

Re: Question for William Mook

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I also wanted to add that Intertie has some things to recommend it.
But the order of battle is as follows;

- (1) Sunlight--> Hydrogen--> Hydrocarbon
- (2) Sunlight --> Hydrogen --> Fuel replacement
- (3) Sunlight --> Hydrogen --> Fuel Cell
- (4) Sunlight --> Electrons --> Intertie
- (5) Stand alone systems (home installation)

About 50% of the energy market can be dominated in #1, and an additional 30% of the energy market can be dominated by step #2. Step #3 improves efficiencies at power plants. Step #4 improves efficiencies of the grid, and #5 allows serving dispersed and emerging markets efficiently.

So, putting up panels and tying them to the grid, is a sort of back fill operation to gain more efficiencies when your ROI falls to about 12% pa.

Of course once you've mastered the market for energy by being the most abundant low price producer, your next goal is to expand the market in regions that are ill served now. This is done early on by selling them the fuels they can use and then weaning them to fuels that are most profitable (i.e. hydrogen) and again back filling with solar electrons where efficiencies demand it.