

Custom Revenue Strategies: No Two Sites Are Alike

INVESTOR INSIGHTS | VALUE CREATION & ECONOMICS

When it comes to Battery Energy Storage Systems (BESS), there's no one-size-fits-all approach to making money. Every location has its own unique "energy personality", meaning the revenue strategy for one site might look completely different from another.

Some sites can take advantage of multiple income streams; think energy arbitrage (buying power when it's cheap, selling when it's high), EV charging stations for the growing electric vehicle market, and demand response programs that pay for providing extra power during peak times. Others might focus on just one of these opportunities, depending on the site's layout, local energy market, and infrastructure.

That's why Charge Capital doesn't guess; they analyze. Every project goes through a rigorous evaluation with third-party experts to determine the most profitable and compliant model. This process includes:

- **Energy usage analysis** – understanding how power flows in and out of the site.
- **Utility and tariff review** – identifying cost structures and potential savings.
- **Grid interconnection feasibility** – ensuring smooth and efficient integration with local utilities.
- **Incentive and rebate research** – unlocking available state and federal programs.

Bottom line

No two BESS sites are identical, and that's a good thing. Custom strategies can mean optimized profits, stronger grid resilience, and long-term growth in a booming sector.