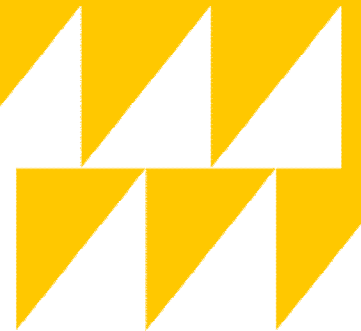


SHOW US THE SONS OF THE SUN

Helens Challenge in Smart City App Hack 2015

Hel<3Dev 1.10.2015

HELEN



Facts

CO2-emissions



Solar energy



Challenges

All rooftops in Helsinki aren't equally good for solar panel installations:

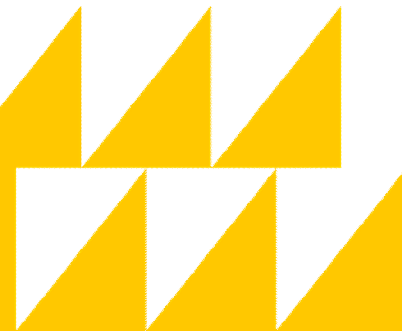
age, position

All households don't gain equally much of installing solar panels:

consumption patterns

Making the investment decision isn't equally easy in all buildings:

joint decision making needed in blocks of flats



Our solution: we build, you lease



KOKO NÄYTT

Your solution?

Based on our data + others:

- Can you **show us the sons of the sun?** Describe the customer segment we definitely should be talking to!
- Can you create something that helps less obvious customer segments to **become sons of the sun?**

Our data

- [Household consumption patterns](#)
- [Price of electricity](#)
- [Solar energy production](#)



Questions?

- **Read more** blogi.helen.fi
- **Call** +358 40 6873125
- **Tweet** @minnanasman
- **Email** [minna.nasman\[at\]helen.fi](mailto:minna.nasman@helen.fi)

