



Blue Planet Energy Systems Market Research Analyst *12-Month Fellowship*

About Elemental Excelsior

[Elemental Excelsior](#) helps startups change the world, one community at a time. Each year, we find 15-20 companies that best fit our mission and fund each company up to \$1 million to improve systems that impact people's lives: energy, mobility, water, agriculture and beyond. To date, we have awarded more than \$30 million to 80+ portfolio companies and funded more than 50 demonstration projects alongside our portfolio companies and local businesses.

In addition to funding startups, we have also supported more than 25 interns and fellows since 2012 to help the next generation of innovators grow and succeed. Blue Planet Energy Systems is a part of our seventh cohort and we will be funding this fellowship position.

About Blue Planet Energy Systems, LLC

[Blue Planet Energy](#) is making the promise of grid independence a reality. With Blue Ion – the industry's most powerful, most reliable, and safest energy storage solution – Blue Planet Energy customers are experiencing true freedom from the old monopoly utilities. Powered by safe lithium batteries, the Blue Ion energy storage system is guaranteed to deliver a higher-quality, longer-lasting solution at the industry's lowest cost of ownership. From our base in Honolulu, Hawai'i, we have delivered our product to over 20 US states, Puerto Rico, Mexico and Canada and continue to expand into new markets.

Scope of Work

Blue Planet Energy System's key markets are off-grid energy usage, resiliency, and microgrids. Traditional markets for off-grid power, including agriculture and other communities, are being joined by market segments such as "tiny home" owners and even regular residential and commercial power customers. The off-grid market has very distinct segments and can be difficult to find information on, both in the US and abroad. A key to Blue Planet Energy System's path forward is precise targeting of specific off-grid market segments and refining the go-to-market strategies for each. The company is seeking an intern to dive into its existing information on market opportunities to refine its go-to-market strategies for each segment and inform detailed plans for market expansion. The market research and analysis will involve customer interviews, stakeholder mapping, analytical analysis and internet research to develop prioritized targets including geographic, demographic and economic profiles. Blue Planet Energy is in search of someone with enough experience in market research to assess the situation and design a market research project

that will provide valuable insight and actionable results.

Here are the primary projects that have been designed and scoped for this fellowship opportunity.

1. Partnership opportunities research
 - Perform internet research to identify potential partners within existing markets
 - Develop profile of potential partners and alignment with Blue Planet Energy product and market experience
 - Track potential partners by entering and updating records in company CRM
2. Market research for geographic expansion
 - Develop map of key stakeholders in new markets
 - Internet research to gather available data on market size and dynamics
 - Communications outreach to key stakeholders in new markets to set up interviews
 - Collaborate in creating go-to-market strategies for priority markets
3. Market research by product application
 - Develop reports on market opportunities for new applications of existing products
 - Gather and analyze quantitative data on the market size
 - Identify existing competition and potential partners for each application
 - Conduct research and interviews to validate product fit for given markets
4. Vendor partner research
 - Conduct internet research to discover new potential vendor partners
 - Compile data on features and cost characteristics of potential vendor partners
5. Fundraising research
 - Research and document relevant deals in the industry
 - Research potential investors to inform priorities and content for meetings
 - Follow-ups with founder after meetings to take notes on what happened
 - Update CRM about changes with funders.
6. Other duties as assigned

Fellowship Details

- Compensation: \$25.00 per hour
- Schedule: The fellowship will be 12 months. Start date is as soon as possible after March 1, 2019.
- Hours: Approximately 40 hours per week, with flexibility to accommodate class schedule during the year.
- Location: Can be remote. Primary staff for collaboration is in California. Available office space in Honolulu, HI.

Required and Preferred Qualifications

- Required relevant studies or work experience related to market research, business

development or energy. Preferably studies focused on the following fields: Marketing, business management, market research, economics

- Analytic, strategic and communication skills in order to translate research findings into actionable recommendations
- Qualitative and quantitative research skills preferred. Background in economics useful and experience in market research preferred
- Fluency with Microsoft Suite or Google Docs Suite required; Experience with database software, such as MS Access or a CRM, preferred
- Required to be available for the duration of the internship, 12 months from start date
- Must have a team approach and innovative spirit and be willing to engage in a broad range of activities and experiences
- Able to learn quickly and follow directions
- Highly organized with attention for detail
- Ability to self-direct and work independently and know when to ask for support
- Interest and passion for renewable and clean energy and startups

How to Apply

Please provide a cover letter, resume, and field related/technical experience into one pdf document and email to hello@elementalexcelerator.com with the subject title: BLUE PLANET ENERGY SYSTEMS – Market Research Analyst Fellow.