


An aerial photograph of a wind farm in a vast, flat field. The sky is a deep blue, suggesting dusk or dawn. The wind turbines are white with three blades each, and they are arranged in a line that recedes into the distance. The ground is dark and appears to be a field of crops or a plowed field.

# Empowering the Modern Utility

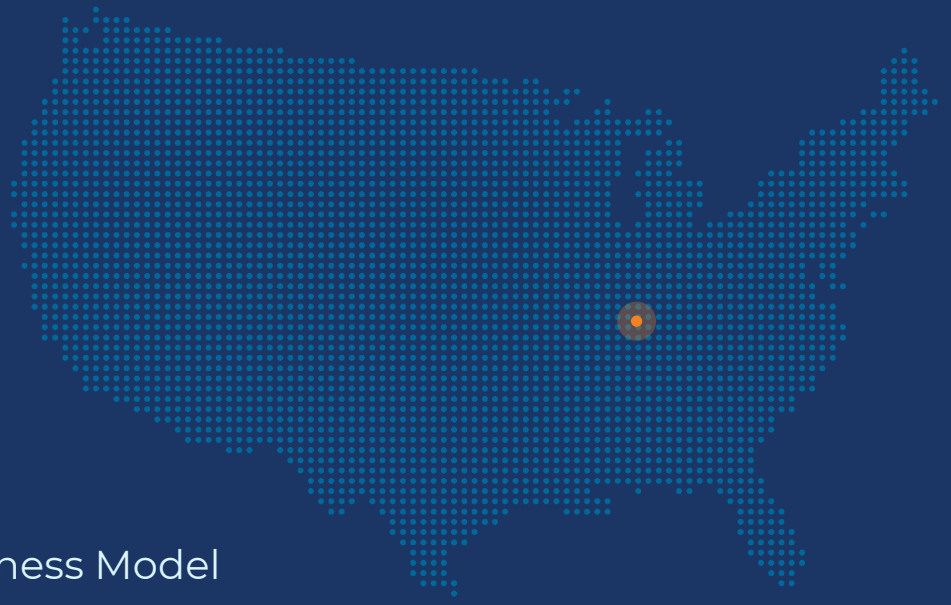
With the Friendliest DER Platform on the Planet

Virtual Peaker 

**PREPARED FOR:**  
**Maine Climate Council**

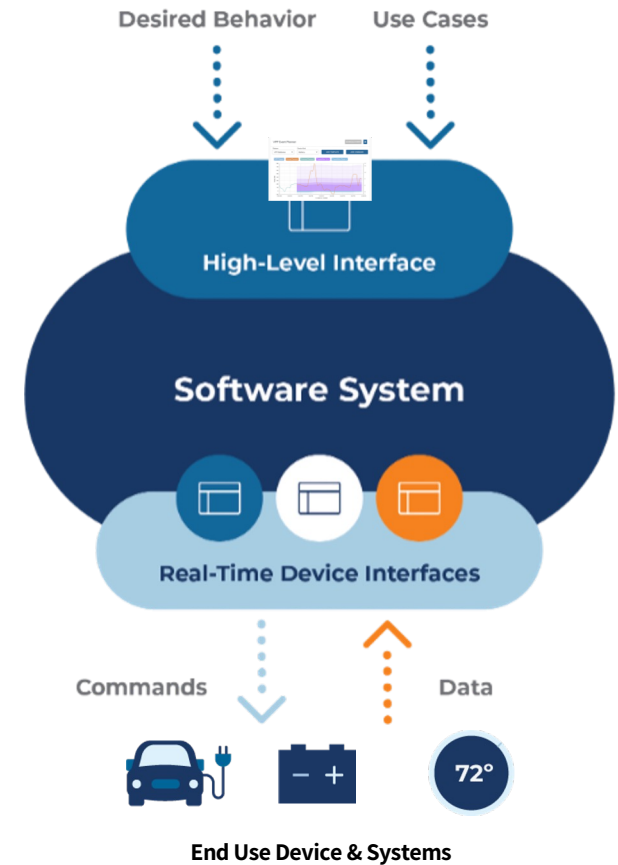
**Virtual Peaker** helps digitize, decarbonize and decentralize the electric grid.

- ▶ Year Established **2015**
- ▶ Headquarters **Louisville, KY**
- ▶ Business Model **SaaS**



# What is a Virtual Power Plant?

- ▶ **Enroll a group of heterogeneous Distributed Energy Resources (DERs)**
  - Thermostats, Water Heaters, Batteries, EV Chargers, and other grid-responsive assets can be utilized
- ▶ **Control and manage those assets based on grid needs**
  - Manage the assets to meet the needs of the distribution, transmission, or generation system
- ▶ **Make tradeoffs between different priorities in real-time**
  - Reduce the impact to the customer
  - Maximize the value to the grid





▶ **Multi-device program with EVs, EV chargers, and residential battery storage**

- Efficiency Maine enrolls and provisions eligible devices installed either by the homeowner or by a trade ally
- Group and organize homes based on the needs of the system
- Branded customer messaging around upcoming events



**Virtual Peaker Products Used:**

- **Shift** DERMS Suite
- **Relay** Customer Engagement Suite



# Program Success Drivers

Common Themes from Effective VPP / DER Management Programs



## Supportive Device Market

- Strong smart device penetration
- Broadband access
- Program Administrator that is supportive of broader adoption



## Favorable Grid Economics

- Proper market mechanisms for cost recovery
- Ability to stack value of DERs, such as generation, distribution, and energy arbitrage



## High-Quality Customer Experience

- Strong marketing and program support
- Properly-sized incentives
- Homeowner engagement



# Thank You

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