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A case for decentralized residential rooftop solar: Opportunities and obstacles

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We have an opportunity that is currently laying hidden beneath red tape, old rules and ways of doing things and potentially stranded assets. Decentralized residential rooftop solar provides a clear road map to meeting our growing energy demands while simultaneously reducing the demands on the existing energy grid. We know that the electrification of transportation is going to add tremendous stress to the current energy grid and that in order for us to be able to keep up with that growing demand we'll need additional sources for energy supply. We need to look up to our roofs on our homes and capitalize on this currently vacant space. Everyday, home owners are buying their first EV and beginning to experience the value that freedom from gasoline can provide yet their missing the value of being able to charge that EV with energy from the sun captured from a rooftop solar array on their own home. We at Switch Energy believe that it is the right of everyone to be able to produce their own energy taking advantage of solar energy systems. We're also aware that costs of energy are going to continually increase with costs required to maintain and improve the current system as well as to refurbish the sources that supply our grid. With these rising costs we again believe now is the best time to start looking towards how do we get a power plant on the roof of every home across Canada in all major cities and then putting the strategy and execution plans in place to make that a reality. Switch Energy believes and we'll help you to see this tremendous opportunity as well.