

# THE AGE OF CHEAP SOLAR:

*How can innovative technologies compete in the new solar market ?*

**March 26, 2013**

**5:45 - 6:00 pm • Meet the Speaker**

**6:00 - 6:30 pm • Presentation**

**6:30 - 7:30 pm • Q & A and Discussion**

**2017 Dunton Tower  
Carleton University**

In the last five years, the solar industry has undergone a revolution. Solar panel prices have dropped by as much as 85%, driven by a series of shocks to the solar market and by a massive scale up of manufacturing capacity, mainly in China. Cheaper silicon solar cells should be a good thing, making subsidies and incentives unnecessary, at least in theory. But the impacts of the reductions in costs and subsidies present a major challenge for the fledgling domestic industries supplying higher-cost cells, and for new technologies that must now compete in a much leaner market. Many established companies are failing in a sustained market “shake out”, and early stage companies are facing a dearth of investment and large commercialization challenges.

Is the future of solar energy in lower cost silicon PV, or has the price drop started to bottom out, leaving room for new technologies? What are the challenges that new technologies face in today’s radically changed solar market? What challenges do innovative companies face across the solar supply chain?

If Canada fails to compete globally on manufacturing costs, it will have to compete on innovation. This lecture will present a balanced perspective on the implications of this assertion, examining the pros and cons, and offering a perspective on the future of the solar electricity industry and the role of solar electricity in the transition to a sustainable energy future.

Nicolas Morgan is Morgan Solar’s Vice President of Business Development and a member of the company’s Board. Since co-founding the company with his brother John Paul in 2007, Nicolas has lead the development of a global sales and distribution pipeline for the company’s Concentrated Photovoltaic (CPV) and PV Balance of System technologies, and has worked to secure the company’s two financing rounds. Nicolas is also on the Board of Directors for Queen Street Solar Co-op, which advises on solar project development for all of the co-ops in the Options for Green Energy network. Nicolas holds a B. Soc Sci. in Anthropology, a graduate degree in Applied Information Technology, and has worked with Ernst & Young as a risk and business process advisor to the Ontario electricity sector.



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