



Panel session: V2G Business models, customer needs and regulatory framework

Vehicle to Grid (V2G) and Vehicle to Load (V2L) technology provide opportunities for fleet and property owners to earn revenue and reduce energy costs by using the storage capacity of batteries electric vehicles. In this discussion, we explore how to evaluate the business case, and what it takes in practice for V2G to work, accounting for a fleet's needs and operating constraints. We also explore the support that fleets require from regulators and utilities to unlock V2G at scale in BC and across Canada.

Moderator



Kylie Williams
Regional Director, British Columbia,
Foresight Cleantech Accelerator

Kylie is a recognized leader in earth science, innovation, and sustainability, known for her ability to drive impactful change through exceptional communication. Her expertise spans natural resource sectors, with a specialization in mineral exploration and mining, where she has played a pivotal role in strategic storytelling for major companies, national research organizations, media outlets, and not-for-profit organizations.

Widely published and deeply committed to advancing sustainable practices, Kylie's work consistently bridges the gap between complex scientific concepts and practical, real-world applications.

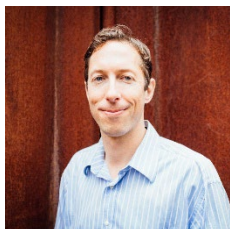
Panelists



Ath Caramanolis
CEO, Soma Energy

Ath is the CEO of Soma Energy. He previously led Amazon's global clean energy strategy and propelling the company to become the world's largest corporate buyer of renewable power. At AWS, Ath led the negotiation of over 1,200MW in power purchase agreements, pushing Amazon to achieve its 100% renewable energy milestone.

He now spearheads AI-driven grid optimization at Soma Energy, cutting energy costs by up to 40%. Before AWS, Ath held roles at Powerex and Morgan Stanley, overseeing 4,200MW of renewable energy projects.



Jeff Davis
Founder & CEO, Asset Market

Jeff is the founder and CEO of Asset Market, a BC-based analytics firm empowering EV charging companies, utilities, and governments to optimize charger demand, site selection, and deployment strategies across North America and Europe. He previously served in COO and CFO roles at tech and telecom firms, improving connectivity in BC and Alberta.

Jeff also spent 17 years in the UK, helping build Baringa Partners into a leading energy and utility consultancy. Bringing extensive insight into wholesale energy markets and carbon instruments, he's well-poised to scale V2G solutions throughout Canada and the U.S.



Rob Safrata
CEO, FUSE Power Management

Robert Safrata, CEO, Fuse Power Management Ltd. Rob is an entrepreneur, environmental leader and Olympian. He practices triple, bottom-line management and enjoys sharing stories and financial results demonstrating how paying attention to people and planet, builds profits. The Globe and Mail called him "... perhaps the greenest CEO in Canada" for his dedication to sustainability and social responsibility.

He is the owner of Novex Couriers, a B Corp and the first carbon-neutral courier in North America operating a 100% ULEV fleet. He also owned Westcoast Sightseeing, an award-winning tour bus company. Rob buys "dirty companies and cleans them up" and enjoys working with and learning from all purpose driven others.

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