

How to make money with energy storage power supply





Overview

Rapid monetization of energy storage businesses can be achieved through various strategies including: 1) providing ancillary services, 2) participating in energy markets, 3) optimizing operational efficiency, 4) leveraging government incentives and subsidies. How can we make energy storage more reasonable?

One way to approach making energy storage more reasonable is to make sure it's renewable and ethically sourced. One company working on such a solution is Tesla. They are creating batteries that use less cobalt, a material that often comes from mines in the Democratic Republic of Congo that use child labor.

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.

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 do I evaluate potential revenue streams from energy storage assets?

Evaluating potential revenue streams from flexible assets, such as energy storage systems, is not simple. Investors need to consider the various value pools available to a storage asset, including wholesale, grid services, and capacity markets, as well as the inherent volatility of the prices of each (see sidebar, "Glossary").



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