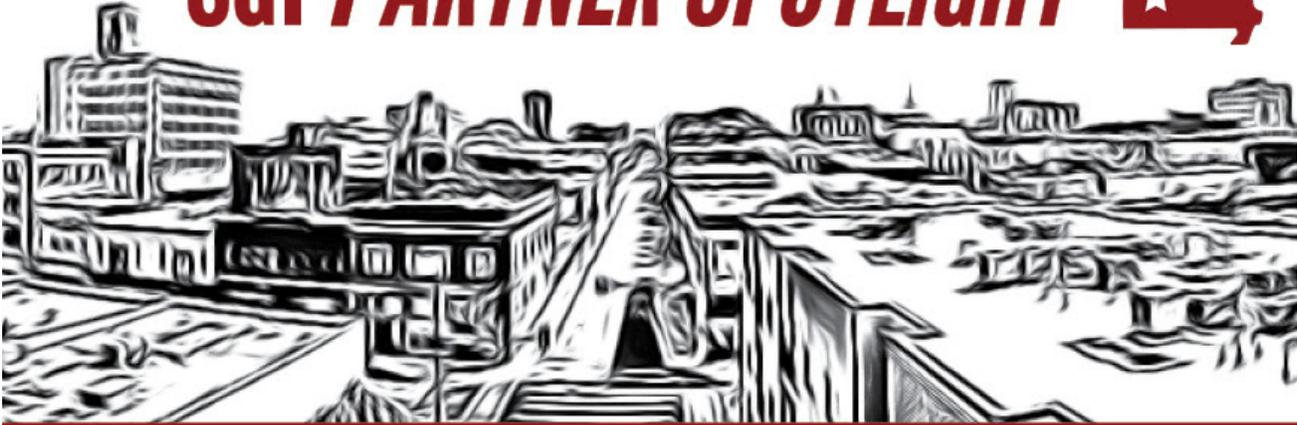


# SGF PARTNER SPOTLIGHT



*This newsletter was produced by the Daily Citizen's development and marketing team using content provided by Vroom Solar, a corporate partner of the Daily Citizen. The Daily Citizen newsroom was not involved in the creation of this content.*

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## **Vroom Solar: Power, simplified**

### **Innovative solar-direct kits allow consumers to hook up to solar in just two hours**

[Founder and CEO Luke Phelps](#) launched [Vroom Solar, Inc.](#) when he saw a need for power in remote and mobile situations in rural Missouri. His Red Barn Solar crews needed power on commercial agriculture installs, which inspired Luke to create a portable solar solution for on-site power. He wanted to “simplify solar,” make independent power available to anyone, and offer an alternative to gas generators but with no maintenance. And so, Vroom Solar, Inc. was born, with a secret sauce of [solar-direct, multi-load management technology](#) that’s patent-pending.

Solar-direct is exactly that – solar to direct usable power in the form of four double outlets across the front of the control center. It allows for the most efficient use of the power produced by prioritizing on-site power consumption, no battery or grid connection needed (but optional, of course). These do-it-yourself kits include everything to set up your own solar generator in under two hours – solar modules, racking system, and control center. The kit is simply plug-and-play: no hardwiring, programming, or solar experience necessary.



Vroom Solar's kits mean you can set up your own solar generator in just two hours.  
(Image provided by Vroom Solar)

Inspired by the free space on cargo trailer roofs, Luke designed a solar mount system that could adapt and install quickly on top of structures customers already own. Luke knew from his solar experience that batteries were a weak link and the most expensive part of off-grid solar. Teaming up with CTO James Bartley and eventually Pivot International, Vroom Solar developed their solar-direct, multi-load management technology to skip batteries, and is currently finalizing the control center engineering.

Luke also partnered with Jonathan Young, owner and operator of Advanced Racking, to develop a patent-pending racking system that easily adapts to cargo trailers, box trucks, and/or shipping containers. As Vroom Solar continues to connect with potential customers and distributors, the possibilities for these simple solar kits keep expanding from tiny homes and hunting cabins to carport EV chargers to agricultural water wells, and more.



Vroom Solar's patent-pending racking system means you can have solar power practically anywhere.  
(Photo provided by Vroom Solar)

Underserved communities are another market Luke and his team hope to support in the future. Vroom Solar has plans to create a foundation that will donate one solar kit for every 25 sold to nonprofits, schools, disaster relief, and underserved communities. The company also plans to hire packaging techs with disabilities as part of job creation around Springfield. As CEO, Luke envisions a fun company culture and believes giving back is one of the best motivations for his employees.

After developing three solar companies, Luke's advice is, "Don't grow too fast and enjoy the journey. Like many things in life, we want to get to the next milestone and then think that we have finally arrived. That is simply never the case. It takes many steps, a strong team, and drive to just keep going when things are good or hard. Just enjoy it."



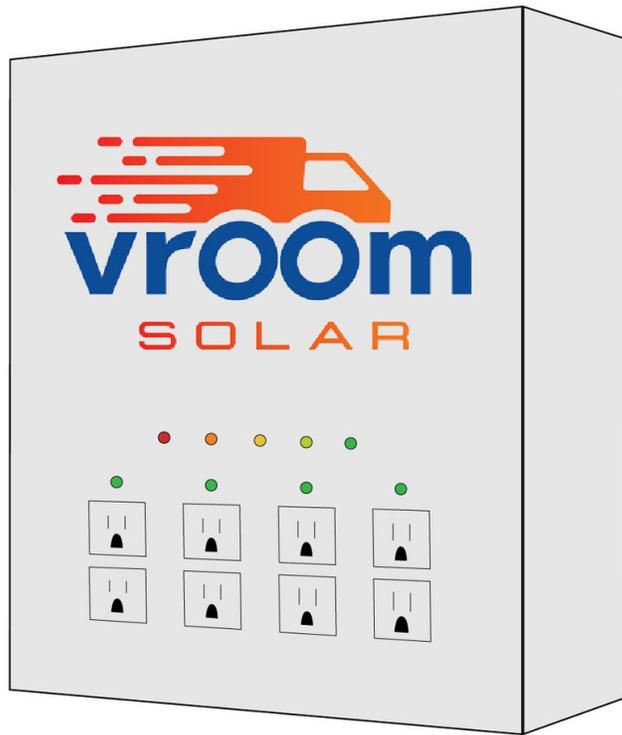
Solar-direct technology means more places to bike.

(Photo provided by Vroom Solar)

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One of Luke's strengths is certainly his perseverance to press on through the hurdles of building a new company. One current challenge for Vroom Solar is raising the funds to commercialize its product. Currently, [Vroom Solar is equity raising on StartEngine](#); applying for various grants and awards; and seeking out partners and investors. Recently, the company was approved for the MO Works program through Missouri's Department of Economic Development.

Another challenge is navigating the blue-ocean territory Vroom Solar swims in. The company's solar-direct technology is inventive for the solar industry; traditionally-minded solar enthusiasts question the ability to harvest solar energy without a battery, while those new to solar don't necessarily understand the significance. Nevertheless, Vroom Solar kits simplify solar for everyday customers, and give them the freedom to choose to use solar power immediately on-site, store it, or connect it to the grid – whichever is best for them.



Vroom Solar's kits give new meaning to the term "plug and play."  
(Photo provided by Vroom Solar)

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Though Luke originally designed Vroom Solar for crews on job sites, their kits are for anyone who wants to have emergency, backup power at their fingertips. With no fuel costs or maintenance, these DIY solar kits easily replace fossil fuel generators. Luke continues to develop future adaptations as needs become apparent, such as potentially partnering with auto manufacturers to offer charging while driving when towing a trailer with a Vroom Solar kit.

Luke is invested in the Ozarks in more ways than through Vroom Solar: he moved to Springfield last summer with his wife Randee Rae and their four children. His good-humored efforts to convince Randee to get a dog remain ongoing.

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