Tesla solar roof central africa

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Tesla hopes to expand its newest innovation, solar roof tiles, to an international market. However, in Africa, and Kenya in particular, someone else has already beaten the large tech company to the market: Charity Wanjiku and Tony Nyagah, two siblings who founded Strauss Energy.

Strauss Energy developed their solar roof tiles in 2013, three years before Tesla"s release. Unlike Tesla which focuses more on cleaner energy, Strauss Energy"s goal is to provide more reliable and affordable electricity in areas where many people do not have functioning electricity.

Tesla is a huge corporation. It may seem that they should have no problem competing with the smaller Strauss Energy in the solar roof tile market in Kenya. However, Tesla"s approach to solar roof tiles is simply ill-suited to the Kenyan market.

Tesla is a company known for its devotion to sustainable energy. Their electric cars and solar roof tiles are all part of an overarching goal to help bring the world into a future that does not rely on fossil fuels.

While this is important and admirable, it means that Tesla spends time finding ways to replace traditional energy sources with sustainable ones. Tesla wants you to switch out your gasoline chugging car for an electric one and to get power from the sun rather than from the pollution spilling power plant.

However, in Kenya, there is a lack of traditional electricity sources in the first place. For many people, it is a matter of finding a reliable electricity source and not simply switching their source to a more sustainable one.

It may seem like a simple solution. It should be easy to make Tesla"s solar roof tiles an original source of electricity rather than an alternative. However, Tesla has designed their solar roof tiles as a sustainable alternative to traditional power, which means their tiles have been designed around the main feature of traditional electricity: the grid.

People receive their electricity through the grid. The electricity is made in plants and then delivered to customers through the grid. When the connection to the grid is lost, a house loses power. This is what causes a blackout.

Because Tesla"s solar roof tiles are designed to be a sustainable alternative, they are designed to work with the grid. When you buy a Tesla roof, you cannot store the energy you create. Instead, the electricity created by your solar roof travels through the grid. This means if a blackout occurs, which is a disruption in the grid, then your home will also be without power.

You can set up your Tesla solar roof to store energy outside of the grid, but you will need to buy one of

Tesla"s Powerwalls. A Powerwall costs around $7000, and if you truly want to be able to power your home completely off of one, you will need two to four.

The point is that Tesla"s solar roof tiles are designed to fit well with the already existing electrical system. This makes sense considering that Tesla"s goal is to give people sustainable energy options. They need to make products that fit well with what people are already doing. However, this cohesion with the grid becomes a downside in a country like Kenya.

Many Kenyans do not have reliable electricity at all. The grid is not fully dispersed, especially in rural areas, and it can be incredibly unreliable. Constant blackouts and the high cost of bringing the grid to rural areas leaves many Kenyans without functioning electricity.

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