BRIGHTMERGE
Empowering Energy Decision Makers

FOR CONVENIENCE RETAIL

§ PORTFOLIO EV & ENERGY STRATEGY

Unlock new retail revenue: portfolio-wide EV charging and energy storage.

Do you know which locations *will pay it back?*

Brightmerge shows chain operators which sites justify EV charging and battery storage, and how to size each one, before capex is committed.

§ THE MULTI-SITE OPPORTUNITY

For convenience store brands, the transition to electric vehicles is the single greatest opportunity to transform traditional fuel stops into high-margin retail destinations.

Rolling out EV infrastructure across a multi-site footprint comes with distinctive financial risks. Deploying ultra-fast chargers can trigger unplanned utility demand penalties and expensive grid upgrades that erase your margins. To maximize return on investment, chain operators cannot treat every location the same.

The reality of a chain rollout today

Across a multi-site footprint:

- Ultra-fast chargers can trigger unplanned demand penalties
- Grid upgrades can take years and consume project margin
- Traffic, tariffs, and EV adoption differ at every location
- The analysis needed to tell them apart is daunting, expensive, and time consuming

So chains either treat every site as identical, or wait — and both choices cost money.

How Brightmerge can help

The Brightmerge platform solves the complex number crunching quickly and economically.

Site Selector
Instantly filter your entire portfolio to identify the locations with the highest potential profit, based on consumer traffic, supportive utility infrastructure, utility tariffs, EV adoption rates, and many other factors.

Site Design
Build hyper-local techno-financial reports for each high-impact site, integrating battery energy storage (BESS) and EV chargers to turn energy management into a profit center.

§ BENEFITS

01 · SITE SELECTOR

Target the highest-ROI properties first

Prioritize your entire portfolio of locations, concentrating attention on the sites where local traffic patterns and high EV density point to maximum utilization.

02 · SITE SELECTOR

Capture high-margin dwell-time sales

Identify sites with optimal 20-to-30-minute consumer windows, so charging drivers step inside and lift in-store food, beverage, and retail sales.

03 · SITE DESIGN

Cost-effective deployment without costly grid upgrades

Simulate local grid constraints and buffer ultra-fast chargers with a battery, so you can deploy immediately instead of waiting years for utility upgrades.

04 · SITE DESIGN

Additional revenue stream through automated smart energy arbitrage

Custom-designed battery storage charges from the grid when electricity is cheap, shielding your stores from expensive peak-hour demand spikes.

§ HOW IT WORKS

STEP 01

Site Selector

Rank every location in the chain

STEP 02

Site Design

Model chargers and BESS per site

STEP 03

Take action

Build the system the site justifies

The Brightmerge advantage

- Analysis in minutes or days, instead of weeks or months
- Clear portfolio-wide view of infrastructure value
- Systems analyzed and designed for real-world site behavior
- Decisions based on precise simulations, not general assumptions
- Avoid overbuilding and capex mistakes

For convenience store brands, fuel retail chains, and multi-site franchise operators.

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