

ATTACHMENT C: PROJECT NARRATIVE

The project narrative must include the following headings and may be no more than five (5) pages, single-spaced.

Potential of the Proposed Technology to be Deployed:

- Identify any differentiating features that factor into your selection of this particular technology, its fit for the particular use-case/business model and which will specifically benefit the Massachusetts energy challenges. Explain why the particular storage technology selected is the best fit for the project.
- Confirm that the energy storage system may be deployed commercially at this time.
- Identify all necessary technical risk mitigation steps that will be taken as part of this project and when these steps will be taken.

This description does **not** require a full technical paper.

Potential of the Energy Storage Use Case/Business Model:

- Describe how the proposed project will earn revenue, reduce costs, demonstrate storage benefit(s), demonstrate the potential to scale, and provide value for both customers and system benefits.
- Identify and characterize the proposed project's target market/customer segment and ownership model.
- Identify the ways in which this solution to storage deployment and commercialization is superior to the products currently or conventionally deployed in the market.
- If applicable, identify examples of similar approaches being implemented outside of Massachusetts, their perceived successes and shortcomings, and how this may be customized for the needs of the Commonwealth.
- Define what this project's success will look like.
 - What specific technical and financial targets have been established?
 - Can it be duplicated elsewhere in Massachusetts?
 - If applicable, following the term of the demonstration project, what is the medium to long term plan for the project?
 - When is the market expected to grow?
 - The estimated total market potential for the technology when deployed under the proposed demonstration conditions
 - Highlight known barriers to achieving the full market potential
- State the expected financial performance (payback, ROI) of the system as proposed, including requested grant funds, (*only* monetizable benefits). Describe the benefits to the system owner.

System Benefits:

- Further describe the benefits to the distribution system (non-monetizable benefits) that will be provided by the project under current market conditions and, if applicable, how these benefits could be monetized under optimal market conditions.
- If applicable, state the expected financial performance (payback, ROI) of the system as proposed (including requested grant funds), *including* the non-monetizable benefits. Explain the assumptions about how such benefits were valued.
- Describe how the selected benefits can be realized simultaneously.
- Describe the plan for demonstrating (if applicable), monitoring and verifying (if possible) the selected benefits. Identify any energy conservation and/or state of charge data needed to prove that the benefits were provided.

For those projects that plan to monitor and/or demonstrate non-monetizable benefits, provide a monitoring and demonstration plan containing the following information:

- A brief description of the benefit
- Barriers to monetization of the benefit
- An itemization of the hardware (device controller), and/or software necessary to demonstrate the non-monetizable benefit (where relevant)
- Energy consumption data and/or energy storage system charge/discharge data necessary to demonstrate the benefit
- Market, utility or other data necessary to demonstrate the benefit
- Communications infrastructure and signals necessary to provide the benefit where applicable
- Costs associated with demonstrating non-monetizable benefits (if applicable), and
- Revenue gaps and/or lost opportunity costs.

Installation Plan:

- Describe the design, scale, location, procurement, and installation plan for the project.
- Describe briefly why the chosen site is suitable for the proposed project.
- Identify any technical risks that may be encountered during installation and steps that will be taken to mitigate these risks.
- Identify all applicable regulatory, site, or other barriers to successful deployment and how the Applicant Team intends to overcome such barriers.

Safety Plan:

- Describe the standards and certifications with which the system will comply

Budget Narrative: Include a budget narrative that provides additional detail on each budget line item, including the proposed system operation and test plan to monitor and/or demonstrate the system revenues as well as the non-monetizable benefits. In addition, the budget narrative should include the following information:

- An explanation of the assumptions and methodology used to calculate revenues (or savings) shown in the project pro forma (Attachment F.)
- Costs associated with demonstrating non-monetizable benefits (if applicable), and
- A clear description of the financing gaps, revenue gaps and/or lost opportunity costs related to non-monetizable benefits and how the grant funding will fill that gap.

Applicant Team Commitment and Qualifications: Briefly identify the proposed roles that will support a technically and economically successful project, including the relevant skills, credentials and experiences of key Applicant Team members. Team member resumes may be submitted as supplemental documentation and do not count against the five-page limit for the Project Narrative. *It is strongly recommended that teams utilize a dedicated project manager, though there is no requirement that this be a new or current employee, nor that the designated project manager be a full time position. The project site is required to be within the Commonwealth of Massachusetts.*