



Haven Energy Launches in Massachusetts with the State's Lowest-Cost Home Battery Backup Power

Monthly pricing starts as low as \$29 for eligible homeowners, replacing the high upfront cost of battery ownership with a full-service backup power solution.

BOSTON — July 21, 2026 — [Haven Energy](#) today announced the launch of its home battery service in Massachusetts, providing homeowners with the state's lowest-cost option to access reliable backup power. The company will first service customers in Barnstable, Bristol, Norfolk, and Plymouth counties, adding more in the future. Instead of paying the high upfront cost of a home battery system, homeowners can enroll in a 10-year fixed low-cost monthly plan starting at just \$29. The backup power benefits also extend beyond individual homes, because each battery added to the electric grid increases local capacity, helping to keep power on for an entire community.

Haven's launch is powered by the state's ConnectedSolutions and ConnectedSolutions+ programs, the latter enabling additional energy rebates for qualifying homeowners. The standard system includes a 15 kWh FranklinWH home battery, which can provide enough stored energy to keep essential circuits running for hours during a power outage.

Battery units typically retail for \$10,000 and purchasing and installing a comparable system can cost homeowners up to \$18,000. Haven's low monthly payment includes the battery installation, monitoring, maintenance, warranty coverage, and ongoing system management. Haven will also work with homeowners to identify qualifying rebates or incentives to deliver the lowest monthly cost possible. At the end of the agreement, homeowners can purchase the battery at fair market value, renew their service, or have the system removed at no cost.

"The future of the electric grid is distributed and every home should be a part of it," said [Vinnie Campo](#), co-founder and CEO of Haven Energy. "Reliable backup power is not something that has to be available only to the few who can afford a major upfront investment in a home battery. We have created a way to make backup power an affordable monthly subscription, and we achieved this by working with utilities to keep costs low while helping them to stabilize the grid, proving those goals are ultimately aligned."

Massachusetts has emerged as one of the country's leading residential battery markets, with stable utility programs that make it possible to lower the cost of backup power while building virtual power plants. When demand for electricity is high, such as during a major heatwave, a homeowner's battery joins hundreds of others to contribute a portion of their stored energy back to the grid, helping stabilize the grid and reduce the risk of power outages across the community.

At all times, a portion of the battery's energy remains reserved for the home and during severe weather and power outages, the battery is dedicated exclusively to powering the home. Haven manages enrollment in both programs and incorporates available incentives directly into its pricing, making reliable backup power easier and more affordable.

Haven enters Massachusetts with a proven model for making home battery backup affordable. Since launching in California in 2022, the company has helped homeowners access reliable backup power, while building more than 10 MW of installed battery capacity and more than 50 MW of additional capacity in development. Haven also works with utilities and other community energy partners to aggregate those batteries into virtual power plants, strengthening grid reliability. The company is building for the long term in Massachusetts, with plans to expand its coverage area and create one of the Northeast's largest virtual power plant networks.

For more information, visit <https://havenenergy.com/>.

About Haven Energy

Haven is on a mission to transform the electric grid through the deployment and aggregation of battery storage and solar. Through strategic partnerships with utilities, non-profits, EPCs, and government agencies, Haven deploys distributed energy resources at residential and small C&I sites to build virtual power plants (VPPs) at scale.