

## Consumer, Prosumer, Prosumager

How service innovations will disrupt the utility business model



Edited by  
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**AUDIENCE:** Practitioners interested in future energy generation and regulation, particularly stakeholders engaged in the generation, transmission, and distribution of power. Energy economists. Policymakers. Regulators

## Consumer, Prosumer, Prosumager How service innovations will disrupt the utility business model

Fereidoon P. Sioshansi, President, Menlo Energy Economics, San Francisco, CA, USA



Explores the innovations and disruptions created when present-day customers generate, store and trade their own renewable electricity

### KEY FEATURES

- Explores the impacts and trajectories of increasing distributed power generation and storage adoption
- Analyzes the growing number of electricity services and their impact on the existing power grid and service providers, including incumbent and disruptor utilities
- Discusses future market trends and trends in costs, pricing and business models

### DESCRIPTION

*Consumers, Prosumers, Prosumagers: How Customer Stratification will Disrupt the Utility Business Model* examines customer stratification in the electric power sector, arguing that it is poised to become one of the fundamental drivers of the 21st century power network as distributed energy generation, storage, sharing and trading options become available at scale. The book addresses the interface and the relationship between key players and their impacts on incumbent and disruptive service providers. Topics covered include innovations that lead to consumer stratification, regulatory policy, the potential of service, the speed and spread of stratification, and a review of potential business models and strategies. The work also covers the evolution and potential end-states of electricity service provision, from its basis in current pilot programs as distributed generation scales and its potential to supplant industry norms.

"Over time people will come to perceive all behind-the-meter assets as valuable local resources in need of a common approach and governance, hence the rising role of intermediaries, aggregators, communities, blockchain clubs or trading platforms."

**Jean-Michel Glachant, Director, Florence School of Regulation**

"The challenges faced by regulators are mounting as the regulatory models and solutions that worked so well for decades are struggling to keep pace with new service options and business models."

**Ron Ben-David, Chair, Essential Services Commission, Victoria, Australia**

"Innovation will create a new world of opportunities for energy consumers and change the way distribution networks are managed while self-consumption, local energy communities, and micro-grids will challenge traditional business models."

**J-L Lastelle and D. Jamme, Commission de Regulation de L'Energie**

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