Hybrid Solar Oven
Limited or Limitless

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SunFocus Hybrid & Tulsi Hybrid

GoSun Hybrid

Sun Genius Hybrid

Ugli Hybrid Solar Oven
Fork in the Road

Solar only powered devices

Hybrid solar ovens

Status Quo                               New Direction
Stay left                     or           Go right

ConSolFood2020
Solar **only** powered devices

**Hobby Group:**
Panel cookers, Box ovens, Parabolic style cookers, Vacuum tube cookers

- Not always well designed
- Low cost designs
- Simple & Easy & Work
Solar only powered devices

Professional Group:
Panel cookers, Box ovens, Parabolic style cookers, Vacuum tube cookers
- Engineered
- Consumer quality
- Highest Pct. of solar device manufacturers
- Sold wholesale / Direct to consumer at retail
- Alternative cooking market
- Emergency Preparedness markets
- Hobbyist upgrade opportunity
- NGO’s / Government Policy
- Poverty modernization
- Disaster relief cooking solution
- Refugee cooking solution

Both Groups are 3C designed
1. Collect
2. Capture
3. Convert
Hybrid Solar Oven

Professional Group:
• Solar plus electric heating system
• Engineered design
• Higher quality cooking appliance
• Industry tested / proven performance
• Commercially higher perceived value
• Alternative cooking
• Emergency preparedness
• Hobbyist upgrade opportunity
• University / College Engineering Instruction
• Poverty modernization
• Disaster relief cooking solution
• Refugee cooking solution

Only Hybrid solar oven’s are 4C designed
Collect, Capture, Convert, Current
Hybrid Solar Oven Advantages

• Weather “Freedom”
• Doesn’t always need the sun (Outdoor / Indoor)
• 2\textsuperscript{nd} Power source friendly (AC 110v / 220v or DC 12v)
• AC Standard grid power system
• Micro / Off grid power system (PV/ Battery/ Inv.)
• Low wattage operation
• Reliable results
• Modern convenience
Hybrid Solar’s Limited Acceptance

Why is that? #1 Limiting Factor, in my view

- Hybrid solar oven is perceived as an **Appliance**
- Marketed with other traditional solar devices
- No economy of scale
- Higher purchase price
- Lack of “benefit awareness”
- Poorly marketed
- R&D under funded
THINK DIFFERENTLY - THINK BIG !!!
Today’s the best time to re-think solar only solutions?

- Hybrid panel cookers
- Hybrid box ovens
- Hybrid parabolic cookers
- Hybrid tube style cookers

[Image: Electrical Appliance Product Tree]
Every Company is looking for new products.

Follow the Money:

- As in the 80 Billion dollar global Electric Appliance Industry

WHY?
- More complimentary to solar cooking than fossil fuel BBQ industry
- Mass market production capabilities
- Distribution
- Marketing expertise
- Financial Resources

Road well traveled can offer you limited success but the road less traveled can lead to limitless opportunity
Which road will you take, now?
THANK YOU

ANY QUESTIONS?