

## ContainerPower Energy Solutions

# Business model of distributed energy storage



## Overview

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What are the most common business models for distributed energy resources?

This paper presents a novel, empirical analysis of the most common business models for distributed energy resources. Specifically, it focuses on demand response and energy management systems, electricity and thermal storage, and solar PV business models.

What are the components of 144 distributed energy business models?

In this paper, we have identified the key value capture and creation components of 144 distributed energy business models that are associated with three DER technology categories: demand response and energy management systems, electrical and thermal storage, and solar PV.

Are distributed energy resource business models dynamic?

We present an analysis of 144 distributed energy resource business models. We highlight the policy dependencies of characterized business model archetypes. Regulation and policy are key drivers of business model structure. We find that business models are dynamic, changing with time, technology, and policy.

Are energy storage business models fully developed?

Though the business models are not yet fully developed, the cases indicate some initial trends for energy storage technology. Energy storage is becoming an independent asset class in the energy system; it is neither part of transmission and distribution, nor generation. We see four key lessons emerging from the cases.

Is energy storage suitable for distributed applications?

Energy storage deployments have been rapidly increasing. However, pumped hydro and molten salt thermal storage, which account for the vast majority of installed energy storage capacity to date, are poorly suited for distributed

applications.

What are the business models for large energy storage systems?

The business models for large energy storage systems like PHS and CAES are changing. Their role is tradition-ally to support the energy system, where large amounts of baseload capacity cannot deliver enough flexibility to respond to changes in demand during the day.

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