New Ideas for Seeding Your Solar Marketplace
Program Pilots and Embedded Experiments
Brainstorming Session Discussion Framing Document

Goals:
- Envision and frame a public- or private-sector solar program that embeds low-cost, real-time, data-driven experiments to answer foundational and practical questions about solar market transformation
- Create a five- to ten-minute pitch that captures: the solar soft cost challenge under test; the research question; the proposed program structure; and how the program is designed to scale

Brainstorming Steps:

1. **Select a soft cost grand challenge** [15 min.]: Write one sentence that captures the challenge and its significance for growing a solar marketplace.

2. **Select a pitch presenter** [5 min.]: This individual is tasked with giving a five- to minute- description of program structure that the group invents.

3. **Make a hypothesis** [10 min.]: Are there commonly held assumptions about solar deployment decisions that might be incorrect? Is there a test to determine if a new way to sell solar works? Write the key questions that a solar program manager should have (at least partial) answers to for effectively tackling your challenge.

4. **Create a new solar program pilot** [45 min.]: Brainstorm a novel format for a future solar program that's able to have demonstrable, measurable, and credible impact. Key questions:
   - What organizations should be involved?
   - What baseline data exists?
   - What new data is needed?
   - Who does the program target?
   - What is measured?
   - Can random assignment be done?
   - What are interventions to test?
   - What are the intuitive expectations?
   - What are related non-intuitive observations?
   - What is the pilot duration?
   - How do results feed into future pilots?
   - Can results be peer-reviewed, published?

5. **Finalize a program pitch** [40 min.]: Develop and practice your group's presentation covering:
   - ✓ The Soft Cost Challenge
   - ✓ Measuring the Soft Cost Baseline
   - ✓ Research Motivation
   - ✓ Program Timeline
   - ✓ What's Evaluated and How
   - ✓ Scaling Potential

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