# Real-time forecasts of electricity price to support renewables, ev charging

inBalance

Empowering Electricity Asset Managers

with real-time price forecasting solutions

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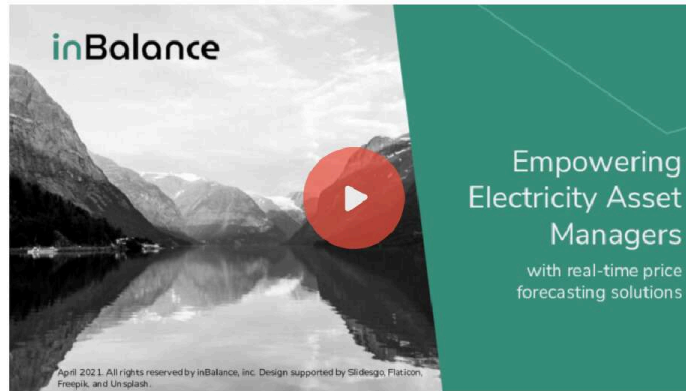
inbalanceresearch.com   Cambridge MA

Technology | Software | Community | Artificial Intelligence | Social Impact

OVERVIEW   UPDATES 2   WHAT PEOPLE SAY 10   ASK A QUESTION 10

## Highlights

1. 🔥 25% increase in revenue over traditional forecasting

2. 💡 Pilots with 15% of New England's responsive electricity generation

3. ⚡ Working with industry leaders from Uber, EnerNOC, McKinsey

4. ☑ Aiming to reach $100M ARR in 5 years by both working with utilities and directly with the market

## Our Team

**Thomas Marge**   Co-founder & CEO

Partial Mathematics PhD from the University of Cambridge

Inefficiency in the market leads to 2% or more excess emissions per year. Not only is this bad for the environment, but it makes for a valuable opportunity for a company like inBalance that is positioned to resolve it.
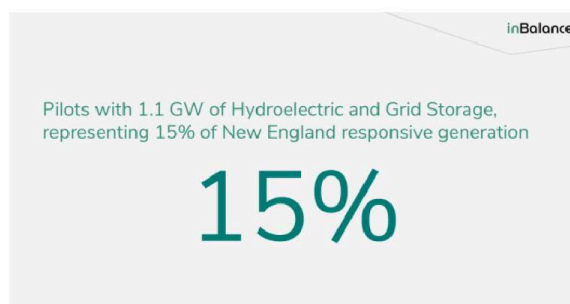
**Rajan Troll**   Co-founder & CTO

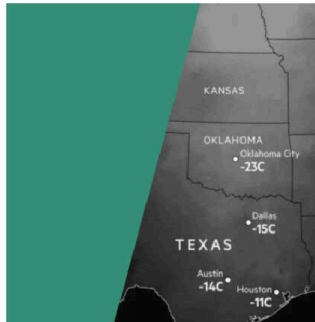Left Spectral Compute to pursue inBalanace

**Edwin Fennell**   Co-founder & CIO

Declined MedExpress to pursue inBalanace

## Pitch

inBalance

Pilots with 1.1 GW of Hydroelectric and Grid Storage, representing 15% of New England responsive generation

# 15%

**25%**

revenue increase over traditional forecasting solutions



KANSAS

OKLAHOMA
Oklahoma City
-23C

Dallas
-15C

TEXAS

Austin
-14C

Houston
-11C

**Electricity markets are facing unprecedented volatility**



**inBalance directly addresses market volatility**

Grid Scale Storage

Demand Response + Hydro

Direct Electricity Market Trading



**Intuitive Interface**

Forecasts also available via API



**$4 Billion**

CAGR of Storage is projected to be 24.4% through 2027

38 M New Zealand Revenue

1372 M United States Revenue

1477 M European Revenue

304 M Canada Revenue

200 M Japan Revenue

60 M Australia Revenue



**Founders**

THOMAS MARGE
CEO

Partial University of
Cambridge Math PhD

RAJAN TROLL
CTO

Left Spectral
Compute

EDWIN FENNELL
CIO

Declined MedExpress



inBalance

## Social Impact: A Better Power Grid

**CHEAPER**

With less curtailment, power grids can fully utilize their zero marginal cost resources. More renewables will enter the market, and with them comes increased opportunity for arbitrage, smoothing out costly system conditions.

**CLEANER**

Power grids must maintain costly and dirty reserves when renewable generation is poorly forecasted. With inBalance, the US power grid can expect annual reductions of nearly 1 million metric tons of carbon dioxide.

**SAFER**

Intermittent renewables increase the risk of blackouts when their generation profile is poorly understood. Better price information provides system operators the ability to recognize and deal with potential system failures before they happen.

🔗 Link to recorded Clubhouse pitch night on Startup Club