

Bill Rever, MBA/MSE
Global Strategic Consulting
Solar & Renewable Energy

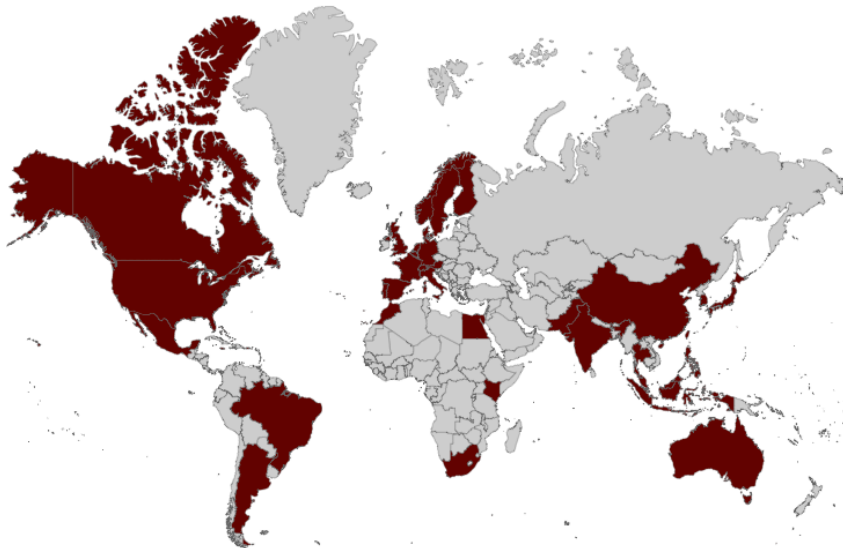
- ◆ Strategy
- ◆ Business Development
- ◆ Insight & Analysis
- ◆ Due Diligence
- ◆ Intelligence
- ◆ Expert Testimony

Experience, knowledge, perspective and insight - applied to your unique challenges

Example consulting projects

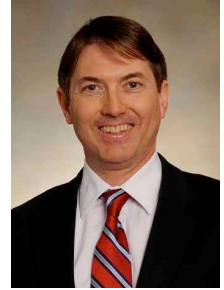
- Advice on marketing strategy for a product line newly acquired by a major integrated PV player
- Overview of the U.S. inverter market and competitor set for a major Japanese consultancy
- PV technology landscape review, including c-Si, TF, CPV, and BOS, for a major integrated PV player
- Expert witness on solar technology for several major project developers in hearings involving land use
- Cost analysis of utility scale PV projects in the U.S. for a major Japanese consultancy
- Strategic review and guidance, product development and commercialization support to a CPV start-up
- Strategic advice, connections, and engagement supervision in the Japanese PV space for a major U.S. engineering firm developing products for the Japanese market on behalf of a U.S. based client.
- Ongoing analysis of market and technical feasibility and investment attractiveness of proposals for a PE/VC investor
- Strategic support in fund raising, marketing, and negotiation team to a c-Si technology start-up
- Strategy development for a Chilean team looking to address under-served PV market niches in-country
- Expert reviewer for US DOE, recommending projects for funding including several leading business model innovators in the solar software space
- Ongoing strategy and management support to Agrasol, a Kenyan foundation promoting the dissemination of solar drip irrigation to small farmers in Africa

Deep global insights with direct on the ground experience in 39 countries



My consulting philosophy

I started my consulting practice in early 2012 with one goal in mind: to bring the insight, knowledge, and connections only possible from 30 years of experience in the PV industry to the service of clients globally. Since then, organizations from large PV multinationals to U.S. DOE, technology start-ups, private developers, and international consultancies have relied on my services to help them understand, communicate, make important connections, and make key decisions in the PV and broader energy space.



Through my career, I have developed the unique perspective that comes with being present from the initial creation of practical terrestrial PV technology to today's beginning of true scale markets and PV taking its place as a major source of new generation. Along the way I've been lucky to have been a part of many firsts in both technology and markets and have seen and been a part of major successes – and failures. In short, I understand what works and what doesn't work - and why - in the solar and renewable energy space. I bring that real-world experience to every project.

My style as a consultant is different from most. I do not approach clients with canned solutions and a loud “know-it-all” attitude. I listen to you to understand your problems and needs and then assess how best to answer them – even if it isn't by enlisting my services. If I don't have a given capability or knowledge set, I will be honest about it and can probably connect you to someone who can provide what is needed. I operate in conjunction with a broad network of professionals and other consulting teams who I can bring into projects to supplement my own capabilities.

I've always placed a high value on relationships, have taken active roles in key industry organizations, and stay connected to broader networks. My philosophy is that you never know who will be an important connection in the future, or just a good friend.

If you have a need for a deep understanding of the PV and renewable energy space or need to connect to the right people, let's talk. I look forward to the conversation.

Highly recommended by industry and thought leaders

“I must thank Bill Rever for the countless conversations at BP Solar that gave me the knowledge necessary to start SunEdison.”

- Jigar Shah, Founder of SunEdison and author of
Creating Climate Wealth

“Bill has a deep and insightful understanding of the solar industry. His expertise in strategic market planning is extremely valuable in the complex market for solar technologies.”

- Paula Mints, Founder/Chief Market Research Analyst
at SPV Market Research

“I had the honour of working with and learning from Bill Rever during my many years at BP Solar. Bill's reputation for being an expert in market analysis and insights is only surpassed by his ability. I was very fortunate to have learned many things from Bill and highly recommend him.”

- Nigel Morris, Director/Principle Consultant
at SolarBusinessServices