

An aerial photograph of a vast solar farm at sunset. The solar panels are arranged in neat, parallel rows across a large, flat area. The sky is a deep orange, and the sun is low on the horizon, creating a warm, golden glow over the entire scene. The background shows a line of trees and a distant horizon.

Go solar. Get  
paid.

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Lumen Energy

# Lumen

lumen.energy

Go solar. Get paid.

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Founded: 2020

HQ: San Francisco, CA

145

**Potential gigawatts  
of commercial solar  
power in the US**

## Big Picture

While residential rooftop solar booms, only 3% of the 6 million commercial and industrial buildings in the US have made the switch to the cheaper, more reliable power of on-site solar. Obstacles abound. Sales and installation cycles for C&I solar are frustratingly cumbersome, bespoke, and expensive because each site presents a unique set of conditions, local regulations vary, and the industry is highly fragmented.

## How It Works

Lumen makes solar energy adoption dead simple for C&I buildings. Their user-facing platform automates prospecting, design, pricing, financing, and tax equity for solar rooftop and energy storage installations. On the contractor side they run reverse auctions to limit soft costs. To sweeten the deal for site owners, Lumen cuts them large checks upfront to make the switch a no-brainer.

## Unfair Advantage

Their superpower is in offering building owners overwhelming incentives to say yes: upfront cash and cheaper power. In this way Lumen can overcome the incredible customer acquisition friction that is one of the biggest soft costs of C&I solar, an industry where sales are still run out of spreadsheets, reliant on door-to-door cold calls by small operators, and repeated on-site visits are required before installation even begins.



**Peter Light** CEO & CO-FOUNDER

Peter founded and led the Energy Initiative at Google X. He also spent over a decade with Bloom Energy, E3, and the Rocky Mountain Institute.



**Dave Coen** CTO & CO-FOUNDER

Dave was previously a software engineer with Snapdocs, a business lead at Stripe, and a senior consultant at Bain & Company.

## Read On

How going solar raises commercial property value

[Lumen Energy](#)

US Sitting on 145 GW of Unused Commercial Solar Potential

[Greentech Media](#)

The Economics of Electrifying Buildings  
[Rocky Mountain Institute](#)