

StartUp Alley Solar Power International:

Ultrasolar Technology places Top 3

September 23, 2013

By: Darryl Parker

SOLAR POWER INTERNATIONAL is the largest solar trade show in North America. SPI startup Alley is a premiere location for solar startups to get traction to meet new customers and attract investors. In its inaugural year, Startup Alley has attracted 19 new companies from the industry to display products and ideas and also compete for a top prize in the Startup Alley Challenge. The goal is to create a point of synergy in the industry between new companies and customers to drive innovation into the PV market place.

Nine companies would have access to industry luminaries as a panel of judges. The competition created a forum where the companies would have visibility and give them access to industry players that could lead to solid business opportunities in the rapidly expanding solar industry.

Mike Dersohwitz, president of ModSolar, and the driving force behind the program said in his introductory interview of Startup Alley competition: “basically, The goal is to create those moments that we had two and a half years ago at PV America East where customers can validate a new product; to create those moments where people know or don’t know that they really have something that our industry wants”

CEO and CTO of Ultrasolar Technology Santosh Kumar explained “Our goal at SPI this year was to spread the word about Ultrasolar’s QuantumBoost™ product. To that end, the show has been an exceptional success for us. Being in the top three of so many companies is icing on the cake for Ultrasolar Technology.

The industry luminary group of solar energy leaders and investors who reviewed the business presentations of the top 9 Startup Alley Solar Power International finalist includes;



- **Raghu Belur**, Co-Founder/Vice President of Products & Strategic Initiatives, [Enphase](#)
- **David Drescher**, VP Wind & Solar, [Exelon Generation](#)
- **Declan Flanagan**, CEO, [Lincoln Renewable Energy](#)
- **Adam Lerner**, Vice President, [McNally Capital](#)
- **Daniel Li**, [Wanxiang](#)
- **Steve Markscheid**, Independent Director, [Jinko Solar](#)
- **Jigar Shah**, CEO, [Jigar Shah Consulting](#)
- **Stephen Weiland**, Vice President, [KPMG](#)