



Intellectual Property Myth using PMA

All Energy Consulting Power Market Analysis (PMA) platform is both a service and a product that is unavailable among the various consulting companies. We have designed many processes to take your knowledge into account to produce a unique outlook. This is so unique, many are not accustomed to this process, and we have many times heard a concern for intellectual property. We want to address these concerns.

First, All Energy Consulting services come with a strict confidential agreement. Our integrity is paramount and our CA does not expire.

Second, the belief that an output of a forecast is where your intellectual property stands is a myth. How you decide what a forecast means and how you act upon the forecast represents the real intellectual property of your company. It will be beyond our ability to know this. We will be happy to collaborate with you to give our take on what it could mean, but ultimately the power still exist with you to act. The amount of permutations developed using our platform is almost infinite and for us to even understand how or why you may or may not act is not worth our time.

Third, the belief that intellectual property is better retained and maximized if built in-house is the biggest myth. This is likely the least way to build intellectual property to a company. In-house building typically leads to intellectual property being retained by the employee not the employer. With All Energy Consulting, you don't lose out when your employee leaves. In fact, All Energy Consulting process and collaboration allows you to use All Energy Consulting as a temporary resource until you do find another employer. All Energy Consulting will train and educate your employees on the unique processes and collaboration tools built. We will likely document and offer more transparency than you will find with any in-house processes.

Real intellectual property to a company is knowledge that can lead to actionable decisions impacting your business bottom line. Not much knowledge can be derived that can lead to actionable decision impacting your business bottom line while working on building, calibrating, and maintaining a model. This work sometimes leads to personal growth, not internal intellectual property growth, as actionable decisions are not being created. With PMA, you spend time on reviewing relevant results, creating unique custom output, and learning the ins and outs of what is driving the power market. There are so many moving parts in the power markets. You have more than enough amounts of work than to be building and maintaining a model. We can produce over 32,000 discrete simulations by the time you may have gotten your model to a satisfactory spot (based on 25 simulations a day – 6 month time frame).

Being able to have a model internally will allow for personal growth of your employees, which can offer significant value if your employer is retained. In addition, potentially you may want to keep confidential internal operations process on certain units, therefore an internal model is needed. Also modeling your own system for purpose of budgeting and unique rules and procedure necessitates an internal model. In this situation, PMA can certainly augment your current modeling effort and be another set of eyes which can be rolled into your very own modeling. Unlike many of these confidential internal models, the goal of PMA is not to represent your



system, but to represent the market. Our market expertise can be used to increase the power of your internal model. Eventually, you will need the market inputs into your power model if you want the option to interact with the market.

PMA is no threat to your intellectual property. PMA can only increase your intellectual property value when you defined your intellectual property appropriately.

At All Energy Consulting we offer our platform, but we also offer our expertise to get your internal model to the best in class level. We help companies maximize their internal models. We know all the issues and pitfalls in power modeling. Companies routinely hire consultants to assist in large software implementations. Power modeling, though smaller in scale, should be viewed in the same light given the level of investment and decisions potentially driven by the model.

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Background David Bellman was the former Managing Director Strategic Planning at American Electric Power (AEP). He also worked as a consultant in Deloitte Consulting and Purvin & Gertz – now part of IHS. All Energy Consulting was formed in 2011 focused on energy analytics in order to add insights to the energy markets.

