



# **Disrupt or Be Disrupted!**


## **A New Old Business Model for Community Storage!**

- **GIWH : Grid-Interactive Water Heating**
- **Demand Response and Strategic Energy Sales**
- **BTMS Options & Financial Opportunities**
- **Community Storage & Beneficial Electrification!**

# GIWH - 'Grid-Interactive' Water Heater



Your electric storage water heater is a thermal battery that can help integrate renewable energy into the grid.



America's Electric Cooperatives

The illustration shows a vertical black unit with an orange top section. The top section has a white plus sign on the left and a minus sign on the right. To the right of the top section is a red circular port. On the left side of the black section, there is a yellow rectangular area with horizontal lines, and below it is a grey rectangular area. At the bottom of the black section, there are three orange dots and a red circular port on the right side. Above the text, there are five blue water droplets.



# Why Leasing?

## The Utility Perspective

- New Revenue from Lease Payment
- Energy Sales / Controlled Load
- Alternative to Rebates & Give-a-ways
- Engage Customers with an Essential Service
- Competitive Advantage
- DR & Renewable Energy Integration



# **Why Lease?**

## **The Utility Customer Perspective**

- Easy, Convenient, Affordable
- Freedom from Maintenance
- Peace-of-Mind
- Eliminate 'First Cost' Hurdle
- "No-Hassle" Hot Water



# **Components of the Successful Utility BTMS Leasing Program**

- Marketing & Sales
- Equipment Specification
- Installation & Maintenance
- Billing & Administration
- Customer Service
- Field Service
- Operation and Training



# Consider the Turn-Key Option

- Partner with Vaughn and GIWH Control Provider of Utility's Choice
- Reduced Time to Market
- Utility Retains the Customer Relationship
- Develop Program Model to Include Other BTMS Technologies
- Think "**Community Storage**"!!!



# Vaughn Program Experience

The United Illuminating Company– CT

- ‘Temp-Assured’ Worry-Free Water Heater Lease
- 80 Gal.-\$12.50/month, 120 Gal.-\$14.00/month
- Controlled to Heat Water at Night



# Vaughn Program Experience

## American Electric Power - AEP

- Turnkey Water Heater Lease Program
- 80 Gal. and 120 Gal. Units
- Controlled to Heat Water at Night
- 64 Dist. Centers – 136 Contractors
- 100,000 Program Participants





# Relevant Program Example

New Brunswick Power – NB

- ‘Hassle Free’ Hot Water - Water Heater Rental
- 250,000 Current Participants
- Moving to Load Control & GIWH



# **Words to Live By.....**

- **Disrupt....or be Disrupted!**
- **Community Storage**
- **Beneficial Electrification**
- **What's fair?**
- **We're all in this together!**



**And My Favorite.....**

**TWEET others,  
the way you would like  
to be TWEETED!!**



# Thank You!

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