

# The Electric Roof Project

Part of the Net Zero Innovation Portfolio

**Lead organisation:** Sunsave

**Partner organisation:** SMS Plc and Rebel Energy

**Grant value:** £196,395

**Location:** London

**Project focus:** Rooftop solar and battery subscription service

**Keywords:** Solar as a Service



## Project summary

This project aims to research the roadblocks that remain for subscription solar and prepare to develop a proposition that can be brought to market and rapidly scaled.

## Project innovation

Only 3% of UK housing stock has had solar installed to date. Solar is expensive upfront and financing has not yet been suitably accessible or attractive. The sales journey for solar has been highly fragmented and complex for customers. There is a lack of consumer trust in both install quality and the availability of ongoing support.

Sunsave was founded to address these barriers by offering a turnkey 'solar+battery as a service' proposition for homeowners, wrapping together a tech-enabled customer buying journey with installation, long-term financing, and ongoing monitoring and maintenance - the UK's first Solar as-a Service proposition. Developing Solar as a Service in the UK requires the worlds of finance, hardware manufacturing, energy and software to collaborate closely together. Through the Electric Roof project, the consortium will work together to break down these barriers and pave the way for solar and storage to be accessible for rooftop owners in the UK.

## Key project activities:

- Research the integration of energy services with financing for solar.
- Unblock legal and regulatory barriers to novel solar-as-a-service.
- Build routes to overcome the "home move challenge" that faces any long-term financing for home improvements.