

Energy services supporting business models and systems

Task 25



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For all the entrepreneurs developing Energy Efficiency Services out there...



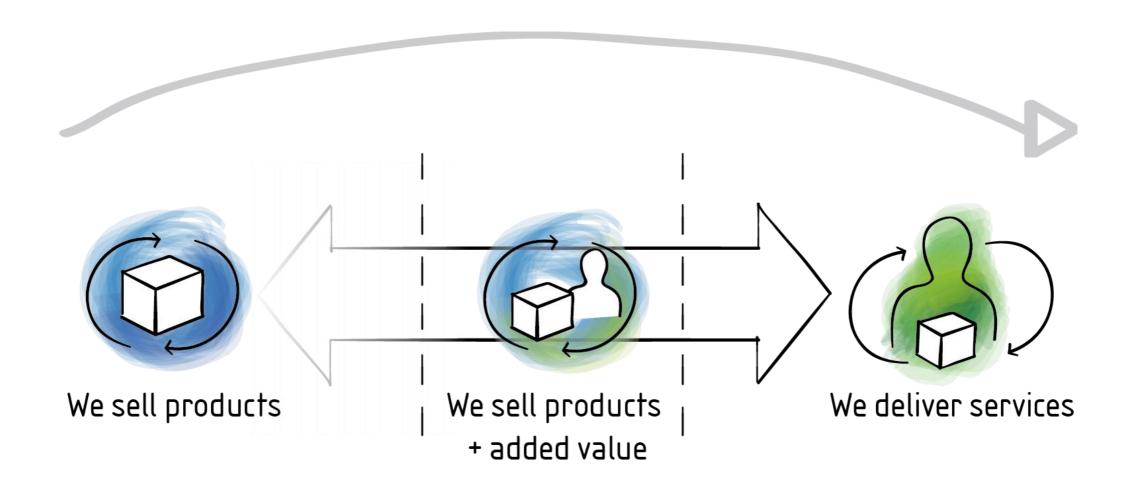
There are three essential keys to become successful...



And they are all about a transition

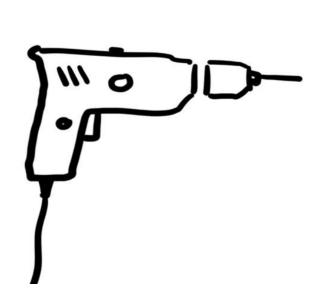


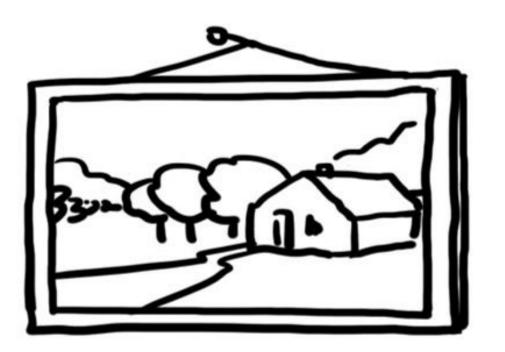
From product to service logic= servitisation transition





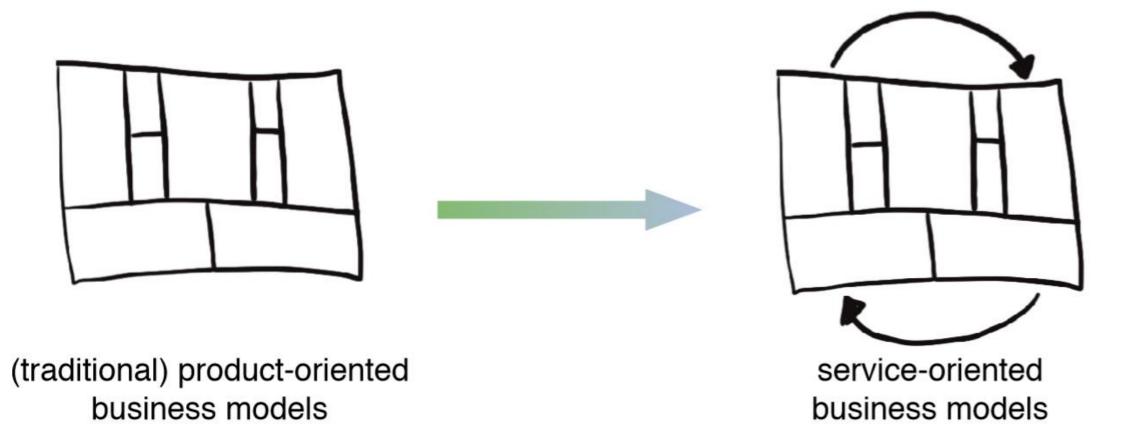
1= From product to service business models





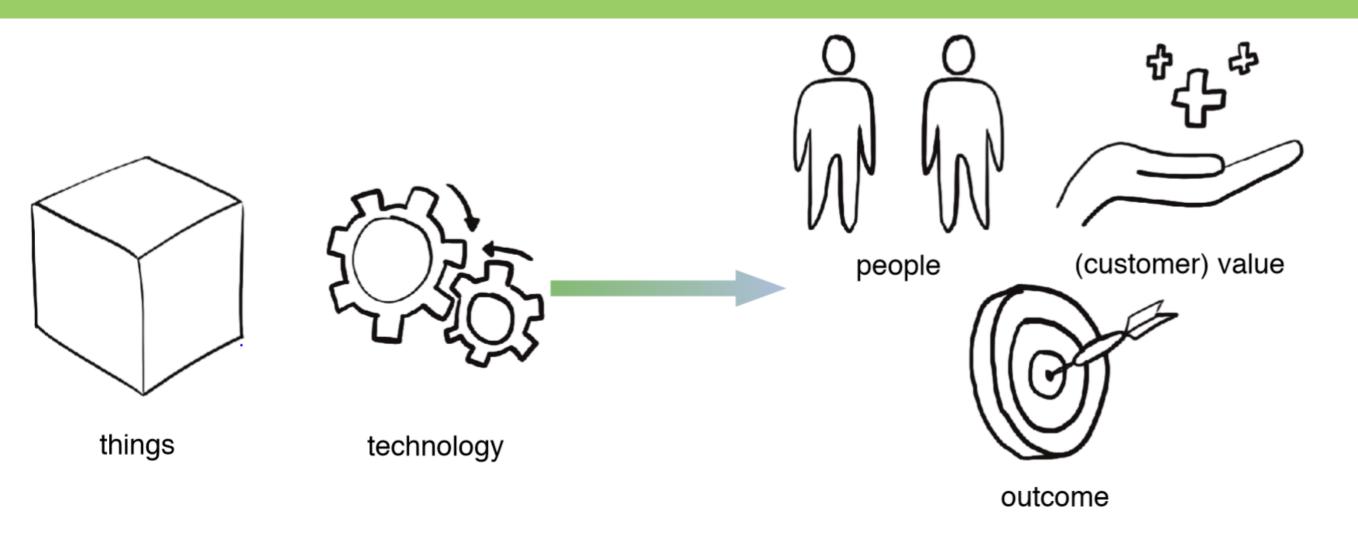


Different business models





Different relationships with partners and users

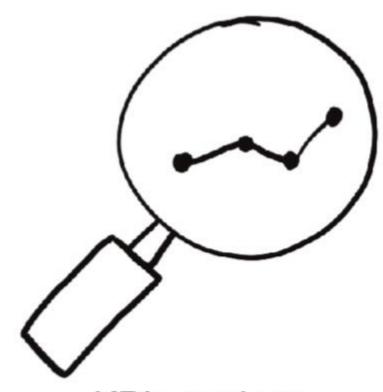




Different value and outcomes



KPIs defined



KPIs unclear beforehand & vary per business



2= Service supporting capabilities needed



Sensing user needs, context, system



conceptualising



orchestration

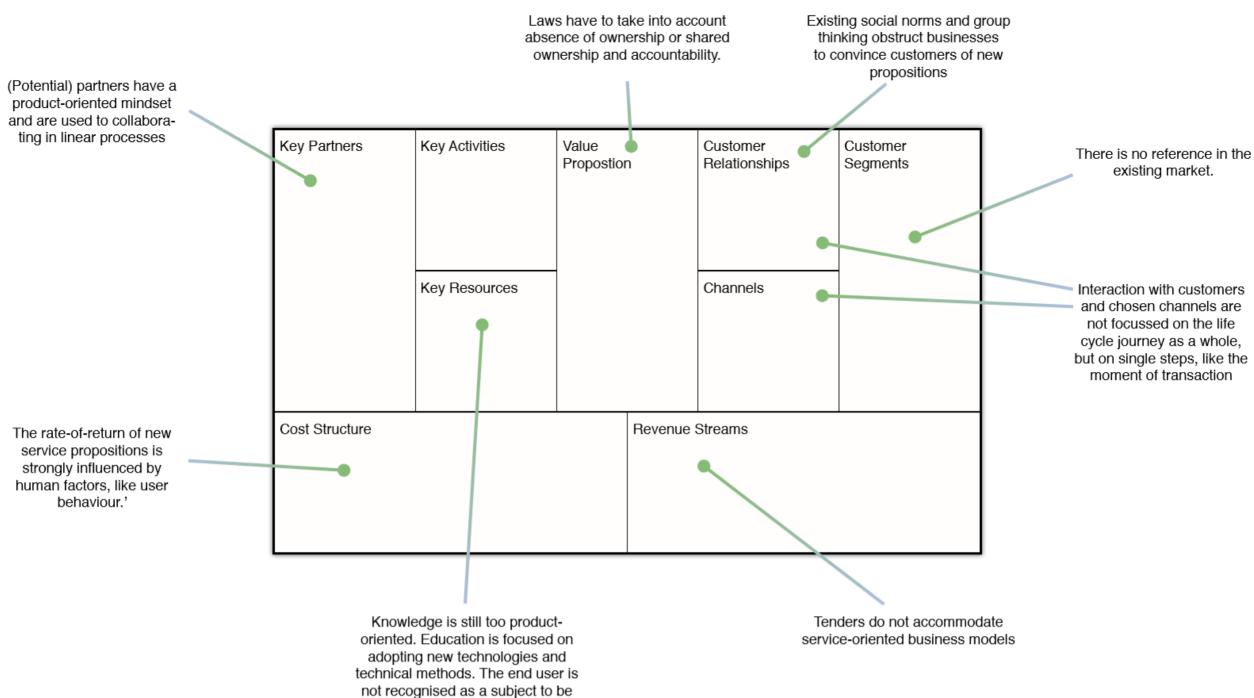


Scaling and stretching



3= Towards a service supporting system...

studied.





BUSINESS MODEL

PARTNERS	ACTIVITIES		PROPOSITION	RELATION	CUSTOMER SEGMENTS
	R€	Relocalise energy value Environmental improv, eco improve, tariff fairness, community benefits, democratisation power quality, increased power reliability, rural regeneration, increased social capital, development of community skills employment, participation in the planning process and consequently in control over the environment symbolism, place			
COSTS		attachment, historical relations, rural idyllicism, etc			REVENUE

BUSINESS MODEL

PARTNERS

- Community members
- Technology developers
- · Third Party Licensing Supplier
- Intermediary that can act as aggregator
- Intermediary that can provide legal, financial., negotiation, mgt and other support
- · Or partnerring with public authorities, housing associations, social enterprises

ACTIVITIES

- Utility/Aggregated loadsPower Purchase Agreement (PPA) wit
- National supply
- Grid as storage
- Smart intermediating tech (Ic DR, P2P platforms)
- Creating complex high-tech system
- Wider set of activities, includ DR, DSM activities
- Customer recruitment! (more needed because of DSM/DR
- Paid Staff
- Outsourcing managemen to intermediary that can provide access to regulat and market info and offer
- + understands industry codes

VAWE PROPOSITION

- Third Party Licensed Supplie Primary capacity,
 - Secondary capacity
 - Reserve capacity
 - reliability, network services, grid investment deferral, HANNELS whole-sale arbitrage, flexibility/ Digital Mass communication avoiding balancing charges, reducing network
 - congestion, balancing sectorial

improve loadentive schemes

One of goods and or services (DR, DSM, EE), installing insulation or appliances forecasting All the value proposition listed in the ideal BM

simplifying communication by aggregator

RELATION

- Mediated through technology
- Distant
- Formal

CUSTOMER SEGMENTS

- DNOs, DSOs
- National energy users
- The government: buying an energy system that meets policy goals (UKERC)

REVENUE

COSTS

- All costs in other BM +
- High capital costs (assests fixed), for many more neede supply and edemand tract customers/assets
- Ongoing costs
- Wage expenditure or
- contracting costs for admin, maintance etc.

First findings

- Energy system in participating countries designed to allow only for 'traditional' business model
- ✓ Radical business models need to change to survive and scale
- ✓ New business models are therefore not challenging, not novel... rather compliant and aiming for a fit.
- ✓ "we will help you deal with the system".. Not: lets
 learn how to change the system
- ✓ Instead of promoting more sustainable energy the system is reiterating and optimising itself?



Participating countries and other details

- Task runs from October 2018 till end of 2020
- 4 countries participating: Netherlands, Sweden, Australia and Ireland
- Welcome to join!



Any Questions?

http://www.ieadsm.org/task/task-25business-models-for-a-more-effectiveuptake/

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