



Jumpstarting energy storage activities

Construction of storage strategy and offering based on a customized market study

Energy Storage business development case: An Independent Power Producer dedicated to solar energy was looking to develop a PV + Storage system integrator offering.

Clean Horizon's involvement

1. Tailor-made market study

- Analysis of **technology updates** and **installed projects globally**
- Identification of **applications with favorable business cases**
- **Selection of relevant opportunities** for PV + Storage geared to the Client's specific strengths

2. Implementation of a strategy to start energy storage activities.

- Analysis of **competition**, based on the value chain on selected markets
- Description and ranking of **possible go-to-market strategies**
- Identification of **key partners and introductions**

3. Recruiting head of business development

- Selection of 3 candidates in Clean Horizon network

Results:

1. Clean Horizon helped **establish storage strategy**
2. Client hired **head of business development** and created **dedicated energy storage BU**
3. Clean Horizon introduced **key value chain partners**

Engagement duration: 3 months

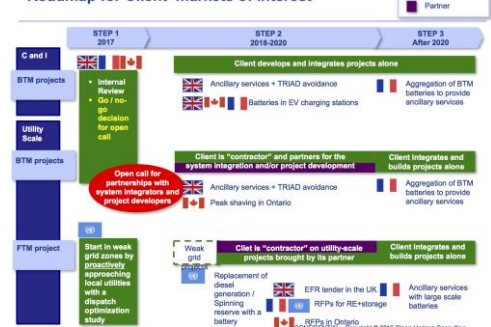
Client involvement: 3 days including on-site delivery, job interviews, partner meetings

Clean Horizon's database provides a relevant tool to scan the existing energy storage markets globally



Excerpt : commissioned and announced projects globally

Roadmap for Client's markets of interest



Overview of recommended go-to-market strategy