

Choosing the Right Renewable Energy Opportunities for Clients Using REmap

How Marathon Capital uses REmap to deliver best-in-class outcomes for clean energy buyers.

MARATHON CAPITAL

Location: Chicago, IL

Industry: Clean Energy Investment

Solution Used: REmap

“When you want to get into the nuts and bolts of renewable energy opportunities, REmap helps us visualize trade-offs quickly and elegantly.”

- Joan Hutchinson, Managing Director, Marathon Capital

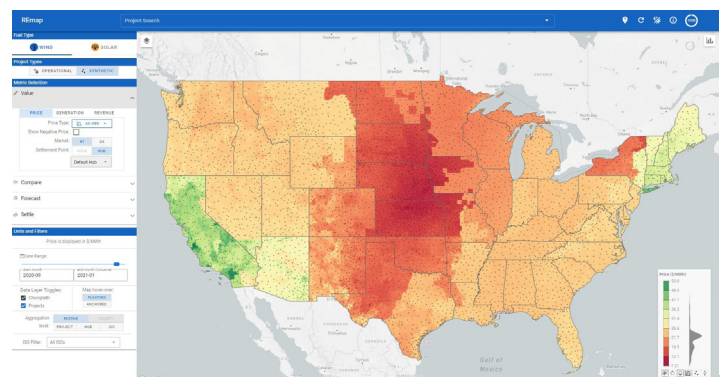
REsurety sat down with Joan Hutchinson, Managing Director at Marathon Capital, to talk about how her team uses REmap to inform their corporate clients on renewable energy procurement.

ABOUT MARATHON CAPITAL. Marathon Capital is a world-class investment bank with a mission to achieve their clients' strategic and financial objectives by delivering inspired, knowledge-based solutions to the clean power, sustainable technologies & infrastructure markets. Marathon Capital is a leader in transformational deals across the global clean energy landscape bringing over 20 years of renewable energy and clean technology experience.

Marathon Capital has been involved in many pivotal energy transactions and company expansions in the areas of M&A, strategic consulting, capital raising of debt and equity, project finance, tax equity, and offtake advisory, including corporate renewable PPAs and asset acquisition. Learn more about their services by visiting www.marathoncapital.com/.

Supporting High Quality Client Engagements

Every engagement starts with understanding the client's sustainability goals. For a client looking to purchase renewable energy through a PPA, what matters most to them? Is it geography? Are they looking to purchase renewable energy in a way that matches their load profile? “Based on the client's needs,” said Joan, “we use REmap to explain different market risks as well as resource profiles. REmap helps us educate our clients on renewable energy markets in a way that is data-driven and fact-based, and still intuitive and digestible.”



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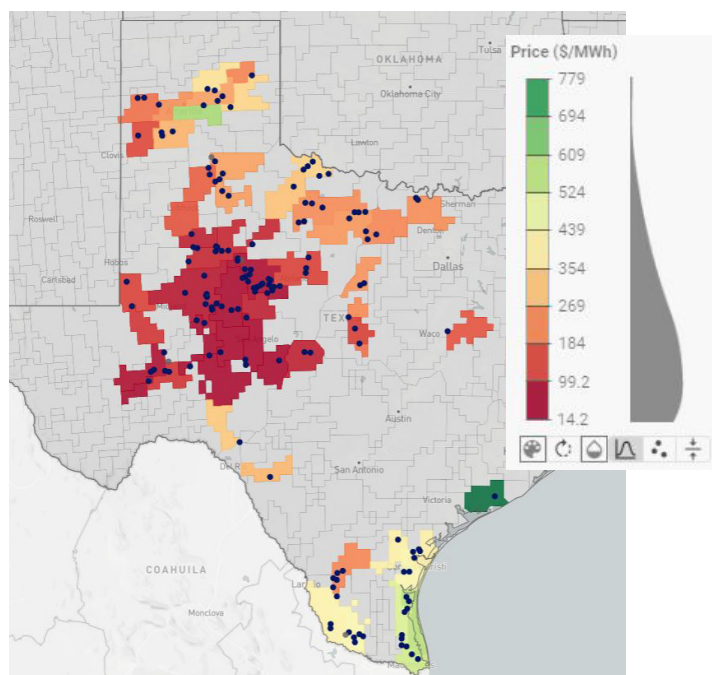
- Joan Hutchinson, Managing Director, Marathon Capital

REmap visualizes resource profiles for wind and solar projects across the U.S. and offers an accurate value of renewable energy in those markets, today.

Addressing Client Questions and Concerns Quickly

It's important to address questions as quickly as they come up. "We must always be prepared to address a wide range of concerns from our clients and prospective clients," said Joan.

"Recently, a client wanted to know what they would have experienced if they had contracted with a project in Texas during Winter Storm Uri. Using REmap, we could quickly show them examples of projects that did and did not operate, and step through the implications to them.



REmap allowed us to ground their curiosity in an important and complex market event in actual project data.”

“We know we are doing our job well when we’re able to address client questions the moment they arise,” she continued. “REmap helps us avoid potential roadblocks or deal breakers by enabling us to address client questions in real-time, with real project data.”

Getting to Know the Neighborhood Together

The best customer experiences are those where the client feels engaged throughout the process. “It’s important that our clients have a firm grasp of the specific dynamics where they will be procuring energy,” said Joan. “Spending time walking through examples is a critical component of our process.”

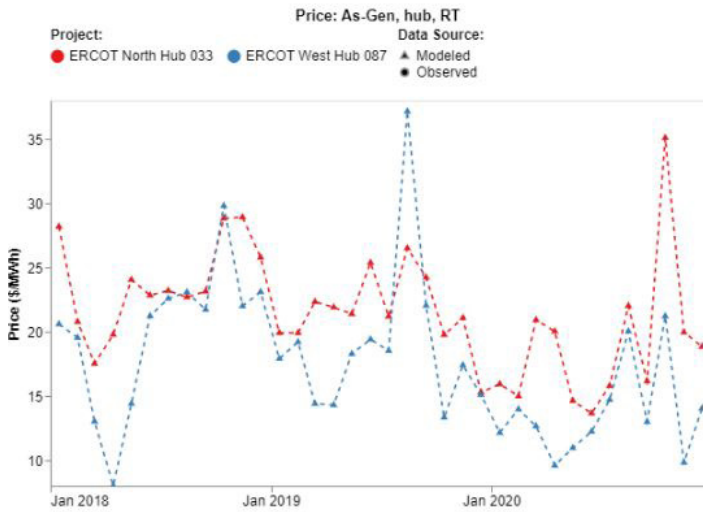
“We use REmap to zoom into the specific areas where there is a PPA opportunity and look at the performance of nearby operating projects. We step through the different performance metrics and help them see how shape follows seasonal and diurnal patterns and why there may be less risk in the summer months, or how negative pricing risk is likely to be a major factor when settling at a particular hub, or what it would have been like to own a PPA during February 2021 in ERCOT. REmap makes it easy to quickly step through different value and risk scenarios in an approachable way for our clients.”

Sorting Through Proposals (The RFP)

The RFP is a time-consuming process that often involves administering an RFP to dozens of project developers and sorting through hundreds of proposals for the ones that are most attractive. REmap offers a quick and accurate way to validate proposal specifics and dig into the details of an opportunity by assessing shape, basis, and potential performance during critical events.

Once the number of proposals has been screened to a handful, third party engineering reports may warrant more attention. “We think it’s important to look at third party engineering projections with a critical eye, and for that we need an independent data source like REmap,” said Joan. “REmap upgrades our conversations and negotiations because it puts historical market facts at our fingertips. If the engineering report suggests that prices will steadily increase over the next 10 years, how do they reconcile that against historical prices that have declined steadily over the last 5 years?

It's important to ask about the assumptions in these reports because the future is highly uncertain, and we don't want our clients bearing all of the risk of that uncertainty."



Selecting the Right Opportunity

"Once we have a deep understanding of our client's needs and risk preferences, as well as a fact-based understanding of the opportunities and risks in the market, we can guide our client to the right opportunity to meet their renewable procurement goals," said Joan. "We use REmap to bring our clients along with us on that journey. REmap helps us paint a picture of the market and share fact-based analytics with our clients in a digestible way."

REmap calculates shape, basis, DA/RT, and more metrics based on concurrent price and generation data.

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About RESurety

RESurety is the leading analytics company empowering the clean energy economy. Operating at the intersection of weather, power markets, and financial modeling, RESurety enables the industry's key decision makers with best-in-class value and risk intelligence, and the tools to act on it.

Contact us

To learn more about REmap and to schedule a demo visit resurety.com/remap or email us at remap@resurety.com

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