

There is no 'I' in team: Retailers, Networks and Customers working together





Two identical devices.....
with very different experiences



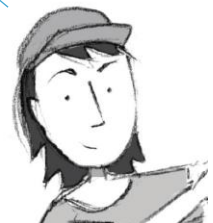
Consumer



Consumer



Retailer



Network

Two identical devices.....
with very different experiences



Consumer



Consumer



Retailer



Network

Consumer



I have the ability to vary consumption (and even generate 'on demand')
I am willing to pay \$ for good services

Retailer



I can access \$ from wholesale
I can access \$ from ancillary
I have the capability to deliver services

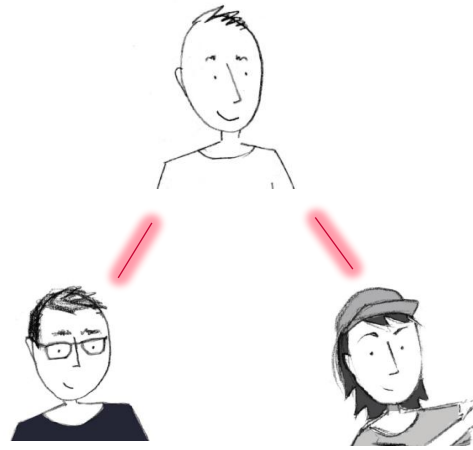
Network



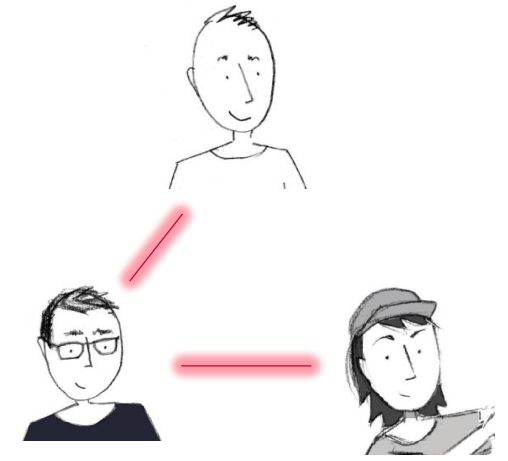
I have \$ from network capex/augex
I have the capability to deliver services



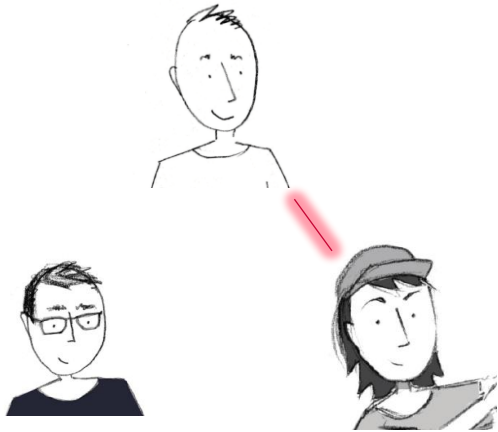
The Waste



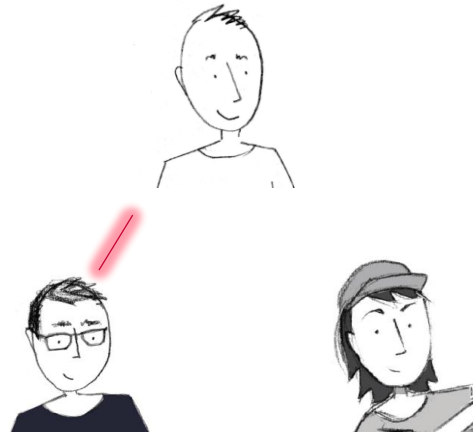
The Competition



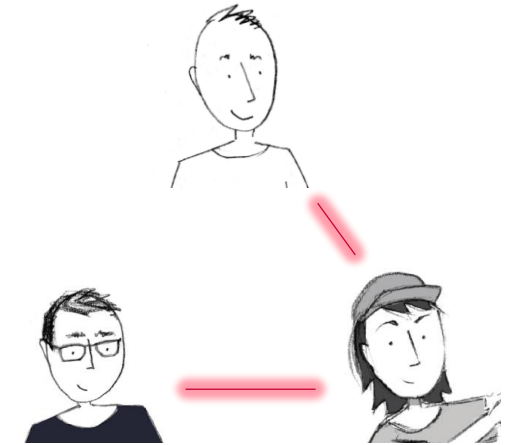
The Traditional



The Poles and Wires



The Generator



The Regulator's Dilemma

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