



# ENERGY STORAGE INITIATIVE PROSPECTUS

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# AGRION

## OVERVIEW



AGRION is a global business network for energy, cleantech, and corporate sustainability launched in 2006 in Paris, France. With offices in San Francisco, New York, Paris and Beijing, and an international community of more than 200,000 industry professionals, AGRION provides a platform for members to connect, exchange ideas, and identify new business opportunities.

Each office hosts weekly onsite and online conferences to facilitate face-to-face networking and online collaboration between industry leaders. AGRION also hosts international conventions in Europe, China, and the US. The AGRION website contains updated information and reports about the energy markets and sustainability best practices.

AGRION also launches, manages, and supports ventures and projects in renewable energies, smart grid, EVS, energy efficiency, and sustainability.

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# ENERGY STORAGE INITIATIVE

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# OBJECTIVE STATEMENT

## THE PROJECT

We all know that Energy Storage will be an essential brick in the energy transition architecture and that many organizations, cities, and states, around the world are taking greater interest in the energy storage space.

Agrion will create a detailed matrix (website) for end-users and facilities managers, vendors and suppliers, utilities, policy-makers and regulators, and other stakeholders participating in the energy storage market. The framework will provide a guide to applicable technologies, services, and regulatory hurdles, providing storage players with a guide for market participation across the value chain in New York. We have currently created a mapping-function and have created a backend collaboration platform for thought-leaders on spec. We hope to preserve the neutrality of this initiative through these mid-stage financing initiatives, and keep it localized in the NYC market.

## OBJECTIVE

With the Energy Storage Initiative, Agrion hopes to catalyze industry growth and demonstrate that the Energy Storage System can:

1. Work effectively with high reliability, minimal energy losses and virtually no blackouts
2. Generate expected rewards, including energy and cost savings, and a significant reduction in greenhouse gas emissions by consumers and prosumers (those who produce energy for export),
3. Integrate seamlessly into the grid with most utilities throughout the world, and
4. Be economically financed and generate a positive return on investment.

## THE DELIVERABLES

A dedicated website for the NYC market including a matrix/guide to technologies, their applications, incentives, permitting obligations, and more for stakeholders in the energy storage market. This framework will provide a working site to guide participation across the energy storage value chain.

### *CREATED THROUGH:*

#### **A Local Working Group**

In the US, we assemble and manage an energy storage workING group in New York City. This group is comprised of a variety of categories of stakeholders: utilities, project + technology developers, financiers and regulators.

#### **An International Working Group**

Our American working groups will be connected with other work groups in other major cities where Agrion has an office: Paris, Frankfurt, Beijing and Sao Paulo. We will also plug to our website collaborative software that will allow members to communicate and work together.

## **An Agenda (made of local onsite and international meetings held online)**

Sample of topics to be planned:

- Energy Storage: method, conditions of success, and assessment
- Energy Storage Business Models: financial conditions to make energy storage
- Manage a storage project
- The legal implications of energy storage and the weight of responsibility
- Public incentives and subsidies
- The Dynamic Technology: what can we hope for today and what will we have tomorrow

## **A White Paper: The Energy Storage Project Framework**

- Made up thanks to a series of face to face meetings with the organizations. This white paper will be the subject to an intensive and global press relation campaign.

**Annual meetings** held in New York, the Bay Area, Brussels and in Beijing, order to muster all stakeholders in Energy Storage.

## **The Storage Map**

Identify current and prospective projects which are best poised for a profitable, useful, and satisfactory energy storage projects in New York. The map is available in prototype form and can be sampled at <http://www.agrion.org/Energy-storage/map.php>

## **RESOURCES**

Resources will include:

- Agrion teams in San Francisco, New York, Paris, Frankfurt, Beijing and Sao Paulo
- Contribution of all the project stakeholders who will provide: technical know how, technology insight and other intellectual property.
- Contributing sponsors who will help find project development, and media relations.

## **THE STAKEHOLDERS**

- Utilities
- Project Developers (energy storage)
- Organizations which need (or consider they need) to store energy (hospitals, manufactures, large facilities, data centers, financial institutions, stadiums/areas...)
- Technology Developers
- Investors & Bnks
- Regulators and Public Agencies
- Other Service Providers

## ROADMAP

We will also start reaching out to the international domestic mainstream media in order to optimize our communication plan.

**OCTOBER:** Provide a comprehensive list of stakeholders who have joined the working groups. In the same time our website and collaborative software will be implemented and distributed in order to acquaint and exchange opinions and materials.

**OCTOBER through JANUARY:** Set up meetings locally to continue to work and track progress.

**JANUARY and FEBRUARY:** Information synthesis, comment period, preparation for launch of industry framework and public dedicated site at the February Summit 2014.

## COMMUNICATION & OUTREACH PLAN

Agrion is setting up a global communication plan:

- Optimize PR in professional and mainstream media
- Unveil the project at the Agrion New York Energy & Sustainability Summit (4 & 5 February 2013)
- Show project at Beijing Energy & Sustainability Summit
- Show project at Brussels Energy & Sustainability Summit @ the E.U. Parliament (January 2014)

# STRUCTURE: PLAYERS & INITIATIVE ANATOMY

## **OVERVIEW**

The Energy Storage Initiative will have a broad range of goals that will require an equally broad range of participants and contributors. The level of participation by a network member will be a function of their given role and desired outcome.

## **SPONSORS (see pages 13 - 15)**

Participants will fund roundtable meetings, private strategy sessions, and initiative publications. They will be promoted throughout the initiative given their consent, and will receive founding credits on the **website**, **reports**, as well as **speaking priority** on panel discussions and all **global summits**. Technology and service features will also be available for targeted promotions.

## **CORE INITIATIVE MEMBERS**

Core Initiative Members will be the central drivers of the project's development. These will include the lead firms, RFP designers, financing firms, EPC leads, utilities, research consultants, regulatory compliance professionals, technology providers, and other positions essential in seeing the project through competition. These will not include members participating only for the intellectual or networking benefit of the Initiative.



# SAMPLE CORE PARTICIPANTS

**Department of  
Homeland Security**

**Saft Batteries**

**Panasonic**

**GE Energy**

**ConEdison**

**Bank of America**

**Enerdel**

**NYC Mayor's Office**

**NYPA**

**Jones Lang LaSalle**

**Mitsui**

**Siemens**

**NYSERDA**

**Skanska**

**Tishman Speyer**

**NRG**

**Department of  
Energy**

**ConEdison Solutions**

**Viridity**

# PAST AGRION ENERGY STORAGE SELECT

**Saft America, Inc.**, Development Director

**Department of Homeland Security**, Director of ICS-CERT

**Xtreme Power**, VP Business Development Northeast

**Chadbourne & Parke**, Partner

**Viridity Energy, Manager**, Retail Programs & Services

**Rosemont Seneca Partners**, Principal

**Pareto Energy**, VP Marketing

**EOS Energy Storage**, Manager of Business Development

**New York Battery and Energy Storage Technology Consortium (NY-BEST)**, Director of Resource Development

**Viridity Energy**, Senior Vice President

**Arista Power Inc.**, VP Sales and Marketing

**GE Energy**, Global Sales Leader - Energy Storage

**Demand Energy Networks**, Vice President of Business Development

**Con Edison**, DG Specialist

**Consolidated Edison Solutions**, Director of Regulatory Affairs

**Brookhaven National Laboratory**, Research Engineer and Energy Policy Analyst

**Power Analytics Corporation**, VP Smart Grid/ Microgrid

**University of Connecticut- Center for Energy and Environmental Law**, Associate Professor of Law and Program Director

**World Energy**, VP Demand Response

**Constellation Energy**, NY Demand Response Sales Director

**Chadbourne & Parke**, Associate

**Joule Assets**, COO

**ConEdison Solutions**, Systems Engineer\*

**Goldman Sachs**, Vice President\*

**CEA**, Research Engineer\*

**Morrison & Foerster LLP**, Of Counsel\*

**Morrison & Foerster LLP**, Cleantech Program Manager\*

**NextEnergy**, Director\*

**Luxoft**, Global Head- Energy & Utilities

**EOS Energy Storage**, Advisor

**Lawrence Berkeley National Laboratory**, Head, Strategic Development\*

**Con Edison Company of New York**, Business Development

**Global Change Associates**, Chairman

**Green Charge Networks**, CFO

**City University of New York**, Senior Chemical Engineer\*

**AMSOLAR**, SVP, Head of Development

**Green Charge Networks**, Director, Project Development

**Joule Assets**, Director, Market Development

**Third Power**, COO

**Columbus Photovoltaics LLC**, Vice President

**Trojan Battery**, SVP Renewable Energy

**ConEd Solutions**, New Business Development Director

**ZBB Energy**, Executive Vice President, Global Business Development

**ConEd Solutions**, Solar Power Developer

**EnerDel**, President

**Mitsui USA**, Director

**Southern California Edison Company**, Senior Attorney\*

**NYCHA**, Assistant Director

**Enerdel**, Director - Energy Storage

**Starwood Energy Group Global, LLC**, SVP

**Clark University**, Professor

**AECOM**, Director

**National Alliance for Advanced Technology Batteries**, Executive Director

**Watts Capital**, Managing Director

**Beacon Power**, Chief Engineer\*

**Schneider Electric**, PV Solutions Sales Manager\*

**Vermont Energy Investment Corporation**, Renewable Energy Program Manager

**NYPA**, Sr. R&TD Engineer

**Hitachi America, Ltd.**, Senior Manager - Infrastructure Projects Office

**VLV Development/VGI Energy Solutions**, Director of Government & Community Affairs

**NYCHA**, Deputy Director

**Ardsley Partners**, Partner

**Beacon Power**, Director of Business Development

**Axion Power**, SVP Business Development, Marketing & Sales

**Axion Power**, Business Development

**Rose Associates**, Project Manager

**ConEd Solutions**, Engineer

**Con Edison Solutions**, Sales Executive

**DNV KEMA**, Principal

**NYSERDA**, Project Manager

**NYSERDA**, EFP Project Manager

**Booz Allen Hamilton**, Energy Development REM\*

**Rose Associates**, Project Manager

**PwC**, Principal, US Advisory Cleantech Lead

**ConEd**, R&D Engineer

**Demansys Energy LLC**, CEO

**Scuderi Group**, President

**ConEd Solutions**, Smart Grid Analyst

**A.F. Mensah**, CEO

**PG&E**, Principal, Distributed Generation

**Energistics LLC**, Managing Director

**IEEE**, Technical Director\*

**North Avenue Research**, Senior Managing Director, Energy Technology

**JETRO**, Business Development Representative

**JETRO New York**, Director, Business Development

**JETRO**, Associate

**PSEG**, Emerging Technology Development

Siemens, App Engineer\*

**The Sallan Foundation**, Executive Director

**ES Partners**, Principal

**ES Partners**, Executive Vice President

**Tishman Speyer**, Senior Director

**Arista Power, Inc.**, Managing Director - Power on Demand

**Summit Energy Services**, Manager, Client Development

**National Refunds, LLC**, CEO

**Con Edison**, Program Manager

**Con Edison Solutions**, Commercial & Industrial Market Manager

MicroGrid Horizon, CEO

**ECotality North America**, Utility Solutions Architect

**Livingston Securities**, Vice President

**PricewaterhouseCoopers**, Principal

**Pacific Northwest National Laboratory**, Staff Scientist

**PSEG**, Sr. Vice President - Public Affairs & Sustainability

**Gridless Energy**, Advisor, Business Development

**ENBALA Power Networks**, Vice President, Regulatory Affairs

**US Department of Energy**, Energy Program Specialist\*

**iPower Solutions, LLC**, President

**Phoenix 3D International**, Owner

**Accenture**, Principal

**Batelle**, Researcher\*

**Encorp**, Vice President- Technology

SPONSORSHIP  
PACKAGES

HERE ARE THE SPONSORSHIP PACKAGES FOR  
THE AGRION ENERGY STORAGE INITIATIVE

All sponsorship packages subject to customization

# GOLD SPONSORSHIP

\$44,995

## LEADERSHIP

- Participation at all Energy Storage Project meetings, cocktails, events
- Presenter information and business contact generation
- Driving influence over the specific Energy Storage Initiative's programming and deliverables
- Premier marketing recognition and founding contributed recognition

## EXPOSURE

- Founding partner acknowledgement on dedicated site
- Dedicated page listing our organizations' products, services, and/or incentive programs
- Sole presenter and VP table (20 tickets) at Energy Storage Project Executive Unveiling Event
- Featured priority panelist at desired roundtables and meetings around specialized topics
- Promotion to database of over 400,000 targeted industry professionals
- Invitation to host AGRION at your location & propose topics
- Gold lead tag recognition at launch of project

## BRAND VISIBILITY

- Closing or introductory remarks in the Energy Storage white paper
- Lead recognition in all print, soft, and social media promotions
- Full page color advertisement in print publications
- Business logo on dedicated website, press releases, e-newsletters, & event monitors

# SILVER SPONSORSHIP

\$24,995

## LEADERSHIP

- Founding partner recognition on dedicated website
- Participation at all Energy Storage Project meetings, cocktails, events
- Presenter information and business generation
- Thought-leader recognition on Energy Storage website and in white paper products

## EXPOSURE

- VIP (5 tickets) at Energy Storage Project Unveiling Event
- 1 custom roundtable with closing remarks
- Speaking opportunity for relevant meetings
- Silver lead name tag recognition

## BRAND VISIBILITY

- Recognition in all print, soft, and social media promotions (if desired)
- Signage at events
- 1/2 page color ad space in printed publications
- Business logo on website, press releases, e-newsletters, & event monitors (if desired)

# FOR MORE INFO CONTACT

## OUR OFFICES

### NEW YORK

303 Fifth Avenue, Suite 1105

New York, NY 10016

Tel: +1 212 725 2550

### PARIS

10, rue de Mercoeur

75011 Paris

Tel: +33 1 48 01 08 69

### SAN FRANCISCO

5 Third Street

San Francisco CA 94103

Tel: +1 415 882 4615

### BEIJING

Xinyi Commercial Building

N° 3A Xinyijiayuan,

Chongwenmenwai

Chongwen District,

Beijing China 100062

# SCOPE OF COSTS

## ACTIVITIES

### Backend Collaboration Platform Development

- Creation and implementation of co-working platform for project participants
- Comment aggregation from core participants, updated platform

**HOURS: 80**      **BLENDED RATE: \$14,000**

### Ongoing Backend Collaboration Platform Expenses

- Oversee submissions and working groups through platform
- Manage quality control and update site functionality as is required for materials collaboration
- Fund hosting for documentation uploads and maintain domain
- Build and maintain pipeline of energy storage projects in NYC and select appropriate additions to map through backend platform

**HOURS: 120**      **BLENDED RATE: \$21,000**  
(over 6 months)

### Front End Website Development

- Design front end system and user interface
- Seamlessly integrate front end user interface with backend platform
- Enable customized user interfaces based on login credentials so competitive utilities and service providers cannot hijack information and clients
- Design and implement web tools for Business Case section
- Streamline document download process in Resource section for users in Con Edison territory
- Complete and launch mapping software to allow users to upload projects
- Create Business Directory to showcase participating vendors
- Design and code Technology Matrix to highlight optimal tech and services, use cases

**HOURS: 125**      **BLENDED RATE: \$21,875**

### Ongoing Front End Website Expenses

- Regular design and coding upgrades
- Security
- Website maintenance costs, upgrades and functionality improvement; bug and glitch checks/maintenance
- Domain hosting
- Host documentation, constantly update for policy changes, new financial models, new technologies, and services
- Updating technology matrix, business use case tool, interconnection documentation

**HOURS: 120**      **BLENDED RATE: \$21,000**  
(over 6 months)

**BLENDED RATE - \$175**  
p/h (Blended rate includes service fees and direct payments for web development, hosting, Agrion staff allocation, marketing, PR software, account management, etc. as an average aggregation of service fees and operation costs.)

## Account Management

- Ongoing counsel and expert network assembly
- Weekly client calls and overseeing/tracking working group collaboration and progress
- Bringing in new contributors essential to group productivity
- Planning onsite and online meetings for project review
- Monitoring and assisting users Con Ed and other stakeholders direct to site

**HOURS: 210**      **BLENDED RATE: \$36,750**  
(over 6 months)

## Project PR & Marketing

- Public marketing campaign and securing media partners to promote project and site
- Promotion of site to Agrion network, Con Edison network, and stakeholder network
- Targeted listserv promotion and calling campaign
- Event promotion and participation, web marketing, press releases, adwords, etc. to spread word about initiative and publicize participating organizations
- Affiliate/partner with building owner and facilities management organizations to build user marketplace
- NYC Summit to launch web tool, venue and promotion costs
- Earth Day promotion push
- Targeted roundtable showcasing NY project progress to D.C. policymakers

**HOURS: 240**      **BLENDED RATE: \$42,000**  
(over 6 months)

**TOTAL HOURS: 895**      **BLENDED RATE: \$156,625**

5% Out-of-Pocket/Margin of Error/Miscellaneous Expenses	<b>\$7,831.25</b>
<hr/>	
Total Project Expenses	<b>\$164,456.25</b>
<hr/>	
Total Agrion Committed Investment	<b>\$85,000</b>
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**FUNDING NEEDED: \$79,456.25**  
(DELTA)



