

SWOT ANALYSIS

SWOT analysis is a list of positives and negatives arguments set to visualize the elements of a decision to be done.

Strengths

- Direct competitiveness of our products on energy market.
- Our wind energy does not produce noise and visual disturbances.
- We can have a significant impact on reduction of greenhouse gas emission, which will be welcome when publicize.
- Our offer is modular, this means small entrepreneur or small community can start with a small wind farm project and enhance it as needed.
- Every step of production and installation are human sizes. This means standard tools for factory, standard trucks for transportation, standard cranes for installation, and parts that can be manipulated by hand.
- Our system is suitable for temporary installation, which means an off grid mine may install a few megawatts facilities, and move it somewhere else when mine is closing.
- Democratization of energy production at low cost will put pressure on reduction of global energy cost, that will enhance the standard of living both for rich and growing countries.
- Enhancing wider distribution of wind farms. Because of our capacity to be profitable on site with lower wind than usual requirement, the energy offer to the grid will be more stable and reliable.
- Because of the production of a certain percentage of free energy, we will open the door to the industry of electrical energy storage, offering them a better business model.
- The easy adaptability of modular wind turbines to severe climate with high wind, like North of Québec and Patagonia.

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Weaknesses

- New product, and new way to produce electricity.
- We will need to make the demonstration that we have close to no noise and visual disturbance, and more generally, to change some bad perception people may have about wind turbines.
- This is not yet a common behaviour to produce our own energy, or to accept that small producer can sell electricity to the grid.
- Needs of formation for our customers. Every sales will start with a full course on energy cost and market.

Opportunities

- Become a leader in democratization of energy production.
- The large acceptance of need to change our way to produce energy in regards of climate change.
- The potential to put a pressure to lower energy cost in general.
- The possibility for corporation or country in development to milestone a strategy to energy autonomy.
- The potential for the industry of energy storage, which renewable energies needs, to growth with a viable model.

Threats

- The entire energy industry that will rapidly try to damper our progression with all the lobby actions they will be able to do.
- This include wind and solar association that will foresee the rapid reduction of subsidies to renewable as a danger.
- The potential of jobs lost in competitive energy sources, for which we will have to show significative jobs creation.