

Energy services supporting business models and systems

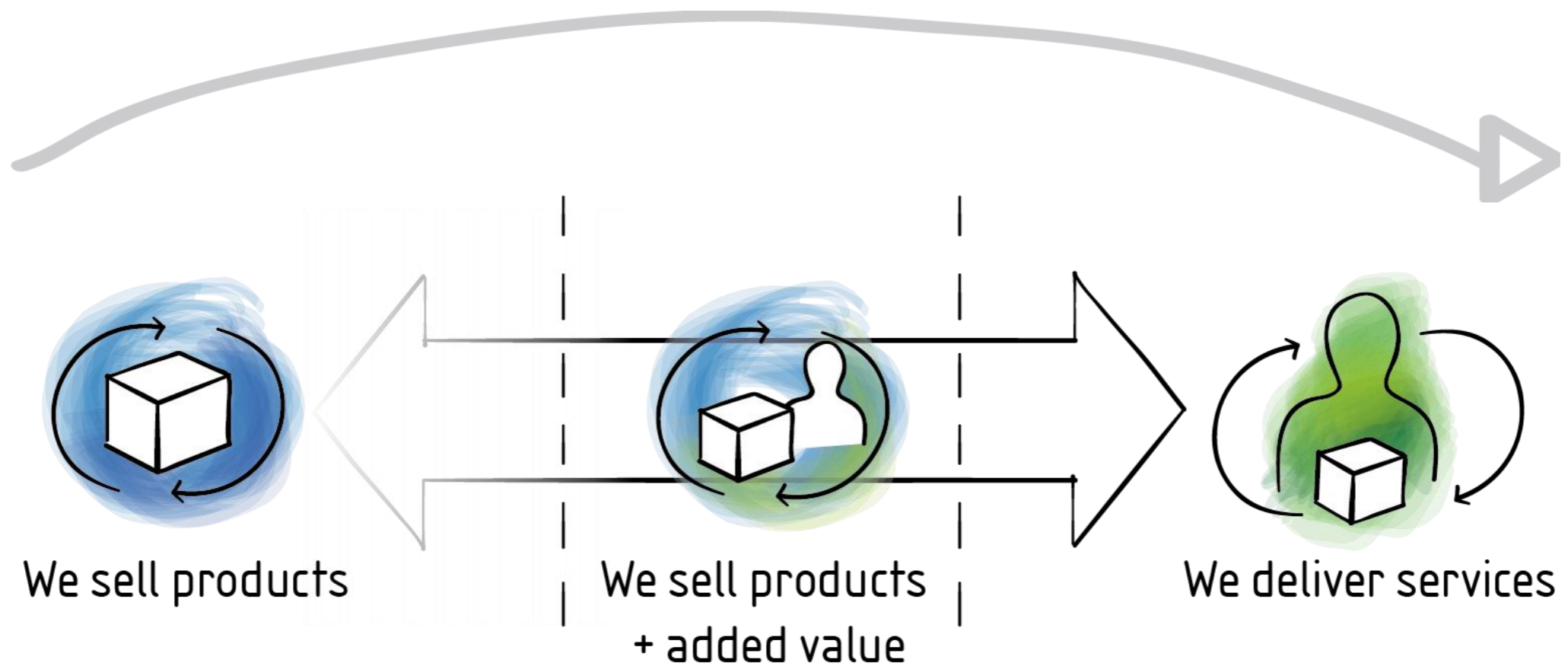
Task 25

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

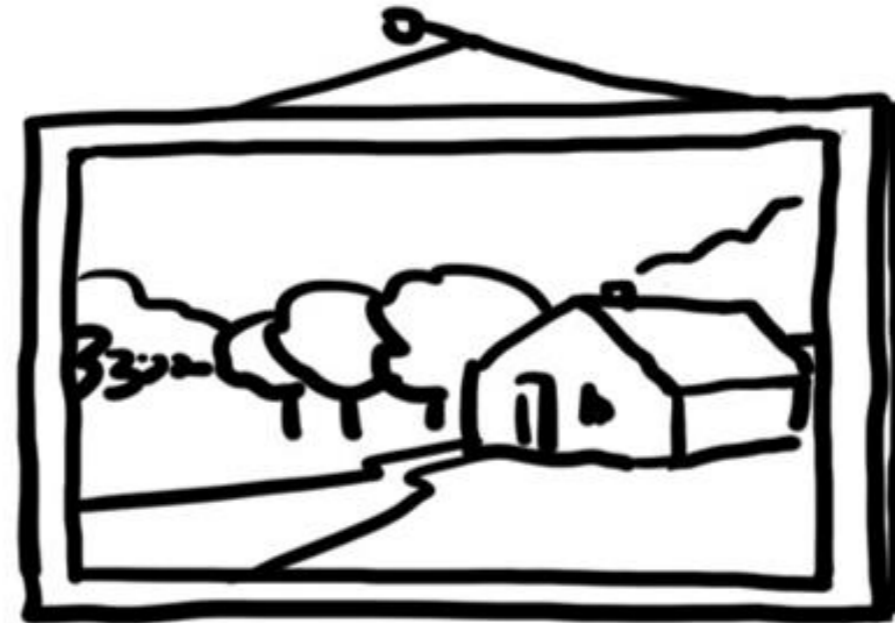
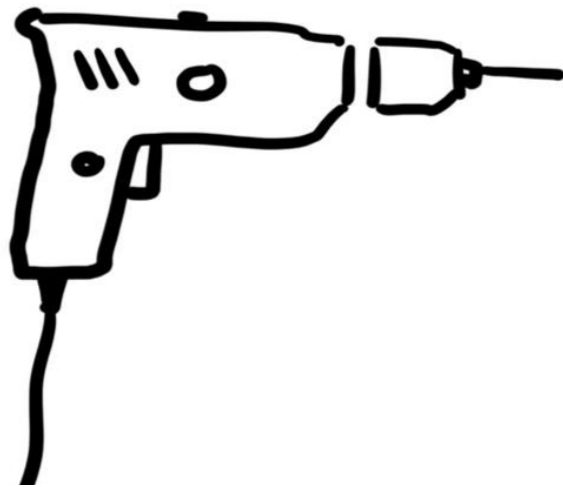
There are three essential keys to become successful...

And they are all about a transition

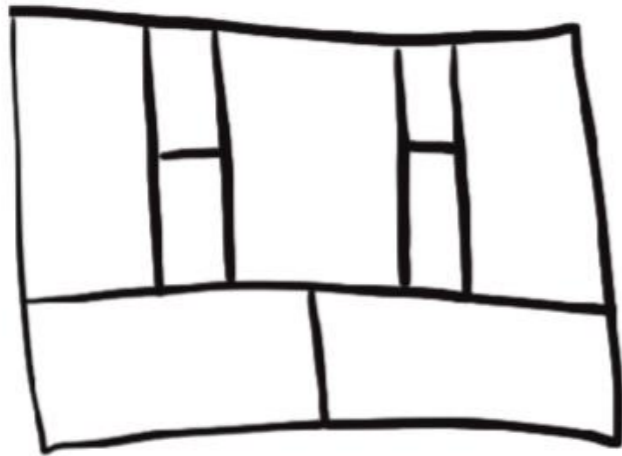
From product to service logic= servitisation transition



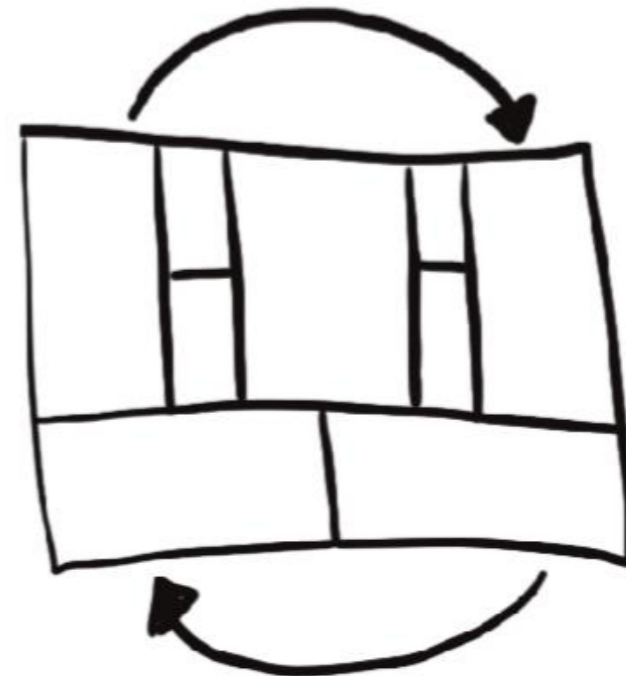
1= From product to service business models



Different business models

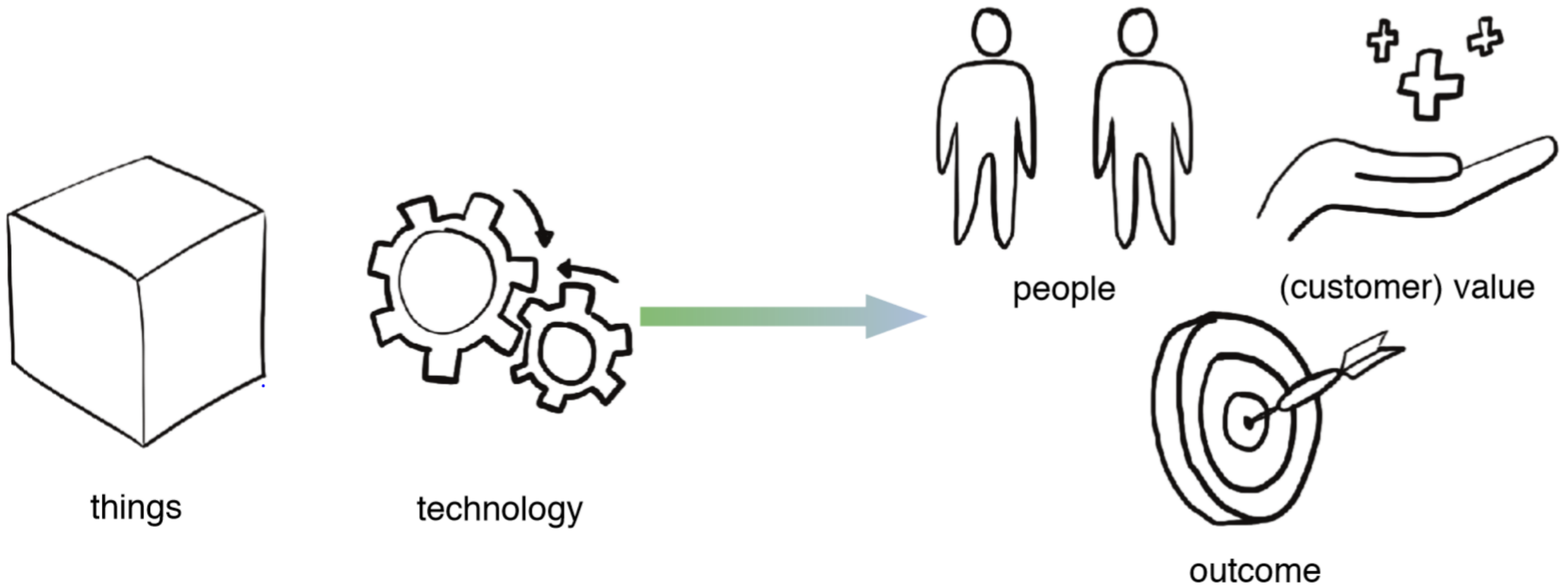


(traditional) product-oriented
business models



service-oriented
business models

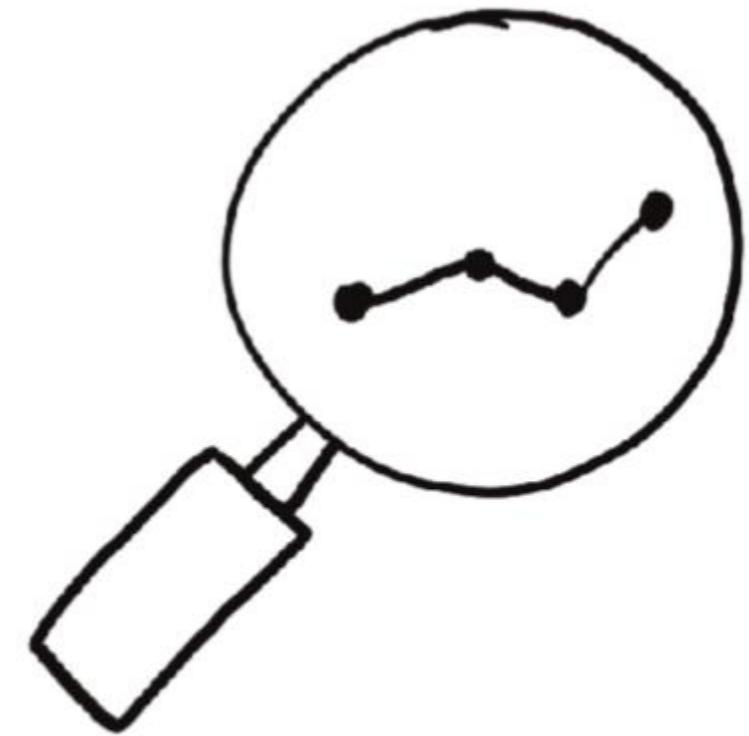
Different relationships with partners and users



Different value and outcomes



KPIs defined



KPIs unclear
beforehand & vary per
business

2= Service supporting capabilities needed



Sensing user needs, context, system



conceptualising

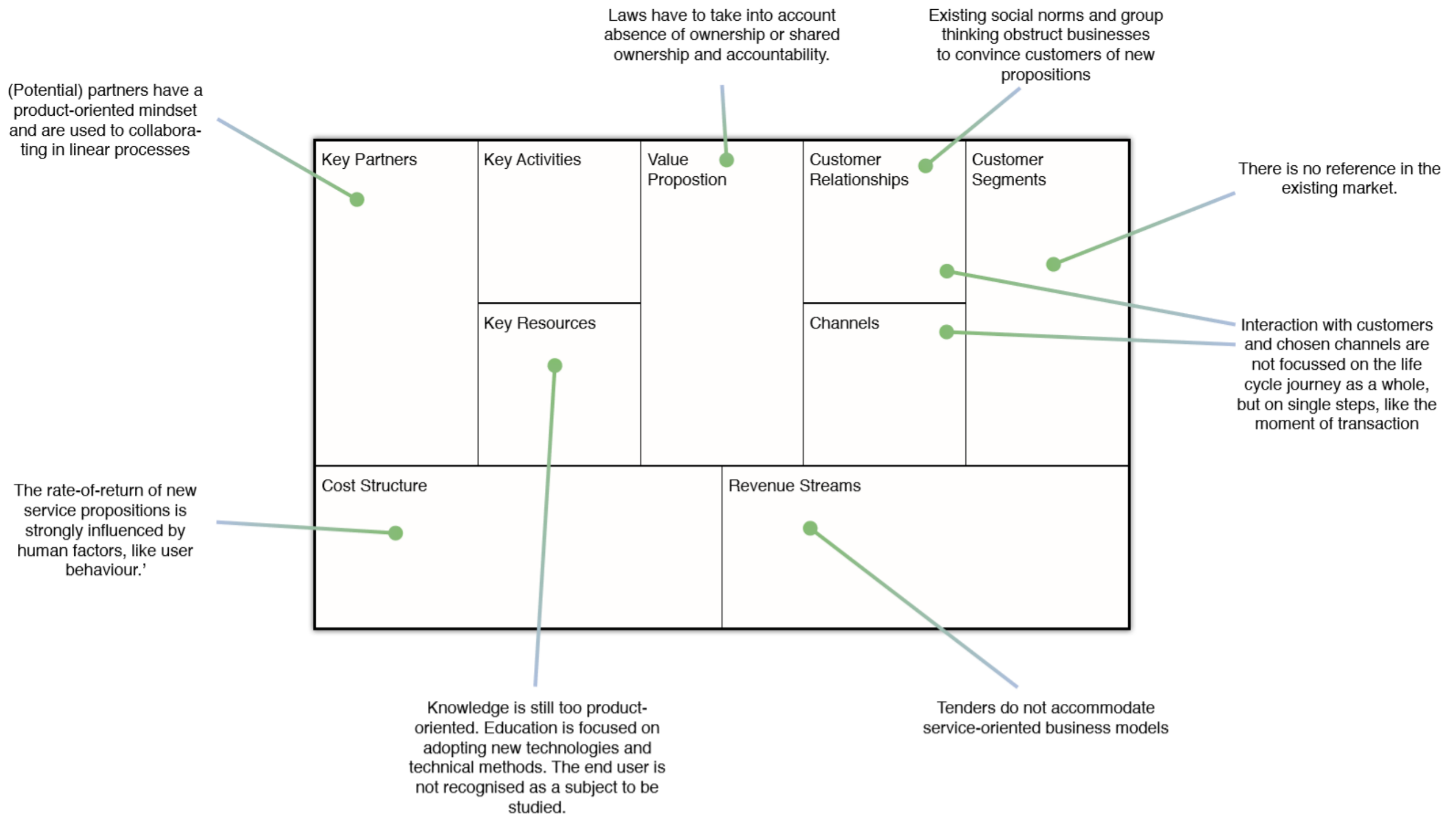


orchestration

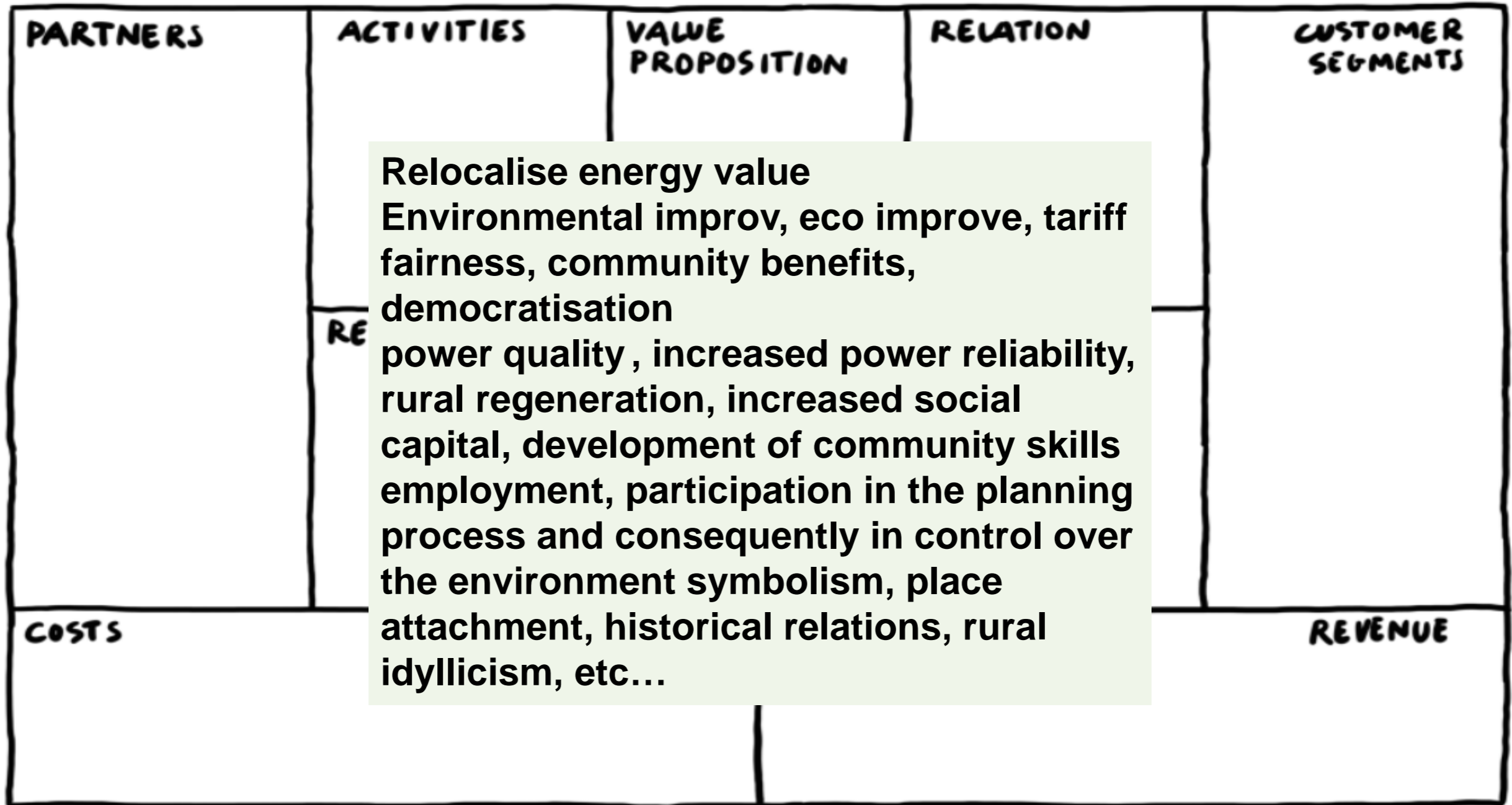


Scaling and stretching

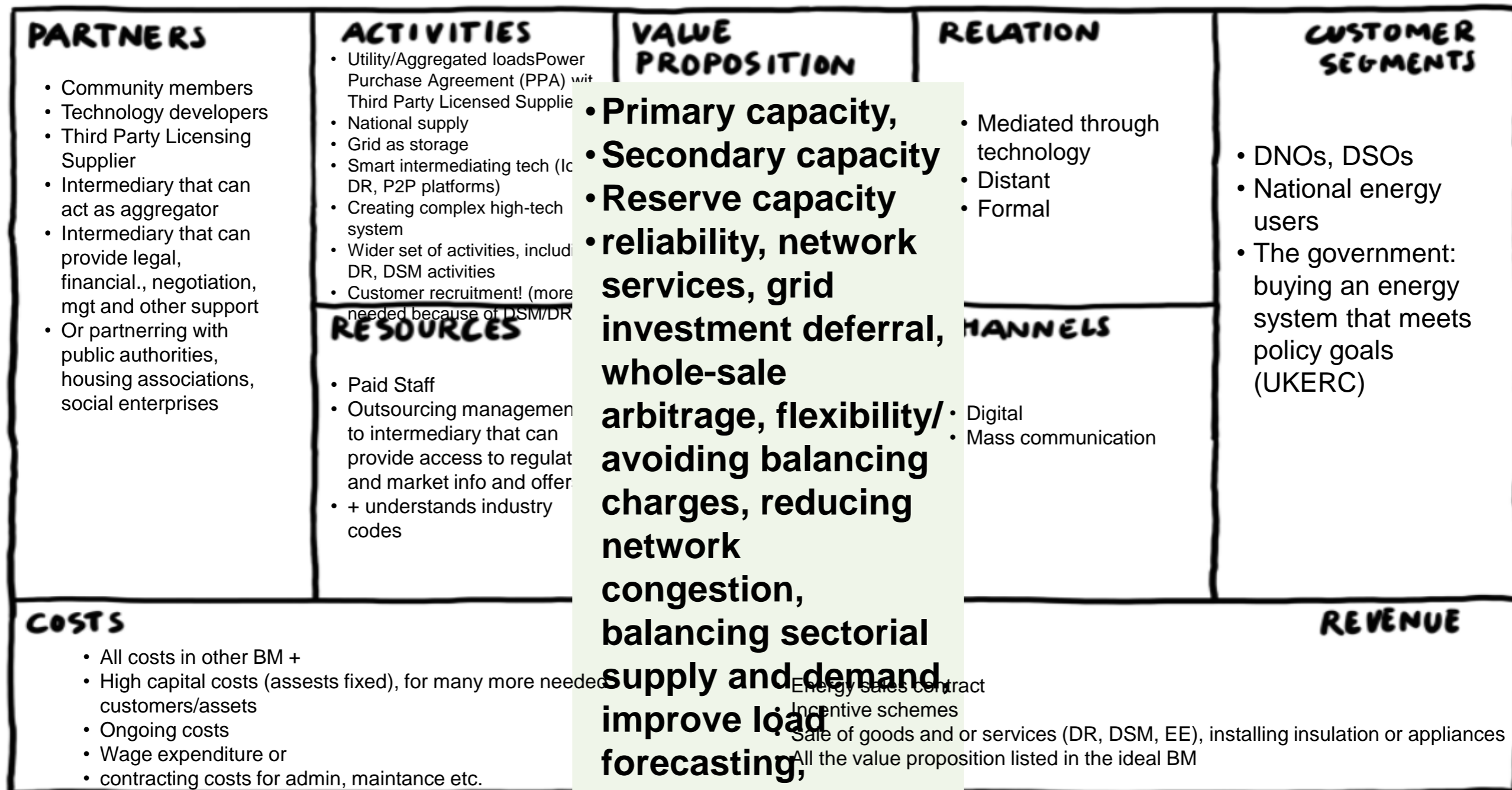
3= Towards a service supporting system..



BUSINESS MODEL



BUSINESS MODEL



Energy sales contract

Incentive schemes

Sale of goods and or services (DR, DSM, EE), installing insulation or appliances

All the value proposition listed in the ideal BM

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-25-business-models-for-a-more-effective-uptake/>

Email: Ruth.mourik@duneworks.nl

Email: Renske@ideate.nl

