



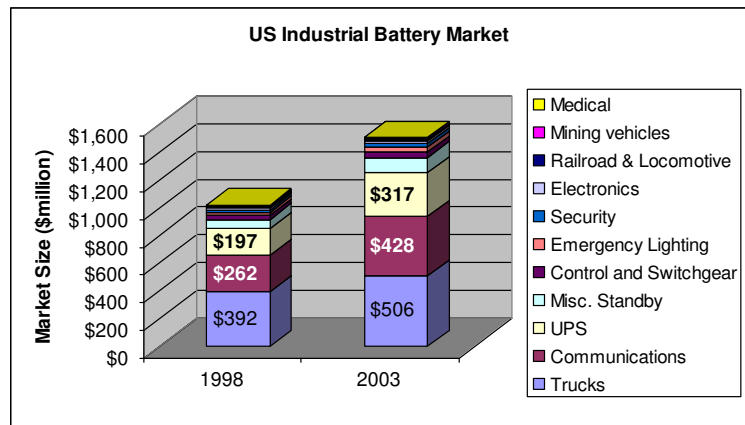
## Redirected Energy Storage Company's Strategy, Resulting in Over \$100 million in Sales

### Situation

A flywheel energy storage company had spent five years developing and promoting their flywheel backup power system, targeting telecommunications remote terminal unit backup power as a lead acid battery replacement. After developing a commercial ready product and years of development and demonstration, sales were not being realized, putting into question the company's strategy and future.

### Solution

Velerity was brought in to assess the situation and identify potential markets for the company to pursue. The potential options were to be delineated based on the level of investment required to pursue the new markets, considering options with no product changes, to new markets that required product redesign and development.



Velerity conducted a thorough assessment of the market segments the company could pursue, based on a thorough assessment of market opportunities that would leverage the company's unique technology.

### Result

Velerity identified and characterized five distinct market segments the company could pursue including providing ancillary services to the utility market. The company repositioned their strategy to focus on the ancillary services market resulting in over \$100 million in sales of their unique fast response energy storage solution, providing frequency response services.