



Peak Use

Foresighting Forum 2018

Scott Davis

28 February 2018





Hello, I'm
Scott Davis




Masters in
Renewable
Energy

Sales,
marketing and
product
development
background

Project Director
for Horizon
Power's award
winning Power
Ahead Project

Wave energy
and vanadium
battery
development

Founder of
 energy stack



Taking down the peak

Why don't we have more Demand Response?

Peak tariffs

Behaviour
change

Technology

What tools and value propositions do we
need to take down the peak?

Why don't we see more Demand Response products?

Peak Tariffs

- Metering
- Can everyone be a winner?
- Cost saving vs customer reward
- Simplicity - language and design
- Risky business

Behaviour Change

- Not everyone is interested
- Is it worth it?
- What actions make a difference?
- Can I do it?
- Reward - savings, effort & reward

Technology

- Lack of signals
- Compensation for real reductions
- Predictability of response

Observations



Tools

- Peak concept
- App - Smart phones
- Facebook community
- Solar and Battery

Observations

- kW / kVA
- Self learning
- Trust
- Alerts, caps and customer anxiety
- Automation of battery

KEY LEARNING

Pricing drives investment in technology...

more than change to behaviour.

Minority can reduce

15%

Immediate Response

0.14kW

PV + Battery



>40%

In summary



Why don't we have more Demand Response?

Status quo
Metering
Signals

Technology and automation is changing this



Thank you

Scott Davis

M: 0457 784 119

E: scott@alunablu.com.au

www.alunablu.com.au