

Application: 6311

Freedom Forever's Technology Team

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Freedom Forever

[REDACTED]
[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Freedom Forever's Technology Team

Category

008. Technology Team of the Year - Green and Clean Technology

Technology Team Submission Format

Written Answers

a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required

Freedom Forever's Technology Team is the powerhouse behind the company's digital transformation. Initially formed as a group of engineers and analysts to address inefficiencies in solar project delivery, the team has evolved into a core division responsible for developing, refining, and scaling the company's proprietary software ecosystem.

Their flagship achievement, LIGHTSPEED, launched in 2022 and powers every aspect of Freedom Forever's operations from sales enablement and project scheduling to customer transparency and compliance. Since then, the team introduced two complementary platforms: Volt, a mobile-first app that supports a 3,000+ member sales network, and Impact, an internal coordination tool that unites workflows across departments.

What sets the team apart is its continuous delivery model and integration with day-to-day operations. Over the last year, they've rolled out dozens of enhancements, including field apps, automation engines, and compliance integrations, all designed to remove friction, reduce delays, and improve user experience.

This focus on innovation and execution has enabled Freedom Forever to scale rapidly, expanding into 36 states, including Puerto Rico, and reaching over 150,000 lifetime installations, with revenue exceeding \$1 billion in 2023. Their work continues to fuel Freedom Forever's growth while setting new standards for what's possible in residential solar technology.

b. Outline the technology team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since January 2023, Freedom Forever's Technology Team has delivered a wave of platform improvements that have driven operational efficiency, increased transparency, and enhanced customer and partner experience.

The team expanded LIGHTSPEED's Customer Portal to provide real-time updates on project timelines, milestones, and service tasks, contributing to a 1.6-point improvement in Freedom Forever's Better Business Bureau rating between December 2023 and May 2024.

They also introduced the internal Impact platform and overhauled Volt with improved onboarding and a dynamic commissions pipeline. Meanwhile, LIGHTSPEED's infrastructure scaled significantly:

- 23,000+ tasks processed monthly
- 6,000+ utility bills verified per month
- 3,000+ new project sites created monthly
- 400+ installations auto-scheduled monthly
- 100% reduction in project delays vs. pre-2022

In 2024, the team launched or expanded nine high-impact features:

- Adder Automation: 31,769 adders automated since March 2024
- Domestic Content Automation: 47,000 total projects with 27,028 calculated post-install
- Design Validation: 6,829 projects validated
- Lightning Project Generator: 300,000 validations across 20,000+ customers
- Commission Automation Engine: Automated approval and payout logic
- Field App and Timecard Management
- Retail Build-Out: Including in-store QR code integration
- Finance Webhooks: 40,000+ approval or rejection signals processed

The team also integrated Recheck, a credential verification registry that ensures all sales and installation professionals meet licensure standards.

This body of work reflects a scalable innovation engine capable of transforming operations while improving the solar experience for homeowners, sales partners, and internal teams.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

The significance of Freedom Forever's Technology Team lies in its ability to internalize and automate nearly every part of the residential solar lifecycle, something few, if any, competitors have achieved.

Most installers rely on third-party platforms, which limit flexibility and often require businesses to conform to prebuilt workflows. By contrast, Freedom Forever's proprietary platform LIGHTSPEED adapts to the business, enabling agile iterations, market-specific customization, and seamless expansion across 36 states.

In 2024 alone, the team deployed automations that would be nearly impossible within standard CRMs:

- 31,769 automated project adders
- 27,028 post-install domestic content calculations
- 300,000 validation runs across 20,000 customers via the Lightning Generator
- 40,000 finance webhook signals processed in real-time

These tools reduce administrative burden, prevent bottlenecks, and shorten installation timelines. The platform's customer-facing portal also sets it apart by giving homeowners visibility into every stage of the installation journey. This helped increase the company's BBB rating from 1.98 to 3.58 in just five months.

Equally unique is the integration of Recheck, a verification registry that addresses regulatory pressure and consumer concerns around solar fraud and misrepresentation. This establishes a new industry standard for trust and accountability.

As a result, Freedom Forever has reduced project delays by 100% compared to pre-2022 benchmarks, while sustaining a 144% year-over-year growth. These achievements not only differentiate Freedom Forever, but they also redefine what is possible when technology is purpose-built for solar energy.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Attached are documents that showcase examples of Freedom Forever's LIGHTSPEED technology, including its task maps and project timeline features for customers, proof of year-over-year growth, customer reviews, links to listings on Inc. 5000 lists, and a link to a page further explaining our Volt app.

-- INC 5000 - <https://www.inc.com/profile/freedom-forever>

-- States we serve - <https://freedomforever.com/why-go-solar/states/>

-- Volt mobile app - <https://freedomforever.com/volt-app/>

-- Customer Testimonials - <https://freedomforever.com/why-go-solar/testimonials/>

-- Recheck Overview - <https://seia.org/news/recheck-partners-seia-and-residential-solar-industry-leaders-strengthen-customer-experiences/>

-- BIG awards - https://finance.yahoo.com/news/freedom-forever-honored-company-green-173300258.html?_guc_consent_skip=1749080892

-- LIGHTSPEED Overview – included in supporting documents

Webpage Link

[REDACTED FOR PUBLICATION]



Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree