

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



The illustration shows a vertical battery unit with an orange top section and a black bottom section. The top section features a white plus sign on the left and a minus sign on the right, with two grey cylindrical terminals above them. A red electrical plug is on the right side of the orange section. The black section has a yellow label with horizontal lines on the left and two grey rectangular panels in the center. At the bottom, there are three orange dots and a red electrical plug on the right.

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



America's Electric Cooperatives

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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