



MAKING SUSTAINABLE, ATTAINABLE™

# Earn Revenue & Support the Grid with Demand Response in PJM

As energy demand peaks, businesses face higher capacity costs and the risk of grid instability. At the same time, the grid struggles to meet the increased demand, which can lead to power outages and reliance on costly, carbon intensive energy sources. In 2024 capacity charges have increased 450% on average since just last year, meaning higher earnings potential for your business.

The Emergency Load Response Program (ELRP) offers an effective solution to this challenge, allowing businesses to reduce their energy consumption during peak periods, to generate revenue, support grid stability and unlock financial benefits.



## Generate New Revenue

Earn between \$98,000 - \$170,000 per MW-Year by participating in Demand Response and reducing energy usage during peak demand times.



## Improve Grid Stability

Reducing energy use during peak demand prevents grid overloads and outages. Participation supports grid stability, ensuring a more reliable energy system.



## Reduce Energy Spend

Reduce energy costs by participating in Demand Response and curtailing energy use during peak demand times.



**Program Timing: June 1st - May 31st**

**Lead Time: 30 - 120 minutes**

**Earning Potential: \$98,000 - \$170,000 / MW-year**

### RODAN ENERGY ADVANTAGE



No  
Out-Of-Pocket  
Expenses



Customized  
Energy Plans



24/7 Network  
Operations  
Center



Industry  
Leading  
Software



Real-Time  
Monitoring



Customer  
Support

“Partnering with Rodan Energy has been fantastic. Their strategic guidance has significantly increased our Demand Response revenue. They are highly responsive to our needs and provide exceptional customer service, making them a pleasure to work with.”

Mitch N. – Smelter & Energy Manager - Aluminium Manufacturing Plant

## How it Works:



**Start Earning Today - Help Stabilize the Grid!**

Don't miss the chance to reduce your energy costs, generate new revenue streams, and play a crucial role in supporting grid reliability.

Contact us now for a free assessment to see how your business can reduce energy consumption during peak periods, earn financial incentives, and help stabilize the grid during times of high demand.  
Email [connect@rodanenergy.com](mailto:connect@rodanenergy.com) to schedule your free assessment today!

Learn more 

