

June 4, 2017 1:30 pm – 4:30 pm DOE/LBNL Sponsored Event: (NASUCA Members Only)

Want to understand the future of the utility business model?

Play The MegaModel Game!!



The NARUC Lab has developed a new interactive learning exercise called the “MegaModel: a Utility Business Model Interactive”. In the MegaModel Game, participants work in teams to run a power company using different business models – vertically integrated, restructures, performance based, cost of service and others. Participants learn about the various business models and explore the implication for each model around areas of affordability, reliability, competitiveness and sustainability when the teams are faced with power sector changes due to solar integration, rate design changes, coal retirements, gas spikes and various legislative proposals. Teams learn while they play.

Through this dynamic interactive exercise NASUCA members will develop a better understand of the potential opportunities and potential challenges faced by utilities, regulators and advocates as business models evolve and respond to changes in the power sector.

- Round 1: Determine your business model
- Round 2: Play out 10 years of utility performance
- Round 3: Do it again with a different business model
- Round 4: Compare your results
- How to win: be a superhero for your customers, investors, regulators, and the planet



Game Host: Miles Keogh, Research Lab Director, National Association of Utility Regulatory Commissioners (NARUC). mkeogh@naruc.org