

Every Consumer a Producer

A Strategic Narrative on the Future of Energy

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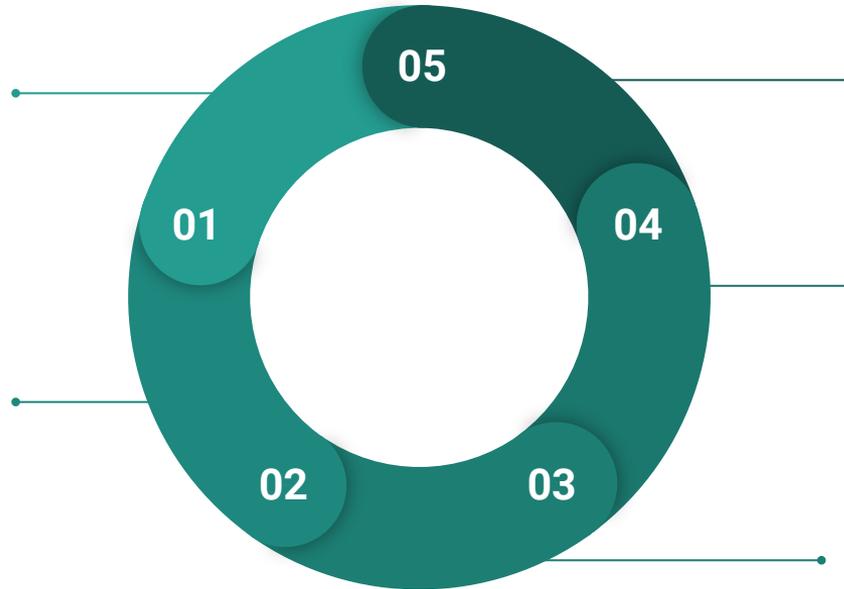
Overview: Energy Trends in 2020

Coal

The slow moving trudge of the death of coal continues. The financials and court of public opinion no longer favor the continued use of coal in the domestic energy mix.

Oil & Gas

Natural gas has become the “bridge” in our domestic energy transition. However, research is illustrating that the CO2 reductions are offset by large methane releases.



Battery Storage

Implementation of battery storage technologies has been limited to small scale projects. Accessibility to consumers and utilities alike is key.

Solar

Continued advancement of solar efficiency and technology has made PV an adaptable player at the consumer and utility level.

Wind

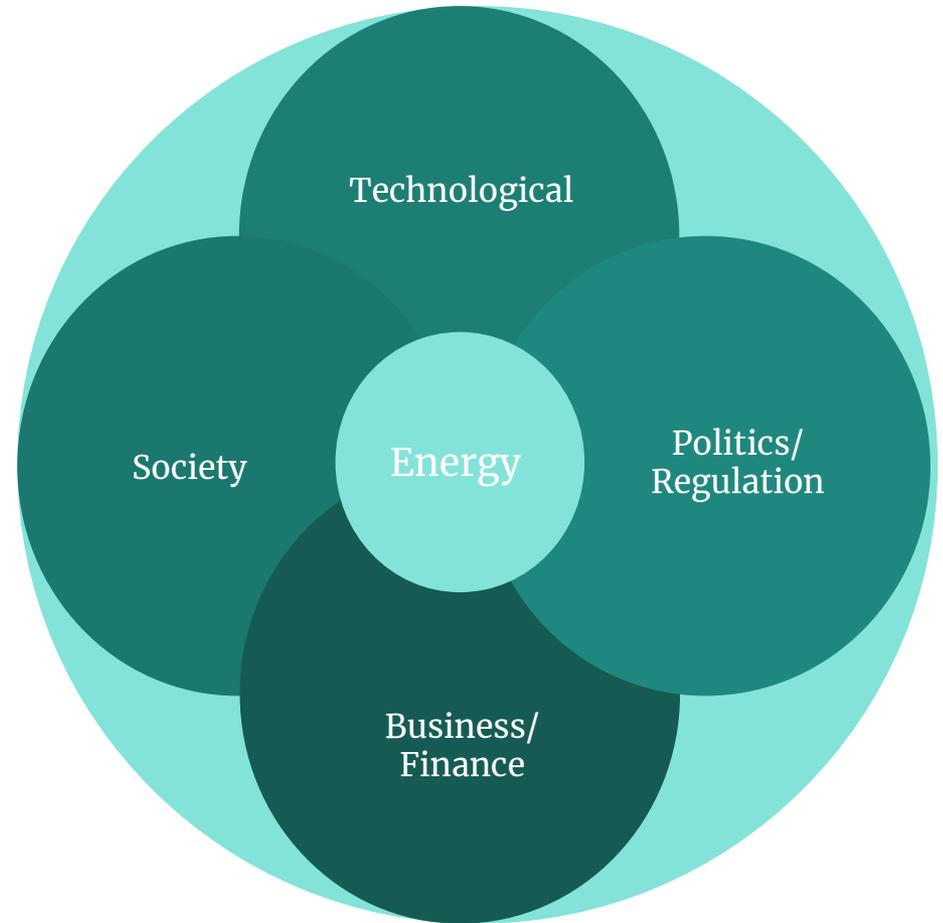
The expansion of on-/off-shore wind resources and the growth/maturation of industry actors has shifted the renewables discussion as a viable domestic energy source.

Energy & Humanity

How will we access energy in the future?

What role will existing structures/mechanisms play in the creating the future of energy?

Who will lead energy innovation?



Scientific American, 05/2050

Headline: “New Tesla R-Box disrupts the energy market and changes the face of homeownership”

Global News Network, 10/2050

Headline: “Wal-Mart wins bid with Tesla to be the first retail distributor, making access to energy storage convenient for the everyday American.”



Chapter 1 – 2024

Signals to watch:

- Electoral politics and shifting social dialogue
- Legacy industry struggles
- RE cost and viability

Sources:

<https://www.texastribune.org/2020/04/06/texas-oil-producers-shutting-wells-coronavirus-dispute-plummet-prices/>

<https://pv-magazine-usa.com/2019/11/20/the-queen-of-texas-solar/>

CORONAVIRUS IN TEXAS

As oil price crisis grips the globe, small Texas producers feel the ripple effects

Plummeting demand and an international price dispute have forced Texas oil producers to begin shutting wells.



The Queen of Texas solar

Texas has a new largest installed solar project, as Innergex Renewable Energy's 315 MWdc Phoebe solar farm has been completed.

Chapter 2 – 2029

Signals to watch:

- Expanding social movements
- Business and government reaction to social change

Sources:

<https://www.fox7austin.com/news/thousands-of-students-activists-march-in-texas-for-climate-change>

<https://www.austinchronicle.com/daily/news/2019-09-19/climate-strike-in-austin/>

Thousands of students, activists march in Texas for climate change



Chapter 3 – 2036

Signals to watch:

- Parallel technology growth
- Network effects of industry integration
- Affordable electric vehicles

Sources:

<https://www.popularmechanics.com/cars/hybrid-electric/a32576671/elon-musk-tesla-million-mile-battery/>

<https://www.wired.com/story/tesla-may-soon-have-a-battery-that-can-last-a-million-miles/>

Elon Musk Reveals Plans for His Million-Mile Battery



Chapter 4 – 2038

Signals to watch:

- Brick-and-mortar institutions transition to e-learning
- Application/implementation of adaptive technology to enhance learning experience

Source:

https://online-learning.harvard.edu/sites/default/files/styles/social_share/public/course/CR364-DYL-TWITTER-ADS_ryan.png?itok=oRO6ECa2



Chapter 5 – 2044

Signals to watch:

- Government subsidies for science and technology research
- Bi-partisan support of environmental protections legislation

Sources:

<https://www.greenbiz.com/article/how-wildfires-have-and-will-continue-shape-our-future>

<https://www.mcdougallinsurance.com/wp-content/uploads/2016/05/Fire-Burning-Houses.jpg>

GreenBiz Reads

How wildfires have and will continue to shape our future



Chapter 6 – 2048

Signals to watch:

- Energy tax incentives for consumers
- Private sector leverages artificial intelligence towards sustainability

Politico

President Reeves signs “The Energy Reinvestment Act” into law.

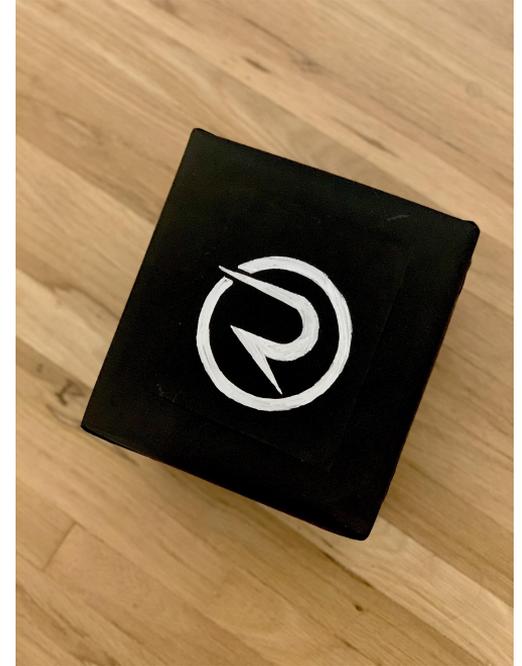


Chapter 7 – 2050

Signal to watch:

Partnerships between technology industry leaders (such as Google) will create partnerships with Innovation Hubs to utilize 3-D printing to create affordable and customizable new smart technology to power homes

Artifact from the future: Tesla R Box



A word from President Keanu Reeves

Q & A

