

Business Strategy for a leading Canadian public utility

A leading Canadian public utility selected CES to undertake critical due diligence of its proprietary BESS technology, develop a business strategy to take services to market and to develop a five-year business strategy implementation plan to achieve envisaged goals.

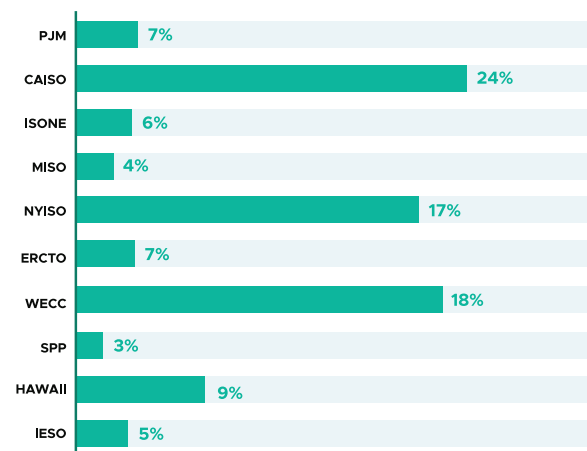
OBJECTIVE

- Perform critical due diligence of proprietary technology, benchmark existing business strategy against market opportunities and across competitor landscape.
- Align strategic vision, business goals, identify alternative business options and evaluate key elements of most favorable strategies.
- Develop a strategic implementation plan to target staged business growth, deployment targets, quantify expected investments, P&L projections and cash flow analysis.

OUR APPROACH

CES undertook a methodical approach to analyze and develop the business strategy and the strategic implementation plan which included the following steps

- Assessment of overall market potential for BESS technologies across North America
- Identification of market applications and opportunities with competitive benchmarking
- Technology evaluation, ranking, projected market share and selection of chemistries
- Detail evaluation, SWOT analysis of proprietary BESS technology and recommendations
- In-depth review of BESS value chain, identification and capability benchmarking of key market players
- Value chain positioning for the client and gap analysis to identify action items
- Identification of corporate and business structure, quantification of staged growth, revenue and EBITDA forecasts.

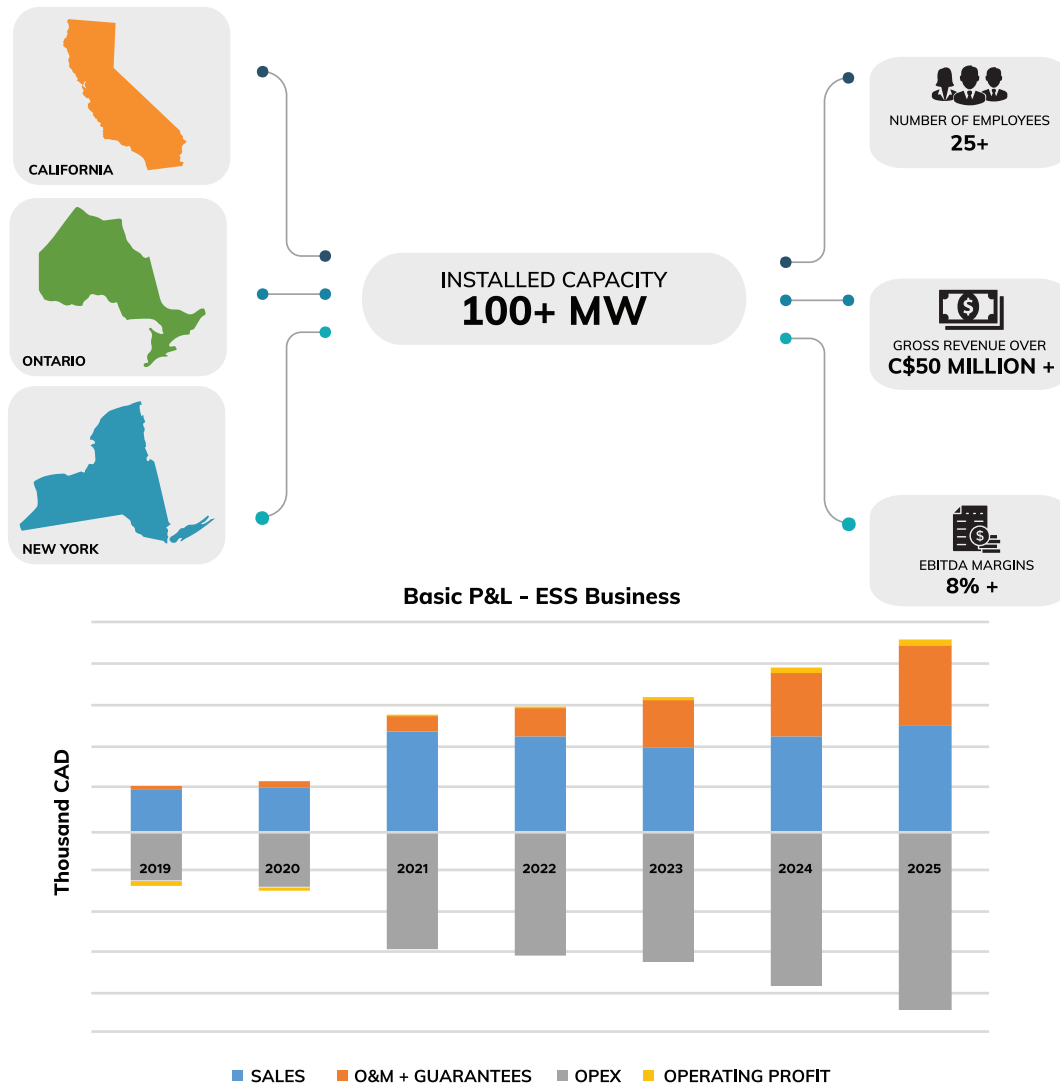


INDICATIVE MARKET SHARE BY REGIONS (%)
Through 2026

OUTCOMES

CES leveraged the collective experience of our global markets, strategy consulting and modeling team to identify the key tenets of the business strategy and build the quantified implementation plan for the client. This included identifying short to long term strategic goals, target geographies for business development, target price of BESS technologies, organizational or headcount growth, projected cash flows, competencies development, promotional efforts and market positioning.

CES also created recommendations around potential partnerships and battery suppliers. CES extensively utilized our market price forecasts and dispatch simulations from our proprietary CoMETS platform during the market potential and sizing phase of this study.



ABOUT CES

Established in 1998, Customized Energy Solutions (CES) is a consulting and services company with over 20 years of diversified experience across North American energy markets. CES offers best-in-class hosted energy market operations platforms and a wide spectrum of consulting services. CES is committed to promoting economic development through the advancement of transparent, efficient, and non-discriminatory wholesale, retail electricity and natural gas markets. Our practical experience running daily operations of over 220 MW of advanced energy storage facilities and advising clients on policy matters provides our team with superior credentials that sets our consulting services apart from other providers.

CONTACT US

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