

# Decarbonizing Industry with **Electrified Heat**



# The Market Pain Point:

There is **no affordable** zero-carbon heat option for industry

Zero-carbon electricity is **cheap**...

but firming it is **expensive**

and Industries need heat.

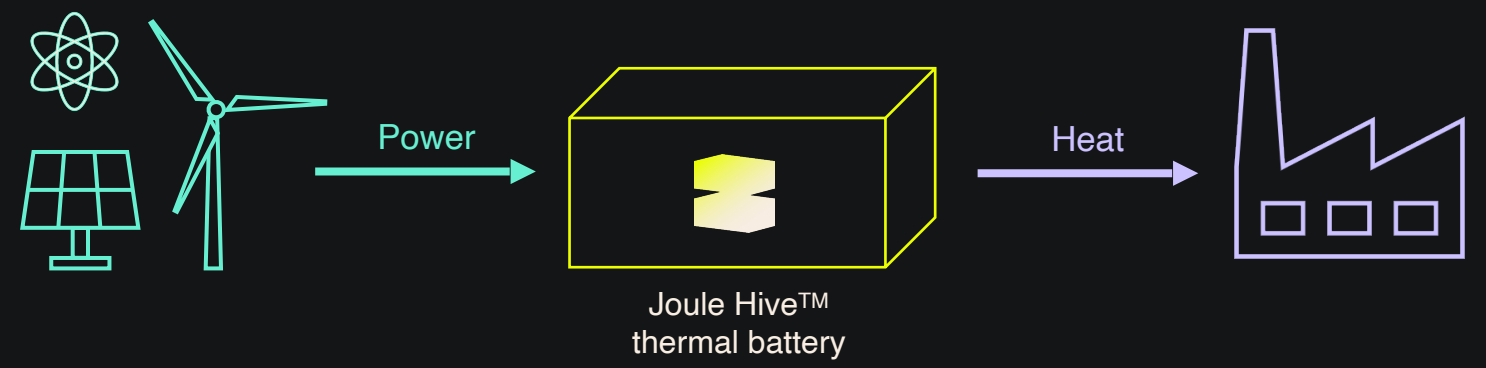
# Joule Hive™ thermal battery turns zero-carbon electricity into firm industrial heat.

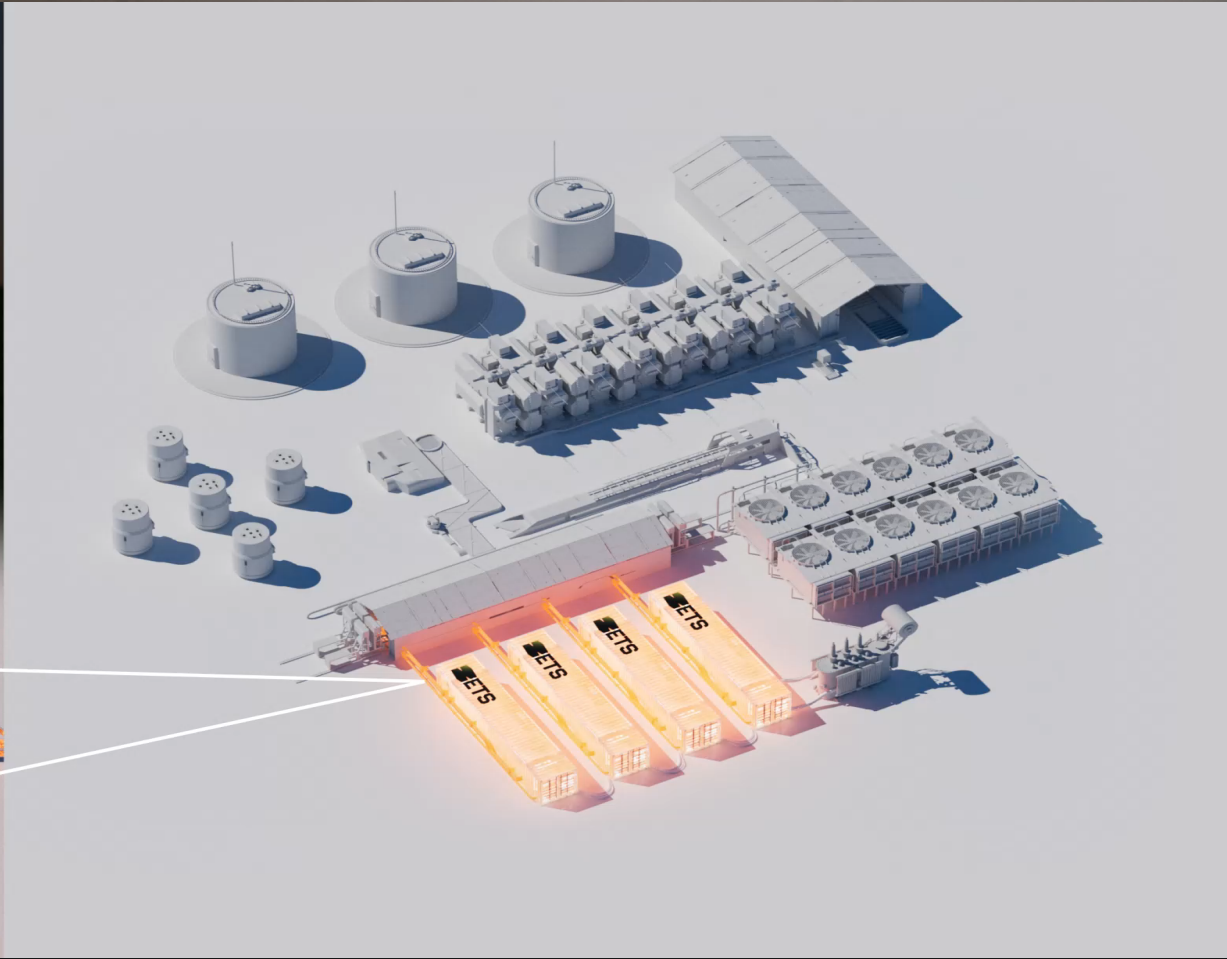
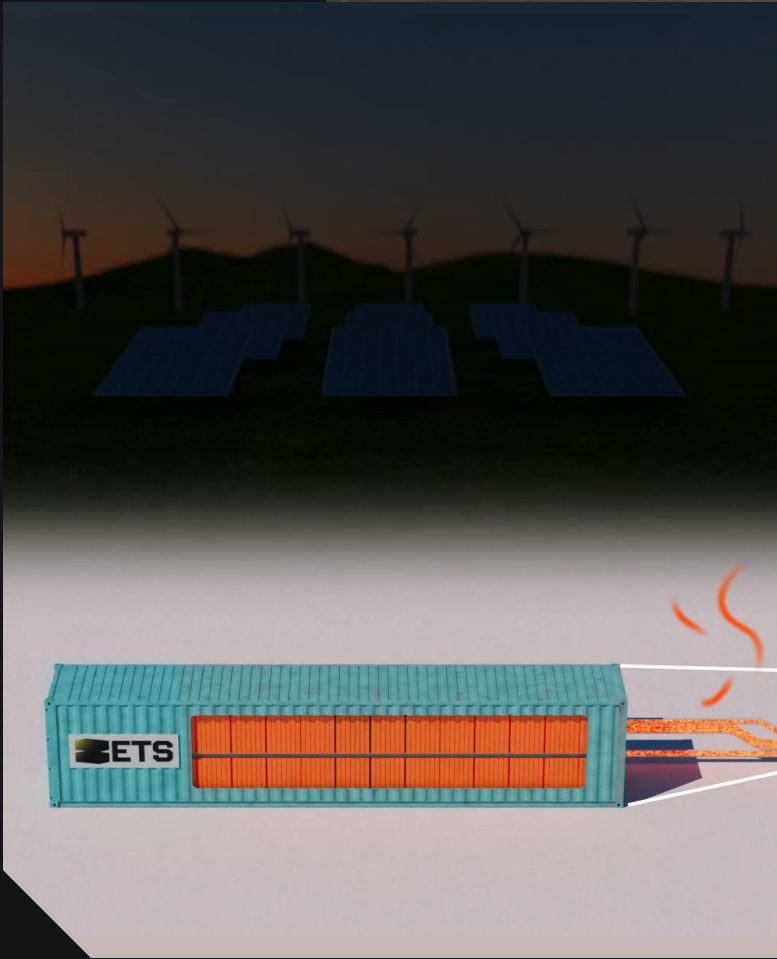
## The Technology

**Hot**  
1,800°C (3,270°F) deliverable temperatures

**Affordable**  
3x cheaper than green hydrogen

**Retrofittable**  
Plugs into existing processes



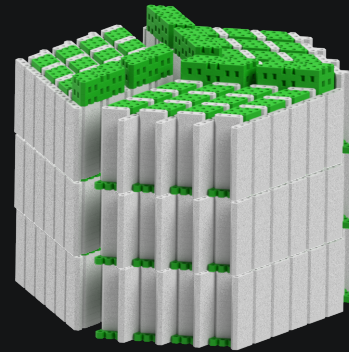
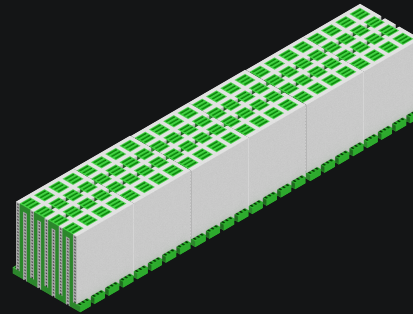
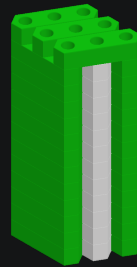
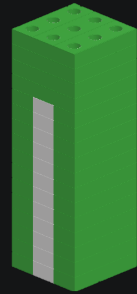


# The Solution: **Joule Hive™** Thermal Battery

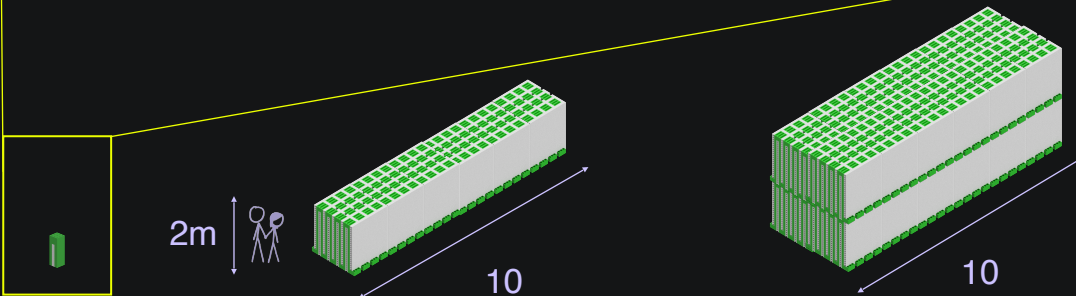
By Electrified Thermal Solutions

# The building block of industrial decarbonization: Electrically conductive “E-bricks”

E-bricks → Unit Cell → Full-Scale Joule Hive™ → Form Factor



# We will **scale** to the largest, hottest industrial needs



0.1 MWh , 60 kW

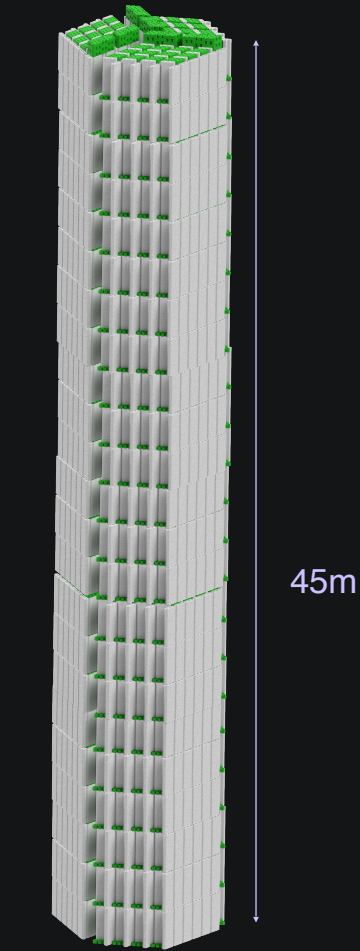
25 MWh, 5 MW

10 m

Pilot

First Product

Single / Multi-unit Sales



45m

1,000 MWh, 200 MW

Gigawatt-hour Scale



Joule Hives for larger systems, industrial heating, cement, steel, glass, chemicals

3,000 MWh, 600 MW

Multi-Gigawatt-hour plant

# Product Roadmap: 2023 Pilot, 2024 Demo, 2025 Customer sites

2022

2023

2024

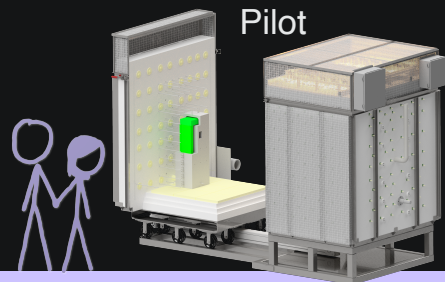
2025

2030

Brick Development

PRE-SEED

Activate arpa-e  
MASS VENTURES



Pilot

SEED: \$4.5M



STARLIGHT VENTURES

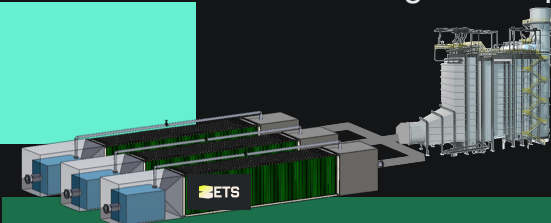
Commercial demonstration  
25 MWh, 5 MW



PRE-A: \$10-15M

SERIES A: \$30-50M

- Customer integrations
- Manufacturing scale-up



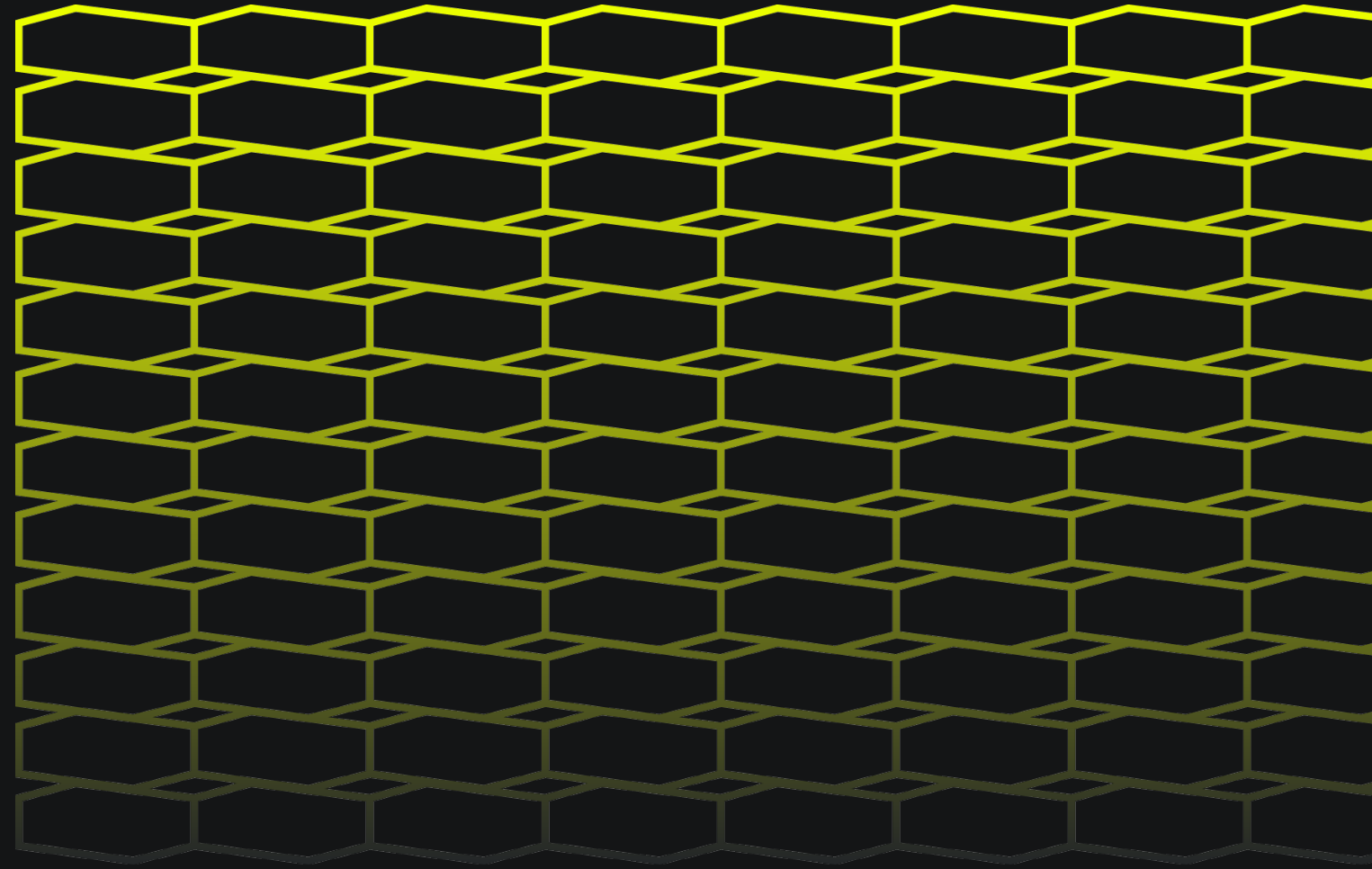
SERIES B

2 GW  
deployed  
heat



Contact

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Thank You!

[electrifiedthermal.com](http://electrifiedthermal.com)



# The Competition:

## Joule Hive is hotter, cheaper, and more scalable



 ETS

Heating Technology	Patented oxide technology
Temperature Delivered	1,800°C (3,270°F)
Scalability	High
Cost	\$

# The Competition:

## Joule Hive is hotter, cheaper, and more scalable



**ETS**

Competitors

	ETS	Traditional metallic	Traditional ceramic	Graphite	Hydrogen
Heating Technology	Patented oxide technology	Traditional metallic	Traditional ceramic	Graphite	Hydrogen
Temperature Delivered	1,800°C (3,270°F)	1,200°C (2,190°F)	1,700°C (3,090°F)	1,000°C (1,830°F)	1,800°C (3,270°F)
Scalability	High	High	Low	High	High
Cost	\$	\$\$\$	\$\$\$	\$\$	\$\$\$\$\$

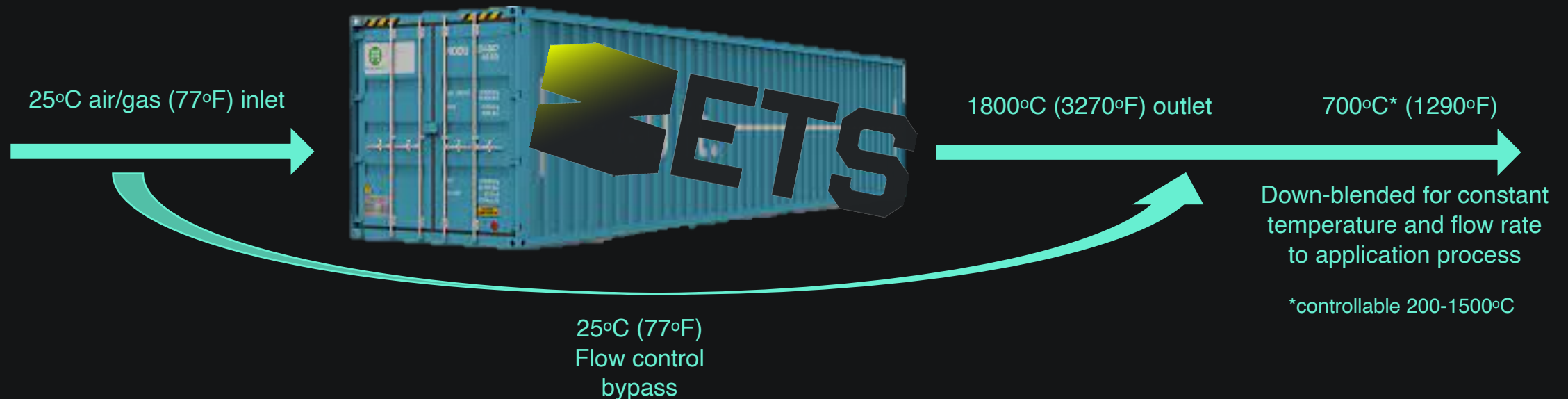
# First product: Container-style Joule Hive™ thermal battery

“Let’s start with a few megawatts.” —cement, chemicals, glass, steel co’s

- 25 MWh<sub>t</sub> nominal heat capacity
- 0-5 MW<sub>e</sub> input, 0-5 MW<sub>t</sub> (0-17 MMBtu/hr) controllable heat output
- 200-1500°C (390-2730°F) controllable hot gas output. (Up to 1800°C peak output)
- Simultaneous charge and discharge (including steady state “heater” mode)
- Can still switch to combustion heat source

## Windy mid-west US wholesale (case study)

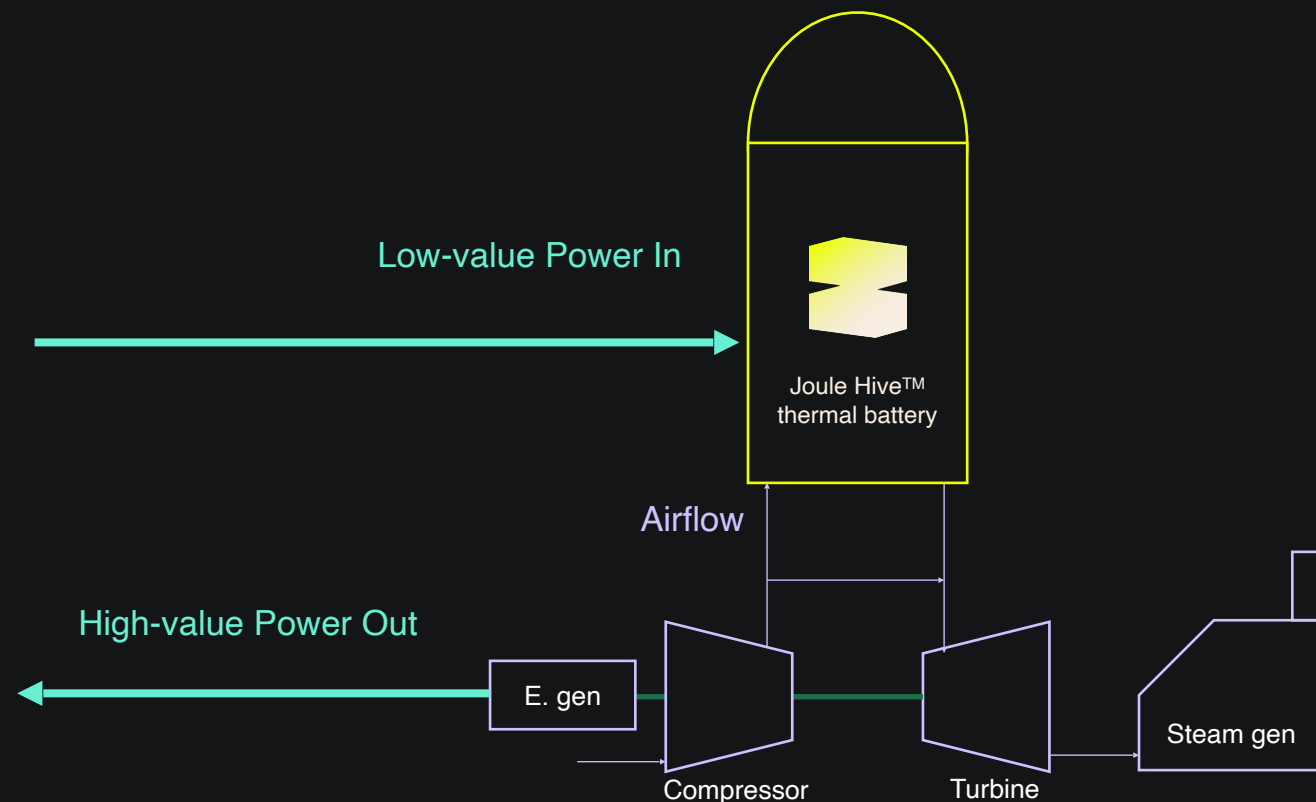
- 50% of the year \$ electricity < \$ gas
- 80% reduction in carbon emissions
- < 5 yr payback



# Joule Hive™ can hook up to power plants to save money, cut emissions, and give new life to assets as grid LDES \*Long duration Energy Storage

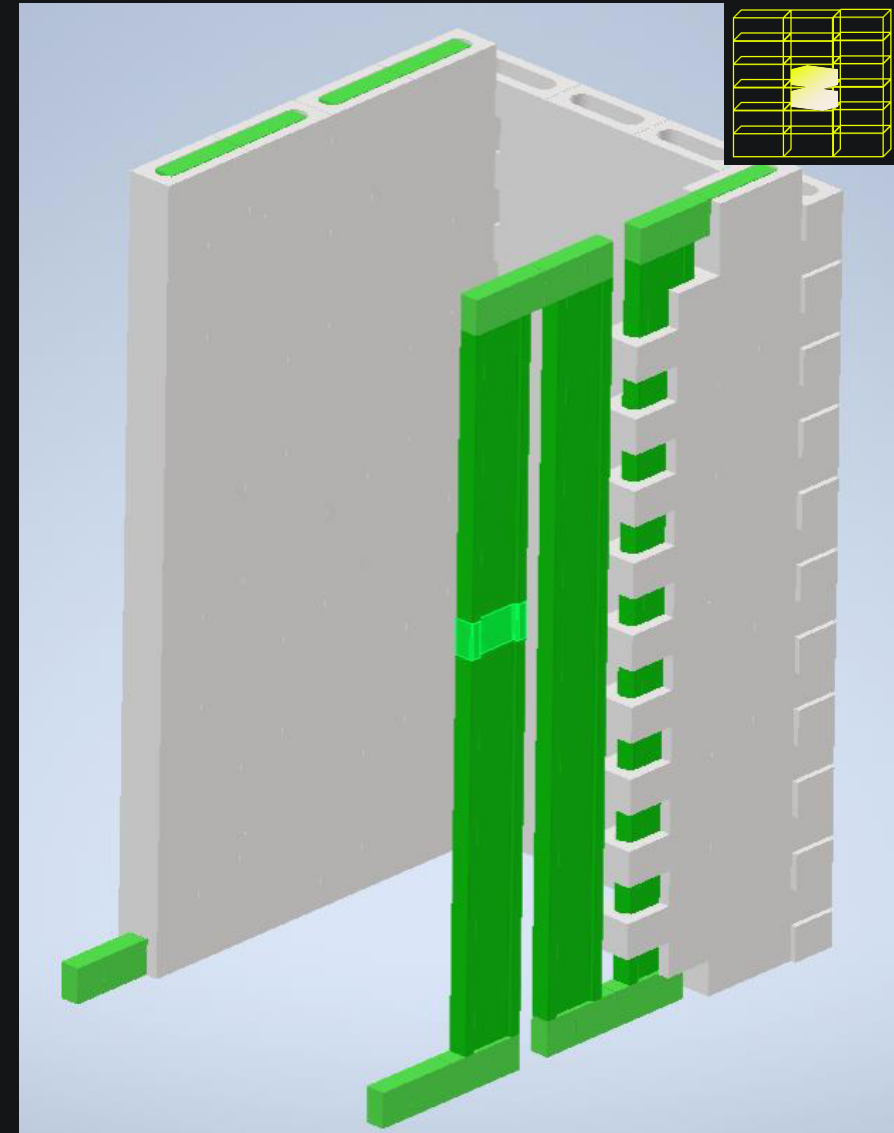
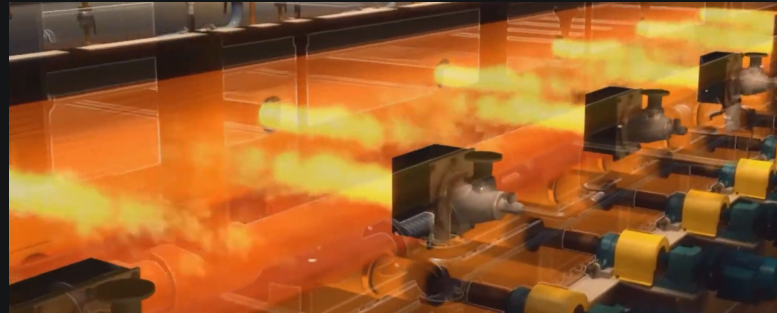
- Attaches to gas turbine, steam turbine, s-CO<sub>2</sub>, at combustion step.
- When prices are low: Charge Joule Hive
- When prices are high: Discharge Joule Hive to run turbine.
- If Joule Hive is empty, use fuel source instead (H<sub>2</sub>, gas)

- From plant perspective: Joule Hive is a **Fuel Option**
- From grid perspective: plant + Joule Hive is a **Battery**



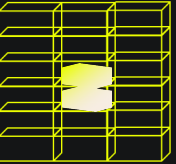
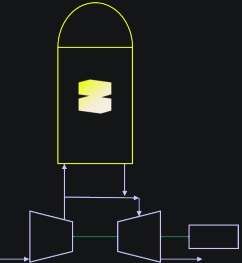


# Alternative: Joule Hive™ “heating walls”, floors, and ceilings

- Brick patterns staggered for steady state wall heating to build all-electric furnace chambers
- DISADVANTAGE – You may pay substantially more for heat
  - no storage means no price hunting (always at mercy of grid)
  - not inherently synergistic with renewables/non-load following nuclear or hydro
- ADVANTAGES – Preferred over Joule Hive™ thermal battery when:
  - Electricity is already low-carbon and non-fluctuating in pricing
  - Space constraint for thermal storage footprint or ductwork
  - Application requires numerous heat injection points
    - (ex: piping a hot gas to 100 nozzles is harder than piping a fuel)
- Example applications:
  - Reverb furnaces, pusher furnaces, walking beam furnaces, annealing furnaces, round-top melters, ethane cracking furnaces, reforming furnaces, glass furnaces



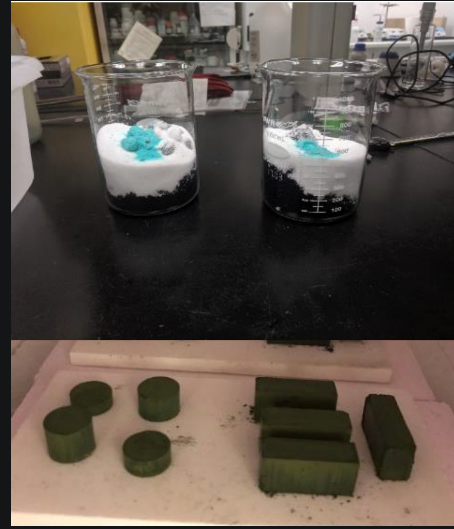
# Competitive Products for Every Industry

Product	Capacity Specs (Charge, Store, Discharge)	Application	Customer Industries
 <b>JHTB Box</b>	5MW <sub>e</sub> , 25MWh, 5MW <sub>th</sub>	Small scale steam generation, drying, etc.	<input type="checkbox"/> Specialty Chemicals <input type="checkbox"/> Hazardous Waste Incineration <input type="checkbox"/> Minerals <input type="checkbox"/> Metals <input type="checkbox"/> Food
 <b>JHTB Tower</b>	200MW <sub>e</sub> , 1,000MWh, 200MW <sub>th</sub>	Large scale high heat furnace, kiln, oven.	<input type="checkbox"/> Basic Chemicals <input type="checkbox"/> Cement <input type="checkbox"/> Steel <input type="checkbox"/> Large District Heating
 <b>JHTB Hot Walls</b>	TBD MW <sub>e</sub> , 0 MWh, TBD MW <sub>th</sub>	Furnaces and kilns built of "E-brick" walls, floors and ceilings.	<input type="checkbox"/> Basic Chemicals <input type="checkbox"/> Glass <input type="checkbox"/> Cement <input type="checkbox"/> Steel
 <b>JHTB + Power Turbine</b>	200MW <sub>e</sub> , 1,000MWh, 200W <sub>th</sub>	Energy Storage to Power Generation, combined heat and power.	<input type="checkbox"/> Electric Utilities <input type="checkbox"/> IPPs <input type="checkbox"/> Municipal Campus <input type="checkbox"/> Industrial Campus

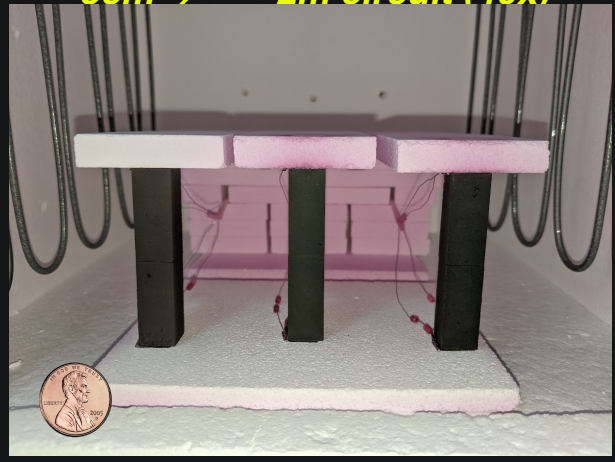
# Today's technical progress

- ETS has driven technology from **TRL 1** -> **5** in 2 years and rapidly approaching **TRL 6**
- Materials
  - Scaled lab grade material to commercial ready production: **1 lb** → **1000 lbs (1000x)**
  - Multi-ton batches planned this year
- Pilot
  - Coupon characterization to full-scale heated brick circuit: **600W** → **60kW (100x)**
  - 5cm** → **2m circuit (40x)**

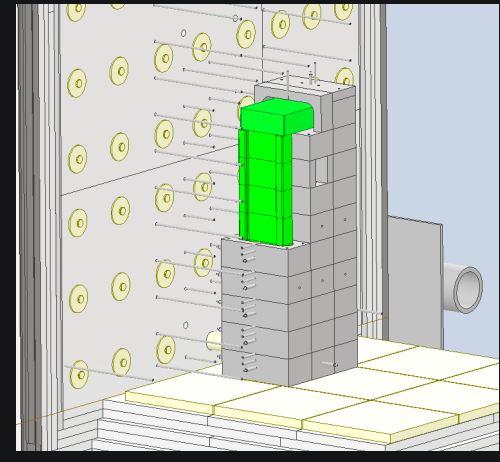
Then:  
Material Synthesis



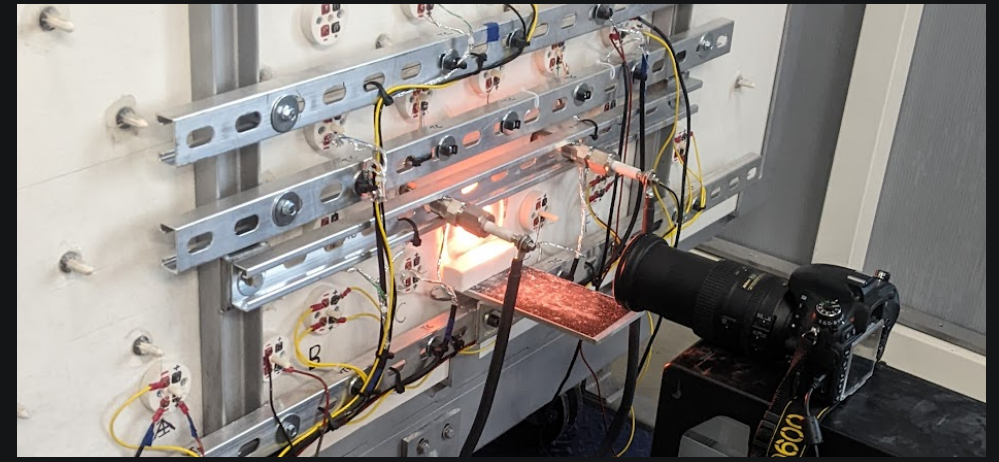
Now:  
Commercial brick production



Then:  
Coupon testing



Now:  
Elevator sized pilot running heated brick circuit to 1700C and 70kW/m2



# Market Entry: Volatile price regions

Windy mid-west US wholesale (case study)

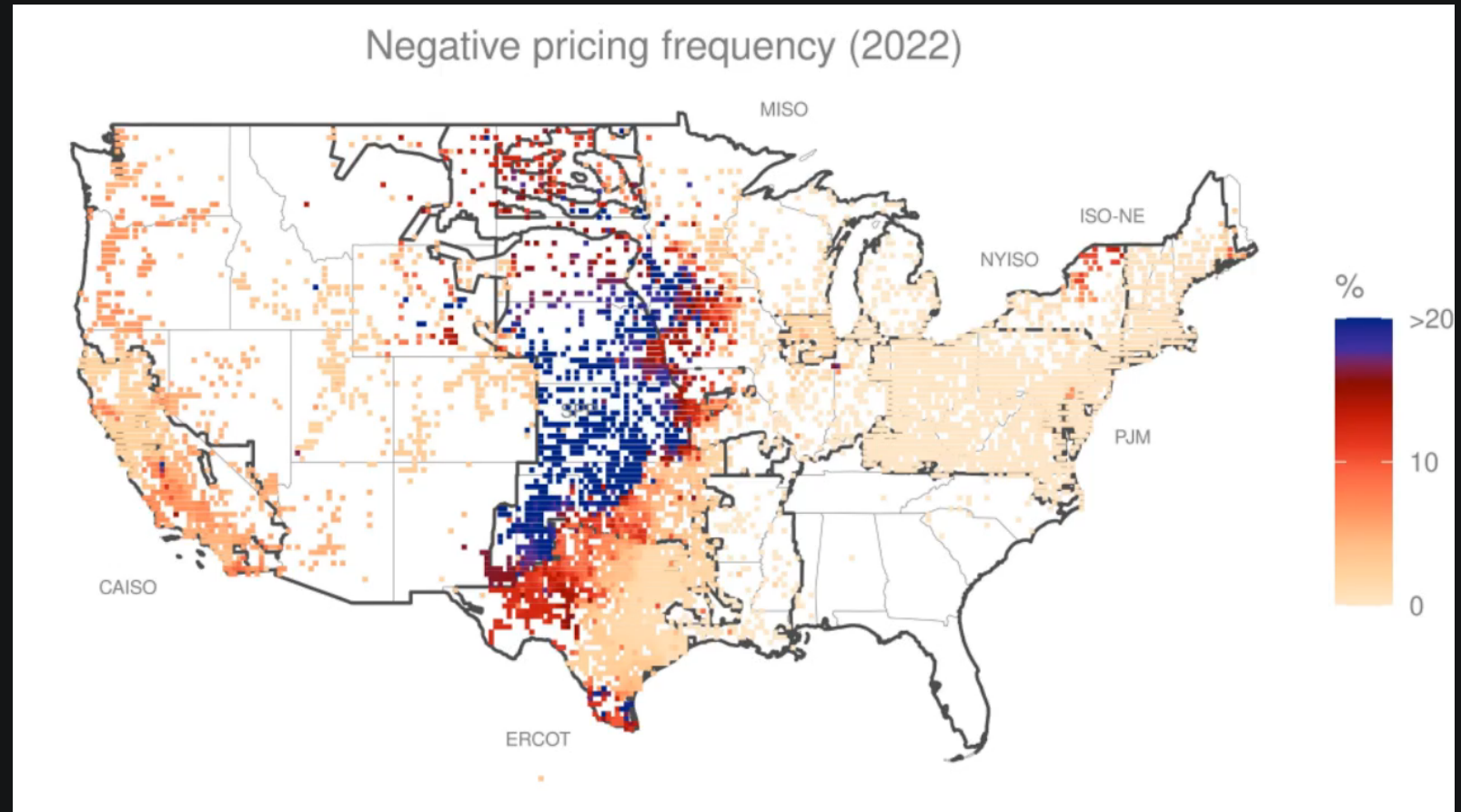
- 50% of the year \$ electricity < \$ gas
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California will follow

- Negative prices are driven by wind PTC (production tax credit)
- PV will soon have PTC as part of IRA

Not shown: favorable southeast rates

- Regulated utilities feel challenge of new loads
- Time of use rates





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