



HFS Hot Vendor: Power Ledger

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Power Ledger is an Australian company that is building a peer-to-peer, blockchain-based distributed solar energy trading platform, which has the goal of getting utilities involved in blockchain. A participant in Power Ledger can become a part-owner of generation assets (they call this 'asset germination') and trade the electricity generated by these assets. Power Ledger aims to work with utilities, corporations, and 'prosumers'—residential energy consumers that also produce electricity with solar panels on their homes.

Power Ledger is a frontrunner in the pioneering of blockchain-based energy trading platforms. Power Ledger puts the power to manage the energy economy into the hands of consumers while maintaining the value of existing distribution networks.

Using blockchain technology, it provides a transparent, auditable, and automated market trading and clearing mechanism to benefit producers and consumers. Power Ledger technology enables the sale of surplus renewable energy generated by residential and commercial assets and by homes and businesses connected to existing electricity distribution networks or within micro-grids. It is currently exploring further applications for the POWR token and the Power Ledger platform. This includes EV charging, carbon trading, wholesale market settlements, autonomous asset management, distributed market management, and transmission exchange.

HFS' take

The industry needs a new system to underpin this new constellation of the energy ecosystem. Blockchain is one of the most promising technologies and Power Ledger is one of the interesting pioneers in the field.

Vendor factsheet

- Founded in 2016, headquartered in Australia
- Initial coin offering in September 2017
- Number of employees: 10
- 15,000 Backers
- AU \$34 million funding through ICO

Solution portfolio

Services

- P2P trading
- Neo- Retailer
- Wholesale market settlement
- Distributed market management
- Autonomous asset management
- Transmission exchange

- Electric vehicles
- Microgrid and embedded network operator
- Carbon trading
- Power port

Platform

- Power Ledger

Partnerships

- Vector
- Tech Mahindra
- Nest Energy
- Curtin University
- Western Power
- Landis Gyr
- Indra

Blockchain holds tremendous promise to underpin the energy revolution that sees the generation and ownership of assets being more and more distributed and renewable. Wind and solar have made enormous strides over the last decade, becoming competitive versus coal and LNG, and investments are shifting from fossil-based electricity generation to renewable energy across the globe. The distributed nature of these assets and ownership poses a big challenge to the legacy infrastructure—distributed generation needs to be integrated in the grid and the traditional chain from generation to consumption is broken up, turned upside down, and disintermediated.



About HFS

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HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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