



Business for
people, planet & profit

MYNT SOLAR



CONSULTATION PROCESS

1. Evaluating Efforts

We met with Mynt Solar and gathered information in regards to where they are in the sustainability process. We used P3's matrix and tiers for this analysis.

2. Guidance to Improve

Using our research, we found insightful leads to help Mynt Solar with its vision of sustainability and growth.

P3 Utah Business Sustainability Matrix		
	Inward Impact	Outward Impact
People	Workplace Employee satisfaction, healthy culture, everyone believes in Mynt vision of customer-first.	Community Missing regularly scheduled community outreach, community involvement.
Planet	Resources Work-from-home 100% recycled process for shingle installation	Ecology Their products and services help the environment
Profit	Production Very responsive to customers, desire to achieve P3 culture. Profitable.	Marketplace Concerns to expand business and lose out on the customer experience and employee well-being. Trying to stay current and expand into home improvement services.

IDENTIFYING PAIN POINTS

They're doing well...

In the matrix, Mynt Solar is doing well in the green sections-- workplace, resources, ecology, and production. For production, Mynt Solar believes customers come first. Mynt offers competitive rates compared to other solar panels in Utah. Mynt prides itself in providing tailor-made service to meet every customer's needs. It has five star ratings on several industry-specific online reviews.

Mynt's workplace is another strong suit. Employees believe in the Mynt vision and strive to satisfy every customer's needs. Employees feel respected and valued by upper management. They are optimistic on growth and want more people to recognize the benefits of solar.

For resources and ecology, Mynt minimizes waste by adopting a strong work-from-home policy. Its shingle installation is a 100% recycled process. Not only is Mynt conserving resources in the environment, it is also providing the service of solar panel installation that enables other homes in Utah to help the environment.

Visit p3utah.org to find out more



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Mynt

...but could still improve...

Given its successes, we noticed Mynt can still improve on the red sections -- community and marketplace. Mynt can have more regularly scheduled community outreach. It can find more sustainable strategies to grow, including adding more home improvement services to their product mix.

...and we could help:

We created an action plan on how Mynt Solar can improve, based on P3's Matrix.

*A more complete version of P3's Matrix can be found at
our website: p3utah.org

CREATING AN ACTION PLAN

P3 Utah worked with the CEO of Mynt to develop an action plan for Mynt moving forward. The deliverables are outlined below:

1. Community Outreach Opportunities:

- a. P3 Utah compiled a list of suggested nonprofits that Mynt can become involved with. Our advice for Mynt was to set time aside each week towards planning community outreach activities.

2. Student Interns:

- a. In an effort to improve Mynt's marketing and sustainability strategy and take some work off of the CEO's shoulders, we suggested that Mynt find student interns at nearby universities who could help out. These student interns could plan and execute community outreach events, improve Mynt social media presence, and suggest improvement to Mynt marketing strategy with regards to referral marketing, social media marketing and SEO. We provided several contacts at nearby universities that would be happy to connect Mynt with student interns.

3. Customer Survey:

- a. P3 Utah created a customer survey for Mynt in efforts to achieve the following; encourage customers to give referrals, assess customer satisfaction and ways to improve, and find out which home improvement services Mynt can add to its product mix.

Visit p3utah.org to find out more