov>