

Commercial Positioning Sprint

\$28,000 | 3–4 weeks

THE SITUATION

Late-stage solar and hybrid projects frequently reach offtake discussions without a clear commercial strategy. The right buyer channel, contract structure, and risk narrative are often unclear, and the assumptions that matter most — deliverability, basis exposure, resource adequacy value — are not quantified with enough precision to hold up in diligence. The result is longer sales cycles, weaker pricing, and preventable erosion of project value.

WHAT YOU GET

The Sprint delivers a fast, focused analysis of your project's commercial viability — the offtake path, the value stack, and the two or three things that most affect bankability and buyer fit — before you invest in a full origination process.

- **Market and buyer fit assessment**

Map your project against active procurement activity — utility IRP solicitations, CCA RFOs, and bilateral buyer appetite — and identify the highest-value buyer segment given your project's configuration, market position, and timeline.

- **Value stack and risk flag analysis**

Quantify the key value drivers (energy, capacity, RECs, storage flexibility) and identify the 2–3 risks most likely to create friction in offtake or diligence — basis exposure, curtailment, deliverability status, or interconnection uncertainty.

- **Commercialization path memo**

A concise recommendations document covering: recommended offtake channel, contract structure, diligence priorities, and the narrative framing that will resonate most with your target buyer segment.

- **60-minute strategy call**

A structured debrief with the project sponsor and/or investor covering findings, the recommended path forward, key risks to address, and what a full origination engagement would involve.

ENGAGEMENT DETAILS

Client provides	Project data room and current interconnection status
Engagement duration	3–4 weeks
Your time commitment	Approximately 45–55 hours
Decision risk for client	Low — one project, no portfolio-level commitment
Implied advisory rate	\$510–620 per hour
Fee	\$28,000

WHERE THIS LEADS

Full origination advisory and buyer outreach support

Execute the commercialization path identified in the Sprint — full value stack modeling, buyer outreach and qualification, offtake negotiation support, and ongoing commercial advisory through financial close.

Typical follow-on fee: \$55,000–\$90,000. Sprint findings become Phase 1 of the full engagement, not a separate starting point.
