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Powertown Brings Compact, No-Upfront-Cost Batteries to Brockton Businesses

The Luminary-advised Massachusetts company aims to put \$6.9 million into Brockton by 2032, installing compact batteries that shave demand charges for local businesses and city buildings, a launch covered by The Boston Globe.

BROCKTON, MASSACHUSETTS, OCT. 23, 2026—Powertown, a Massachusetts battery company in Luminary Strategies' advised venture portfolio, is bringing compact, on-site batteries to businesses in Brockton, helping them spend less on power and lower their emissions. Powertown funds and installs each system itself, so a business pays nothing up front. The company unveiled the program on October 22 at a roundtable in Brockton's Edison building, and [The Boston Globe](#) covered the launch.

Each system stores electricity during lower-priced hours and releases it when the building's demand spikes. That shaves the **demand charges** a utility bills against a facility's single highest burst of use each month, which can account for a large slice of what big commercial customers pay. Powertown earns its return in two ways: it splits the resulting savings with the customer, and it collects utility payments whenever its batteries take pressure off the grid. Flattening those spikes could also help lower emissions, because sharp jumps in demand can bring Massachusetts' backup "peaker" plants, which typically burn oil or gas, into service.

Rated at 125 or 250 kW and about the size of a refrigerator, Powertown's units are several times smaller than the shipping-container-scale batteries businesses are usually offered. Powertown CEO **Elson Bankoff** told the Globe that Powertown is the first to market a comparatively compact battery to Massachusetts businesses, and that the smaller footprint means faster permits and a quicker, simpler install. Software tunes each battery to get the most savings out of its own site.

Crown Uniform and Linen Service is among the first to sign on, and intends to install the batteries at its Brockton processing plant. Crown's operations director, Joe Mulvey, put the expected savings at about \$30,000 annually, a sum Mulvey likened to a free month of electricity.

A Battery Network for Brockton

Four Brockton companies are first in line. Powertown's plan for the city:

- **\$6.9 million by 2032.** What Powertown aims to invest in Brockton.
- **17 commercial or industrial properties, plus six city buildings.** Where it hopes to install batteries.
- **\$4.6 million over ten years.** Powertown's projection of what participating businesses would save, with a further \$1.2 million coming off the city's own energy bills.
- **Early 2027.** Installations begin. Powertown also intends to take the model to other Massachusetts communities, among them New Bedford and Fall River.

City and state officials welcomed the plan. Eliza Wilson, Brockton's economic development chief, said the batteries let the city become an innovator once more, and called Brockton the first Massachusetts city to go all in on the

technology. Michael Brady, Brockton's state senator, called the program a win for local businesses and plans to consult experts about grants or new laws that might put the batteries within reach of more commercial buildings.

On safety, Powertown has walked the Fire Prevention Association of Massachusetts through its systems, and is developing an alert that would warn fire marshals as soon as a battery shows any sign it might catch fire.

[Kate Selig's full report for The Boston Globe](#) is available to subscribers.

Commercial Electron Arbitrage in Brockton

Powertown holds the Commercial Electron Arbitrage segment of the [Chakra of Electron Arbitrage](#), the framework Luminary founder **Arushi Sharma Frank** introduced in September to tie the firm's ventures into one circle. "Batteries move energy through time," Sharma Frank wrote, and she described batteries, distributed assets, large flexible loads and compute as "versions of the same underlying activity: electron arbitrage across space and time."

Powertown's batteries do that work inside the building. Power stored when it is cheap and released at the building's peak lowers the customer's bill, while the same flexibility gives the grid relief when it is most stretched. Private value and public value grow together, the premise of Luminary's **Prosperous Infrastructure** platform.

"Residential batteries, commercial batteries, touch the lives of everyone who will get to have one some day, or already has one. They will produce more, save more, enjoy more, and live more, and if they do those things, they will support Prosperous Infrastructure."

— Arushi Sharma Frank, Founder, Luminary Strategies, in "The Chakra of Electron Arbitrage"

About Powertown

Powertown is a Massachusetts company that installs and operates on-site battery systems for commercial buildings, with nothing to pay up front and no changes to how the site runs. Its batteries store power when prices are low and release it when they are high, lowering building electricity bills and earning revenue from the grid. Powertown was co-founded by Elson Bankoff, its CEO, and Elio Torres. Learn more at powertownusa.com.

About Luminary Strategies

Luminary Strategies LLC is an infrastructure venture platform that builds technical policy while backing companies developing the next generation of power infrastructure. The firm works alongside entrepreneurs and builds their partnerships with utilities, grid operators, investors, and public institutions to co-create the technical, commercial, regulatory, and financial foundations of critical infrastructure. Luminary believes that prosperous infrastructure is infrastructure that compounds: well-designed markets attract capital; capital accelerates innovation; innovation strengthens infrastructure; and stronger infrastructure creates new opportunities for investment, capability, and economic growth.

About Arushi Sharma Frank

Arushi Sharma Frank is the Founder of Luminary Strategies and a Category Creator and Tech and Grids Architect specializing in [first-principles grid-to-consumer architecture](#). She originated the PCLR architecture and galvanized the stakeholder coalition that brought it into the ERCOT market. Her earlier category-creation work includes Aggregated [Distributed Energy Resource \(ADER\)](#), dispatch in ERCOT, [utility-scale battery](#) market-entry architecture, and [virtual power plant](#) programs. Earlier in her career, she [led Tesla's strategic market entry](#) for its first U.S. wholesale and retail energy businesses, built Exelon-Constellation's multi-market operator compliance program, and directed commodities, energy and environmental policy at the American Gas Association and Electric Power Supply Association. She is an Adjunct Lecturer at Johns Hopkins SAIS, a Senior Associate (Non-resident) at CSIS, an Advisory Board Member of C3 Solutions, an Executive Council Member of the University of Texas Kay Bailey Hutchison Energy Center, and a former appointee to the CFTC Energy and Environmental Markets Advisory Council.

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The Boston Globe: [Kate Selig's report on Powertown in Brockton, Oct. 23, 2026](#)

Powertown: powertownusa.com

Framework: [The Chakra of Electron Arbitrage](#)

Luminary: [Luminary Strategies Prosperous Infra Platform](#)