

When start-up Solar Analytics embarked on their mission to save the world, they knew they needed legal expertise to help them navigate risks and opportunities. Ambitious plans, tight budgets and rapid growth meant they wanted cost-effective, business-savvy legal support they could rely on.

“For us, partnering with Source Legal has been extremely important, because **they’ve kept our legal costs down, and yet we’ve had on-tap an array of legal expertise** to make sure we didn’t make any early blunders – and they saved us from a few.”

Stefan Jarnason
Solar Analytics co-founder and CEO

CLIENT

solar  analytics

Solar Analytics energy management software makes rooftop solar more profitable for households, businesses, and their energy partners.

INDUSTRY

Software start-up / Environmental

GROWTH RATE

6000+% in the past 3 years

SOURCE LEGAL SERVICE

Agreed-price start-up retainer package for unlimited commercial legal support.

BENEFITS

- On-tap, highly responsive legal expertise and services
- Ongoing relationship with deep business knowledge
- Cost-certainty

THE CHALLENGE

Solar Analytics is a start-up, founded in 2013, with an ambitious goal: to save the world. Solar Analytics co-founder and CEO Stefan Jarnason: "What we believe in is a world that is powered by sustainable, clean, abundant affordable electricity."

Solar Analytics needed an agreed-price legal partner that could help them start and scale the business with confidence.

THE SOLUTION

After meeting Source Legal's managing director, Stanislav Roth, at a start-up event, Solar Analytics' CEO Stefan Jarnason signed up for Source Legal's services on the spot, impressed by its unique offering.

"Source Legal offers a service that you'd typically only be able to have if you were a large well-established company and had hired your own in-house lawyer. For a small monthly retainer, Stanislav essentially is our in-house lawyer. We have an on-tap legal expert, with access to the full range of legal services, without the excessive legal bills", said Stefan.

"And importantly for a startup, because we're moving and growing very fast, we don't have to constantly go and ask for a quote to provide services. We simply send

the work to Source Legal, and we'll get it back the same or next day."

Solar Analytics co-founder and director Dr Renate Egan explains: "Source Legal knows where we are in our business and our growth and development path. The benefit of the subscription model is that we have this strong, ongoing relationship. Source Legal has definite knowledge about what we're doing, and they're really quick to respond when we bring new initiatives to them."

"What that really means is that we can move very quickly and with a lot of confidence to execute on our plans."

Stefan Jarnason, Solar Analytics CEO

THE RESULT

Solar Analytics has grown rapidly over the past three years, from 300 to nearly 20,000 customers. According to Dr Egan, "Source Legal has been a key business partner in that growth journey. We have an on-tap legal expert, to help us keep growing quickly. With Source Legal, Solar Analytics has someone in our corner, who can help us navigate changes."

FIND OUT MORE

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