

RatedPower's year in review: The story of how we became stronger

Behind the scenes - Adapting, restructuring, and prioritizing well-being and psychological safety at work were the key strategies implemented that led us to achieve unprecedented growth and helped us overcome the crisis.

Madrid, 22th December 2020, No one had ever imagined that 2020 could be the year in which we would be the main character in a pandemic movie. It has been a complicated year, with huge challenges for all where we had to rebrand ourselves from within.

Right at the end of this *special* 2020 in [RatedPower](#) we'd like to take the time to analyse in perspective some of the **best internal company strategies to overcome the crisis**, here is the story of how we became stronger, increased our platform usage by +150%, and our turnover by +103%.

In order to adapt to this new reality, our **3 key approaches** have focused on **adapting, restructuring** the company's strategies and reinforcing the **prioritization of the employees** psychological safety and well-being to maintain efficiency and continue incorporating new developments while providing optimal service to our customers.

RatedPower's 3 anchor strategies to success

1. Adjustment to the new reality by improving communication strategies, merging processes, and updating goals.

Team managers established daily check ins and founders meetings to foster engagement, empower communication, and ensure alignment between different teams. Additionally, to improve direct communication with managers and teammates, our already existing tools, such as [Slack](#) or [Notion](#), were reinforced and encouraged.

Furthermore, the organizational structure and processes were deeply studied and streamlined so teams were working in parallel and not overlapping tasks.

2. Restructuring of priorities by implementing new strategies, reinforcing receiving feedback & mentoring, and attending virtual events.

With the unavoidable slow down of our sales funnel during the first few weeks of the pandemic, our goals shifted towards improving business processes and their cycle as well as prioritizing on digital and product marketing strategies. Moreover, our product and tech teams got their heads down in improving pvDesign with constant development of new strategic features.

As traveling was no longer possible, we took advantage of being able to dedicate quality time to ask for advice and catching up with expert mentors we are lucky to have by participating in programs such as Google for Startups Alumni, Elemental Excelsior or SantanderX.

On the other hand, attending virtual meetings was in fact a key tool to learn about potential countries to diversify into and expand our presence. Although it is in RatedPower's DNA to be present in all major industry events, this year has actually shown us that different alternatives are also enriching.

3. Focusing on well-being and psychological safety by doing team building activities, promoting RatedPower Academy and providing flexibility

As a rapidly growing company (our workforce grew +30% in 2020), team building activities such as spending time with team members inside or outside of the office is essential. In this sense, Covid-19 added a bit of complexity to our team building activities but rather than doing less things, it has boosted our creativity with tools to anonymously recognize success to teammates, organizing meetings randomly to meet over a coffee, gaming, cooking lessons, or yoga.

Promoting a learning environment to share expertise is one of our core values. We are proud to say we have some of the best professionals in their areas and for that reason we have fostered a RatedPower Academy with engineering masterclasses and market analyses.

Last but not least, we were conscious that these were extraordinary times and therefore it called for greater flexibility both internally and externally towards our clients and leads. Internally, as well as team building activities, one-to-one meetings with direct managers were also established and concerns over professional and personal matters were addressed as guidance and support.

All in all, Covid-19 has hit us all strongly, but we must be aware of reality, don't give up and learn to balance disappointment if we can't reach our goals. Notwithstanding, we are very proud of the team and of how they have faced adversity and, despite the challenging circumstances, we have been resilient and made this 2020 a success.

Key milestones 2020

- **+150% platform usage** (in # of simulations).
- **+900 users in pvDesign** reaching **+2000GW simulated** in over **+130 countries** worldwide.
- Helped **build +288 projects** (+17GW) and provided energy to **+9M houses** worldwide.
- Our **team** has grown **+38%**.
- Signed one distribution and two agency agreements in China , Australia and Germany.
- 1st **prize** of Santander X Global Awards (150,000 USD), part of ICEX Next and selected to develop pilot programs with the [Elemental Exceleator](#) or Phaze Ventures (100,000 USD).
- Present in **all continents** and won clients in strategic countries such as: Australia, Italy, Holland, Denmark and Serbia .
- Have made our presence **x5 stronger** in key countries such as the **United States**.
- Achieved a record of new clients in 2020 (+ 22% YoY) and a **turnover increase of 103%**.



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