



A PRODUCT OF:
 **Michaels**Energy

READINESS CHECKLIST

ICERACK™ READINESS CHECKLIST



You don't need detailed data or engineering studies to begin.

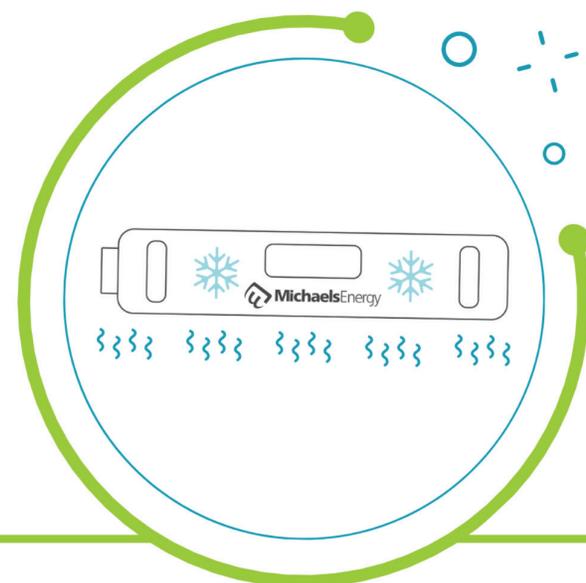
Michaels Energy thermal energy storage solution, IceRack™, is not just an energy efficiency add-on. It is a load management asset that enhances operational resilience and reduces peak demand exposure.

This checklist helps you see where things stand today — and where a conversation might make sense.



For each question, choose the response that fits best:

Yes	No/Not Sure	Need Help
✓	✓	✓



1. FACILITY SNAPSHOT



Would your facility benefit from load shifting to reduce operating expenses?

IceRack™ is most effective in facilities with steady refrigeration loads and meaningful demand exposure.

	Yes	No/Not Sure	Need Help
We operate a refrigerated warehouse, food processing plant, or cold storage facility.			
Refrigeration runs most or all of the day.			
Electricity represents a substantial portion of our operating expenses.			
Peak electricity costs heavily influence our overall utility spend.			
We expect this facility to operate long-term (5+ years).			



Not sure?

That's common. Many facilities don't have this visibility readily available — we can help interpret your utility data.



2. OPERATIONS FIT



Would reducing peak demand fit your risk profile?

IceRack™ integrates behind the meter and is designed to maintain product quality and temperature stability.

	Yes	No/Not Sure	Need Help
We cannot tolerate operational risk to product quality or temperature stability.			
We would consider infrastructure investments that reduce peak demand without altering core operations.			
Our refrigeration system cycles or stages based on load conditions.			
We are interested in improving resilience during grid stress events.			
We are interested in strengthening long-term operational reliability.			



Reminder:

IceRack™ is designed to work with your existing system — not overhaul it.



3. CONTROLS & DATA AWARENESS



What operational visibility do you currently have?

You do not need advanced analytics to get started. Gaps are normal — and solvable.

	Yes	No/Not Sure	Need Help
We have some form of centralized refrigeration controls (PLC, rack controls, etc.).			
We can access utility bills and interval demand data for review.			
We understand when and why our facility experiences peak demand.			
We are open to smarter control or monitoring strategies.			



If several answers are “Not Sure” — that’s completely fine.

That’s exactly where Michaels Energy adds value.



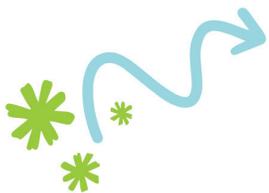
4. ECONOMICS & INCENTIVES (HIGH-LEVEL)



Is there financial motivation to reduce expenses through load shifting?

No ROI calculations here — just directional awareness.

	Yes	No/Not Sure	Need Help
Our electric bill includes demand charges, time-of-use, or peak pricing.			
Demand charges or peak pricing create significant and recurring cost exposure.			
We are open to structured solutions that align long-term savings with investment scale.			
We would be interested in exploring available incentives and alternative financing models.			



Many IceRack™ projects are structured to align long-term savings with capital strategy. Upfront investment does not have to be the barrier.



5. INTERNAL ALIGNMENT



Is your organization positioned to think about refrigeration as strategic infrastructure?

IceRack™ is typically evaluated as long-term operational infrastructure — not just an energy project.

	Yes	No/Not Sure	Need Help
Energy, sustainability, or ESG goals are part of our planning process.			
We view energy cost volatility as a business risk — not just an operating expense.			
Improving cost predictability is as important as reducing cost.			
We plan refrigeration upgrades or infrastructure decisions with a 5–15 year horizon.			
We are proactively preparing for grid constraints, electrification pressure, or rate structure changes.			
Executive leadership is open to infrastructure investments that strengthen long-term resilience.			



This is less about approvals — and more about mindset.



INTERPRETING YOUR RESPONSES

This checklist is not designed to produce a score.



Instead, it helps clarify where you are today

✓ operationally, ✓ financially, ✓ and strategically.

Moving Forward:

Wherever you landed, the purpose of this checklist is clarity — not qualification. If it surfaced useful questions, uncertainty, or potential opportunity, a brief consultative review can help determine:

- Whether IceRack warrants deeper analysis
- What level of evaluation makes sense
- And whether timing aligns with your planning horizon



SUGGESTED NEXT CONVERSATIONS

Depending on where you are, the right next step may look different.



If your Facility and Operations responses were strong

It may make sense to review your demand profile and confirm whether structured load shifting could materially reduce peak exposure. A focused screening can typically determine this quickly.



If Economics raised questions

A utility rate and demand review can clarify how your facility is charged — and whether peak management has meaningful financial value. This step does not require a capital commitment — just visibility.



If Controls or Data responses were uncertain

A short discovery discussion can identify what information is available today and what would need to be gathered to evaluate feasibility. Many facilities begin here.



If the Strategic section resonated most

You may be thinking about long-term cost predictability, electrification pressure, or grid reliability. In that case, the conversation shifts from “energy savings” to infrastructure positioning and that framing changes the evaluation.

SCHEDULE A MEETING

No engineering package required. No assumptions about fit.
Just a structured conversation based on your starting point.





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