

Best practices for communications and creative strategies

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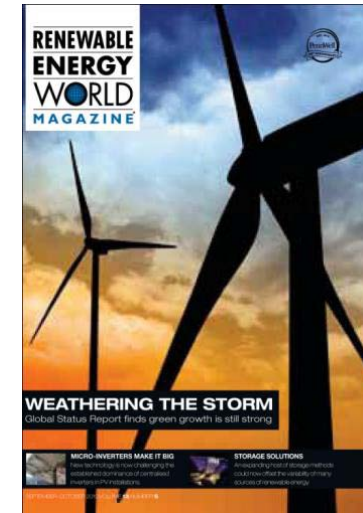
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Messaging

Innovative technology

“Something new...
that can make
electricity whether or
not the sun is shining.”



Messaging

The screenshot shows a USA Today article from November 10, 2009. The article is titled "SolarCity aims to make solar power more affordable" and is written by Julie Schmit. It features a photo of Lyndon Rive, CEO of SolarCity, sitting on a roof with solar panels. The article discusses SolarCity's goal to make solar power more affordable for consumers and mentions that the company's revenue is expected to grow 40% this year. It also includes a section about Lyndon Rive, detailing his background and his role at SolarCity.

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SolarCity aims to make solar power more affordable

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By Julie Schmit, USA TODAY

FOSTER CITY, Calif. — Lyndon Rive, a former member of the U.S. National Underwater Hockey team, didn't have a mother who doted on him.

She worked until 11 p.m. most nights and didn't go to his boyhood sporting events.

CORPORATE PULSE: Executive Suite front page

Yet, Rive considers her the "best mother in the world" and not because she retired at age 45 as a millionaire. "She always supported me in whatever I wanted to do," Rive says.

That turns out to have been a good choice.

Rive, 32, is now CEO and co-founder of SolarCity, which in three years has grown to become a leading residential solar installer in California, the nation's largest solar market.

Perhaps more important, California-based SolarCity has emerged as one of the top consumer brands in solar at a time when green is hot and President Obama makes solar and other renewable energy sources front-page news.

Last year, SolarCity helped pioneer a way to bring solar to the masses and remove one of the biggest hurdles to its widespread adoption: costs of \$15,000 or more for homeowners to go solar. With a SolarCity residential lease, customers can lease a system at no money down, and in many areas, save 10% to 15% a month on their combined electric and lease-payment bill, SolarCity says.

While other companies offer similar financing options, SolarCity has "created the first brand in solar for consumers,"

ABOUT LYNDON RIVE

Title: CEO and co-founder, SolarCity
Age: 32
Birthplace: Pretoria, South Africa
Family: Wife Madeleine, his high school sweetheart. Two children, ages 19 months and 4 months.
First job: Teaching ballroom dance.
Parental influence: Mother ran a health-focused school in South Africa. Late father was a chiropractor and home builder. He required kids to finish what they started, including karate, which Rive started at age 4 and took under protest for the next 10 years.
Hobbies: Underwater hockey, mountain biking, snowboarding, kite surfing.
Typical workday: 5 a.m. to midnight, with an hour off to help get the children to bed.
One self-description: Not a detail-oriented person, as evidenced by the fact that he has to check his phone to get his home phone number.
Personal work motto: "Damn, it's Friday."

Low cost to consumer

"...solar power more affordable"

Job growth

"...plans to add 180 workers in the next quarter"

Messaging

Low cost

“...using tried-and-true machinery
...keep its prices low”

Job growth

“...hopes to add 40 more in the next six months.”

The screenshot shows a news article on the SFGate website. The header includes the SFGate logo, a search bar, and navigation links for Home, News, Sports, Business, Entertainment, Food, Living, Travel, and Columns. The article is titled "Old equipment gets new life with AQT Solar" and is written by David R. Baker, Chronicle Staff Writer, dated Thursday, August 12, 2010. The article features a photograph of a factory interior with machinery. The text describes how AQT Solar is using old machinery to produce solar cells, highlighting the company's goal of low-cost production and job growth. The article also includes a "Business Report" section and a "Comments" section.

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Old equipment gets new life with AQT Solar

David R. Baker, Chronicle Staff Writer
Thursday, August 12, 2010

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In a slightly different life, the machines making solar cells at a new factory in Sunnyvale would have cranked out computer hard drives instead.

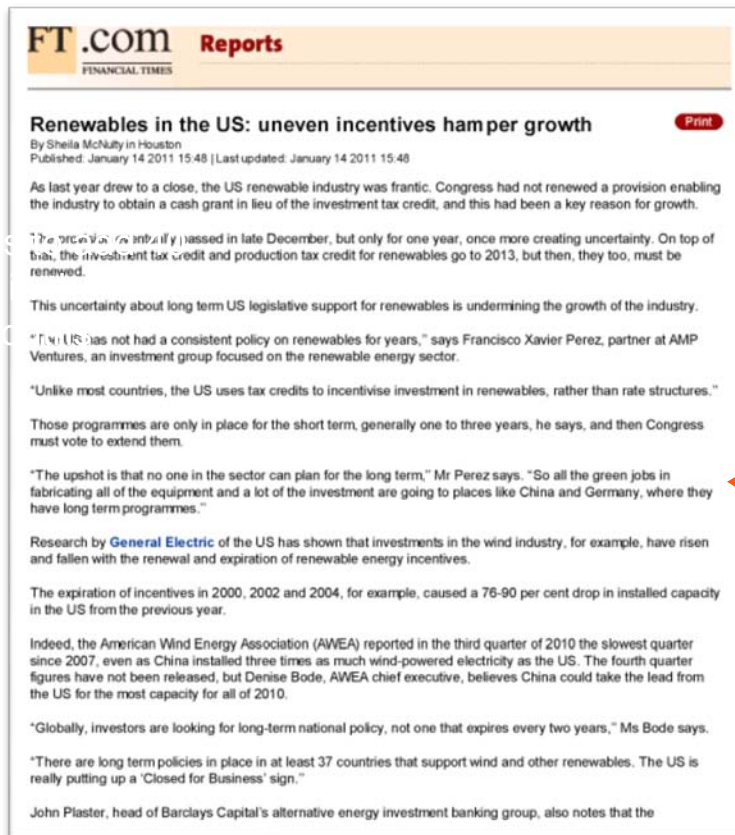
In the hands of AQT Solar, however, the machinery covers small glass squares with an ultra-thin coat of metals to tap the sun's power. It's an approach the young company hopes will give it an advantage at a time when many solar companies are struggling.

Paul Chinn / The Chronicle
Mirrored glass plates roll off a machine at AQT Solar.

IMAGES

Messaging

Support for renewable energy and resulting boost to the economy.



“Yet Eckhart...says that with Republicans in control of the House, and Democrats holding sway in the White House and Senate, Congress is better placed to begin pushing a renewable energy agenda...Now Republicans can focus on the issues, and he believes **many support renewables to boost the economy.**”

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