

# **Profit model of solar container energy storage system**





## Overview

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Rapid growth of intermittent renewable power generation makes the identification of investment opportunities in energy storage and the establishment of their profitability indispensable. Here we first present.

What are business models for energy storage?

Business Models for Energy Storage Rows display market roles, columns reflect types of revenue streams, and boxes specify the business model around an application. Each of the three parameters is useful to systematically differentiate investment opportunities for energy storage in terms of applicable business models.

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 many business models are there for energy storage technologies?

Figure 1 depicts 28 distinct business models for energy storage technologies that we identify based on the combination of the three parameters described above. Each business model, represented by a box in Figure 1, applies storage to solve a particular problem and to generate a distinct revenue stream for a specific market role.

Are business models for energy storage unprofitable or ambiguous?

The main finding is that examined business models for energy storage given in the set of technologies are largely found to be unprofitable or ambiguous.



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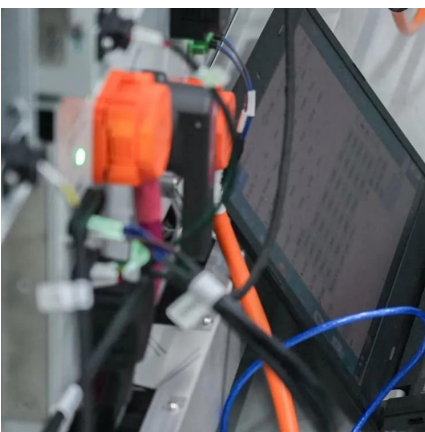
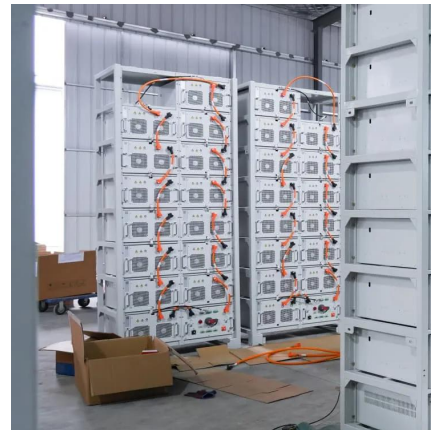


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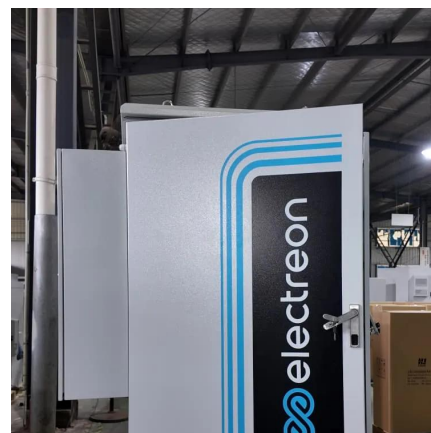
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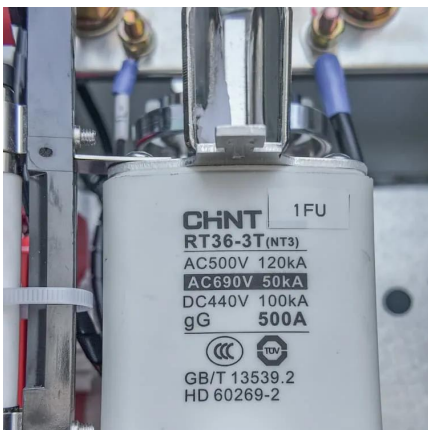
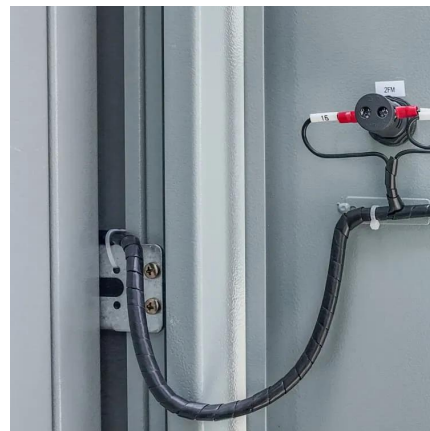


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