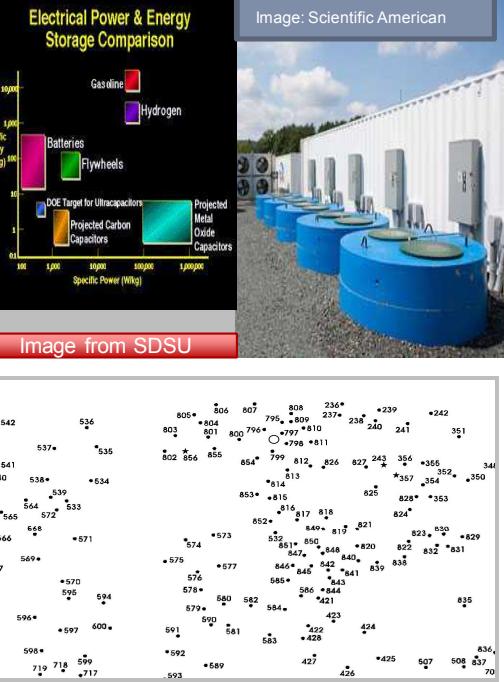


# Defining an Intelligent Business Model for Energy Storage Based on the Technical Requirements of Recent FERC Orders

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## Problem:

Given the recent regulatory and policy challenges in FERC Orders (784, 1000, etc.) that relate to energy storage, how does one go about building an intelligent business model based on the varied technologies and applications associated with electrical energy storage?

## Key Questions:

1. What is the business of an energy storage facility?
2. What is the legal structure of the energy storage transaction?
3. How does one measure energy storage services?
4. What is the product performance guarantee?
5. Which energy service does one guarantee?



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