

Piclo to launch new flexibility platform, Piclo Max, transforming access to global electricity markets

- *Piclo Max will unlock global electricity market visibility and access, and maximise revenue stacking opportunities for flexibility sellers, from a single place.*
- *Piclo Max will be rolled out in 2024, initially in the UK, targeting renewables, battery and electric vehicle (EV) operators amongst others.*
- *The platform has generated significant interest across the UK's market operators and experienced flex sellers.*

London, UK, 23 November 2023 – Piclo, the world's leading flexibility marketplace provider, has today announced its plans to launch a new market access platform, "Piclo Max", offering sellers and buyers of flexible electricity a one stop shop for all electricity markets globally.

Piclo Max will be rolled out in 2024, starting in the UK, to simplify and unlock broader electricity market access for flexibility service providers. The platform matches sellers of surplus electricity (or flex sellers) to system operators (or flex buyers), enabling an increasingly thriving flexibility market. Piclo Max responds to widespread calls from flex sellers to tackle barriers to market entry and represents a significant step towards a fully flexible electricity system.

CEO of Piclo, James Johnson said: "The launch of Piclo Max will be a crucial step in our mission to decarbonise grids. We are incredibly excited to take electricity and flexibility markets to the next stage, building on our track record in the UK, Europe and the US. We've already seen strong commitments from industry leading flex sellers, who, like us, want to make real strides towards a more aligned UK electricity market. Flexibility is a tangible, viable tool for decarbonisation, today. It is a proven tool for efficiently balancing the grid and reducing the cost of future grid reinforcement, globally, delivering immediate value for our customers and wider society."

Flex buyers or System Operators (SOs) in the UK include National Grid ESO (who is responsible for national system balancing and resolving transmission grid constraints) and six distribution network operators (who are responsible for the last mile of electricity delivery and need access to flexibility to manage bottlenecks on the local grid). Flex sellers typically own and operate 'distributed' energy resources – including renewables generation, batteries and EVs – that are capable of responding to SO requests and modifying their electricity generation or consumption accordingly.

The complex and opaque nature of electricity markets means that flex sellers face many barriers in optimising revenue for their assets, including dealing with multiple market platforms, each with different sets of systems and protocols. For example, Piclo's flagship product, Piclo Flex, provides an independent marketplace for local flexibility, but there are different platforms for wholesale, capacity and balancing markets. This places a huge time and cost burden on flex sellers, limiting participation and competition across the industry.

Piclo Max will benefit flex sellers with cost and time efficiencies as well as access to new and existing income via revenue stacking. For example, from operational assets already registered on the Piclo Flex marketplace, Piclo Max could unlock over £750 million a year in revenue stacking opportunities.¹

At the same time, flex buyers, including SOs at both Transmission and Distribution level, will gain access to a wider selection of vetted flex sellers and increased market liquidity, ensuring uninterrupted development of flexibility services.

Piclo Max is aligned with the ambitions of policy makers and regulators, including those of British energy regulator Ofgem, which in its May 2023 strategy set out ambitious plans for a flexible UK electricity system.² The introduction of Piclo Max represents a pivotal point in the UK's continued global flexibility leadership. The platform will transform existing electricity markets, providing flex sellers with access to all electricity market opportunities, services and insights – from capacity, wholesale, distribution flex, and local constraints markets – in a single place.

The platform has already generated significant interest across the UK's transmission and distribution, and flex seller space.

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About Piclo

Piclo's mission is to decarbonise the grid. We develop software solutions that make our energy networks smarter, flexible and more sustainable. Piclo Max, our market access platform, enables flex sellers (such as EV and battery owners) to access all electricity markets from one place. Piclo Flex, our flexibility services marketplace, enables flex buyers (system operators) to source flexible electricity from flex sellers during times of high demand or low supply.

To date, Piclo has over 60,000 registered flexible assets representing 19GW of registered flex capacity, with flexibility contracts awarded totalling £74m and 2.6GW+ of flexible capacity procured.

Piclo currently operates in six global markets: in the UK, supporting four Distribution System Operators (UK Power Networks, SP Energy Networks, Electricity North West and Northern Powergrid); and the Transmission System Operator (TSO) (the ESO); in Ireland (ESB Networks), Italy (E-Distribuzione), Portugal (E-REDES), Lithuania (Energijos Skirstymo Operatorius AB (ESO)), and in the United States in New York State (National Grid). Aside from its leading position in the UK, Piclo has a growing presence in Europe and the USA.

For more information please visit [our website](#), follow us on [Twitter](#) and [LinkedIn](#) and watch us on [YouTube](#).

¹ Calculations estimated on total stacked revenue from all operational assets currently registered on Piclo Flex.

² <https://www.ofgem.gov.uk/publications/ofgem-sets-out-proposals-transform-local-energy-systems>

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Register your interest:

[Register online](#) for early access to Piclo Max in 2024.

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