

MARKETING OPTIONS FOR BATTERY STORAGE

SEMINAR, 1 DAY

Whether lithium ion or redox flow - battery storage systems are gaining popularity in the energy market. However, a look at the primary control power (PCP) market is no longer sufficient for economic operation. Additional revenue markets must be found. In this seminar we will show you sales options on short-term markets and the influence of sales strategies on capacity utilization and profitability.

Your content

Overview storage technologies: technical parameters, investment costs

- Brief overview of storage technologies
- Parameters of storage systems
- Investment costs: current and outlook

Legal framework

- Storages: producer, consumer or something of one's own?
- The sticking point: grid usage fees, EEG apportionment and other apportionments
- Avoided network usage fees for storage - possible applications?

Relevant markets for battery storage: prerequisites, prices, sales strategies on the control power market

- Pre-qualification: prerequisite for market participation
- Products and their properties: primary control power, secondary control power, tertiary reserve
- Dealing with performance and working prices

Spot market: day-ahead and intraday

- Spot markets in comparison: day-ahead auction, intraday auction, continuous intraday trading
- Price formation in short-term markets: what are the influencing factors?
- Quarter-hour products as an opportunity?
- Auction vs. continuous trading: opportunities and risks

Comparison of sales strategies and revenues

- Application optimization and results on the basis of sample calculations
- Comparison of different sales strategies on revenues and use

Own generation and optimization of wind and PV demand

- PV storage for home: what does this mean for energy suppliers?
- Making post-EEG and Ü21 systems more flexible: are battery storage systems the solution?
- „Green“ e-mobility: what added value do battery storage systems bring?
- Comparison of sales options: requirements, revenues, competition

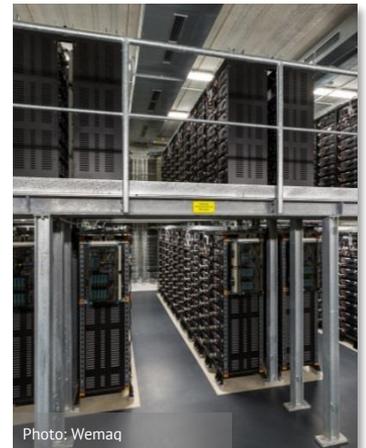


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TARGET GROUP

- Experts and executives with ties to energy trading, purchase, procurement and distribution
- Employees and players with ties to the energy industry
- Players in financing and investment planning of projects in the energy market
- Employees from industrial companies with significant electricity consumption

YOUR BENEFITS

After this seminar, you will be able to:

- identify and differentiate relevant markets for battery storage,
- analyse the legal framework for the use of storage facilities,
- evaluate the opportunities of marketing strategies in different markets, calculate important key figures with the help of practical examples.

Supplement your market knowledge with the seminar **renewable energies: bye-bye EEG, hello PPA?** or immerse yourself in the depth of the flexibility markets in the seminar **understanding short-term markets**.