



Profitable Energy Storage Containers

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. Is energy storage a profitable business model? Although academic analysis finds that business models for energy storage are largely unprofitable, annual deployment of storage capacity is globally on the rise (IEA,). One reason may be generous subsidy support and non-financial drivers like a first-mover advantage (Wood Mackenzie,). 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 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. Why should you invest in energy storage? Investment in energy storage can enable them to meet the contracted amount of electricity more accurately and avoid penalties charged for deviations. Revenue streams are decisive to distinguish business models when one application applies to the same market role multiple times. 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, ; Kousksou et al., ; Palizban and Kauhaniemi,).

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