Incorporating emerging technologies into your programs

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Every new technology must cross the “chasm of death”—the high-risk, precommercial phase of market adoption where costs are high and value is uncertain—before it can take off and penetrate the market at scale. Utilities test and promote emerging technologies, but these efforts often only address technical and market potential, not market development. In this video excerpt from E Source Forum 2017, Brian Barnacle from Energy Solutions talks about the difficulties and opportunities associated with market development and transformation and highlights a midstream incentive program and its successful deployment.



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