

Can you make money by running a small energy storage power station





Overview

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.

How important are ancillary services to energy storage?

Ancillary services that stabilize the power grid typically represent 50 to 80 percent of the full storage revenue stack of energy storage assets deployed today. This is observed across multiple mature storage markets but is expected to decrease to less than 40 percent by 2030.

Should energy storage be undervalued?

The revenue potential of energy storage is often undervalued. Investors could adjust their evaluation approach to get a true estimate—improving profitability and supporting sustainability goals.

Can stochastic models help accelerate the energy transition?

The use of stochastic models, coupled with innovative commercial strategies, could help operators better assess the potential of these assets—enhancing business cases and supporting the continued acceleration of the energy transition.



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