

## A-Core Container

# Profit model of new energy storage



## Overview

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What is a profit model for energy storage?

Operational Models: From "peak-valley arbitrage" to "carbon credit monetization," the profit models of commercial and industrial energy storage are becoming increasingly diversified. These new models not only provide investors and users with more choices and opportunities but also drive the continuous development of energy storage technology.

What are business models for energy storage?

Business Models for Energy Storage Rows display market roles, columns reflect types of revenue streams, and boxes specify the business model around an application. Each of the three parameters is useful to systematically differentiate investment opportunities for energy storage in terms of applicable business models.

How can energy storage be profitable?

Where a profitable application of energy storage requires saving of costs or deferral of investments, direct mechanisms, such as subsidies and rebates, will be effective. For applications dependent on price arbitrage, the existence and access to variable market prices are essential.

Do investors underestimate the value of energy storage?

While energy storage is already being deployed to support grids across major power markets, new McKinsey analysis suggests investors often underestimate the value of energy storage in their business cases.

What is a business model for storage?

We propose to characterize a "business model" for storage by three parameters: the application of a storage facility, the market role of a potential investor, and the revenue stream obtained from its operation (Massa et al., 2017).

What is a energy storage revenue stream?

The revenue stream describes the type of income a storage facility can generate from its operation. Table 1 provides a list and description of eight distinct applications derived from previous reviews on potential applications for energy storage (Castillo and Gayme, 2014; Kousksou et al., 2014; Palizban and Kauhaniemi, 2016).

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