**Abstract**

In order to decarbonize, states must both increase clean energy generation and work to fully electrify end-uses as quickly as possible. At the same time, adding space heating, EV, and other loads to an increasingly renewables-centered grid runs the risk of making current load-shape challenges worse.

In this webinar, Recurve CEO Matt Golden explains how FLEXmarket Virtual Power Plants can help solve this problem by integrating energy efficiency, demand response, and other behind-the-meter demand flexibility to reduce and shift peak loads by paying aggregators for delivered grid value.

Matt will describe how California has recently embraced this model to address its summer reliability emergency by allocating $150 million to FLEXmarket Market Access Programs for 2022-23, and how the same approach can be applied to other jurisdictions.

**Presenters**

*Recurve CEO Matt Golden*

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Matt is committed to bringing demand flexibility in the built environment to scale as a grid and climate resource, an entrepreneur, policy advocate, and efficiency agitator. He has made presentations on emerging demand flexibility markets to the US Senate Finance Committee, at COP 21, and to the UK Parliament, among many others.

As the CEO and founder of Recurve, Matt has worked with his team for years to develop a scalable platform for measuring and deploying revenue-grade demand flexibility (behind the meter EE, DR, storage, and EVs) using open source calculations, smart meter data, and parallel cloud computing. Recurve works with various utilities, government agencies, and private efficiency providers to track resource curve load shape impacts to enable pay for performance markets for demand flexibility.