

Business Development

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NC Electric Cooperatives

Your Touchstone Energy® Cooperatives 

v24.1



An all-electric tractor at the North Carolina Zoo

Creating Brighter Opportunities for Co-ops, Members & Communities

Business development is a key in the transition to becoming the utility of the future for North Carolina's electric cooperatives. Rooted in emerging cooperative business needs, this identifies ways to expand strategic product and service offerings that enable grid management and optimization, all done through the **lens of the members' growing needs** and expectations.

We are identifying strategies that support our efforts to build a **Brighter Future** for cooperatives, members and communities.

Members

- Increased reliability
- Lower cost
- Opportunities to participate in grid programs with smart devices
- A shared focus on sustainability
- Strengthened relationship with co-op

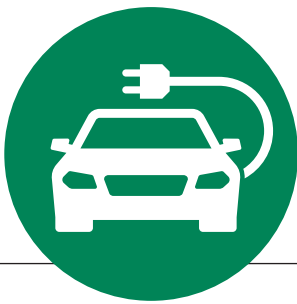
Communities

- Improved quality of life
- Economic development
- Job creation
- Improved environmental health
- Better grid resiliency

Cooperatives

- Increased member engagement
- Increased kWh sales and decreased peaks
- Reduced wholesale power costs
- Improved coordination and management of assets on grid
- Greater grid flexibility

The efficiency of the energy sector is improved by **beneficial electrification**, the conversion to electricity of things conventionally powered by other sources in a way that has a positive impact to the community. Beneficial Electrification creates a cleaner, more energy efficient operating environment, with long-term cost savings. It offers tremendous opportunity for addressing member, community and economic development needs, particularly in the areas of:



Electric Transportation

- Development of a strategically deployed EV charging network
- Education, awareness and targeted marketing efforts
- Cooperative programs and incentives to drive electric



Agribusiness

- High-efficiency irrigation systems
- Electric tractors and farm equipment
- Electric heating technologies for livestock and waste-heat recovery



Industry

- On-site renewables and storage
- Electric idling technology for refrigerated trucking
- Electrification of non-road equipment