PAOLA SOLAR INSIGHTS · Clean Energy

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Country: Colombia **Category:** Clean Energy **Impact Areas:** Mitigation **Stage:** Launched **Team Size:** 16
Website: https://www.paolasolarinsights.com/ **Funded:** NO **Founder:** PAOLA ANDREA SANCHEZ GUTIERREZ

Elevator Pitch

PAOLA SOLAR INSIGHTS is a startup driving the energy transition in Colombia by advising households and businesses on the implementation of efficient, safe, and customized solar systems. Through a network of expert partners and a customer-focused model, we

Climate Problem

We facilitate access to solar energy and provide guidance on energy strategies to prevent, control, and reduce consumption, helping households and businesses make smart, sustainable decisions.

Solution

We offer expert advice on solar energy and energy efficiency, connecting clients with tailored solutions that reduce their consumption, costs, and environmental footprint

Revenue Model

We generate revenue through consulting services, commissions from solar system implementations, energy efficiency advisory, and personalized support programs.

Target Market

Empresas del sector comercial e industrial, hogares con alto consumo energ??tico y entidades interesadas en sostenibilidad, eficiencia energ??tica y transición a energ?a solar.

Social Impact

People of African Descent Indigenous Peoples Roma - Sinti and Travelers Persons Belonging to National or Ethnic - Religious and Linguistic Minorities Migrants Refugees - Asylum-seekers and Internally Displaced People People Living in Extreme Poverty Women LGBTQI+ People

Demand Evidence

e and more companies and households seek to reduce energy costs and meet sustainability goals. The lack of technical information and trust in providers reveals a strong need for expert advice.

Competitors

I compete with traditional solar installers who prioritize sales over guidance. In my area, few companies offer personalized support and comprehensive energy efficiency strategies.

Founder Expertise

have experience in renewable energy, marketing, and sales. Iâve led solar projects and created the SolarWin model focused on strategic advice, customer care, and tailored energy solutions.

External Support

I have received mentoring from solar energy professionals, participated in sector-specific workshops, and collaborated with technical allies for project development.

Team

My team supports with technical studies, system sizing, financial analysis, commercial management, customer support, and the creation of educational content about solar energy.

Founder

PAOLA ANDREA SANCHEZ GUTIERREZ

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