Four Paths to Prosperity: Growth Opportunities for Utilities

Diversifying Utility and Industry Revenue Models

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SATISFYING ENERGY CONSUMERS

Today, customers have new energy choices with greater control, comfort, convenience and customization.

They might want to control their energy costs, improve comfort, or support environmental products.

Utilities are well positioned to act as the trusted energy advisor and preferred providers of new products and services.

Leading to new revenue and earnings opportunities.
FOUR PATHS TO PROSPERITY

Utilities can grow or diversify revenue by offering new products or services through these four different paths:

- **Growing Sales**
  - Non-road Electrification
    - Electric Vehicles

- **Growing Rate Base**
  - BTM DER Ownership
  - Utility-side DER Ownership

- **Value-Added Services**
  - Online Marketplace
  - Enhanced Data Services
  - Connected Homes

- **New Lines of Business**
  - Lighting Services
  - Home Warranty
  - Vegetation Management

The revenue potential for each of the paths are linked to factors such as: market demographics, regulatory treatment, and capital availability.