

# New leaf energy storage battery profit analysis

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, 2020). One reason may be generous subsidy support and non-financial drivers like a first-mover advantage (Wood Mackenzie, 2019).

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.

What is storage NPV in terms of kWh?

The storage NPV in terms of kWh has to factor in degradation, round-trip efficiency, lifetime, and all the non-ideal factors of the battery. The combination of these factors is simply the storage discount rate. The financial NPV in financial terms has to include the storage NPV, inflation, rising energy prices, and cost of debt.

Is energy storage a 'renewable integration' or 'generation firming'?

The literature on energy storage frequently includes "renewable integration" or "generation firming" as applications for storage (Eyer and Corey, 2010; Zafirakis et al., 2013; Pellow et al., 2020).

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.

Should energy storage be a 'bolder' approach?

Bolder approaches could include the design of special electricity tariffs for investors in a consumer role that unlock the ability of energy storage to mitigate unexpected demand peaks (Peak Shaving) and balance conventional demand patterns (Consumption Arbitrage) (Fridgen et al., 2018).



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