



Task 25: Business models for a more effective market uptake of DSM energy services for SMEs and communities

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To an entrepreneur in the retrofit market



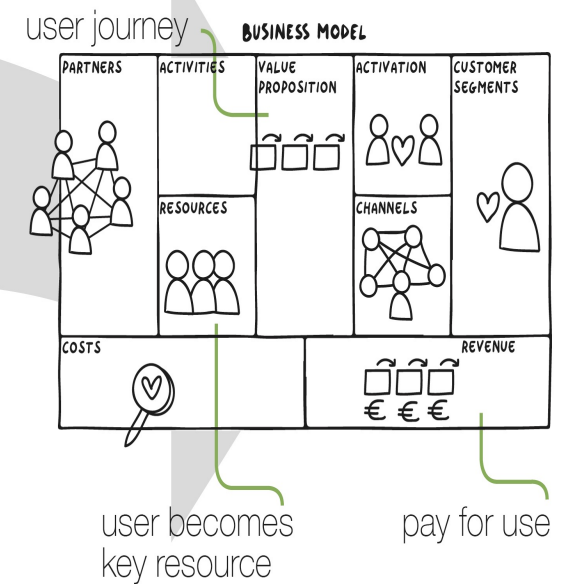
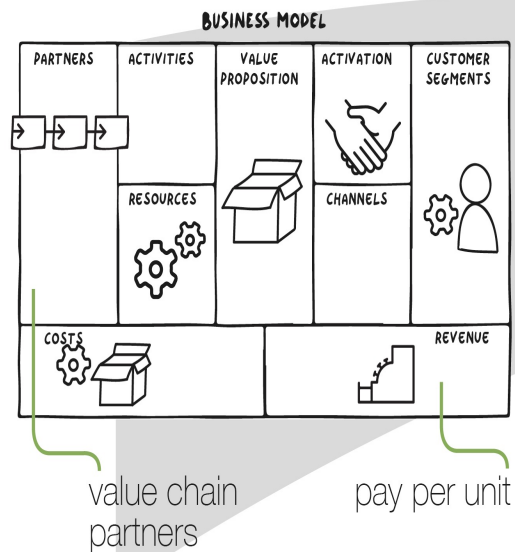
There are three essential ingredients for success



And they're all part of a transition



1. A service supporting business model



3. Skilled to serve the user

sensing user needs
orchestrating
conceptualizing
scaling

3. Understand how to deal with context

Deal consciously with stakeholders, rules and regulations

Please read all about it..

papers

country reports

spotlight articles

webinars

...

Most entrepreneurs don't know this..



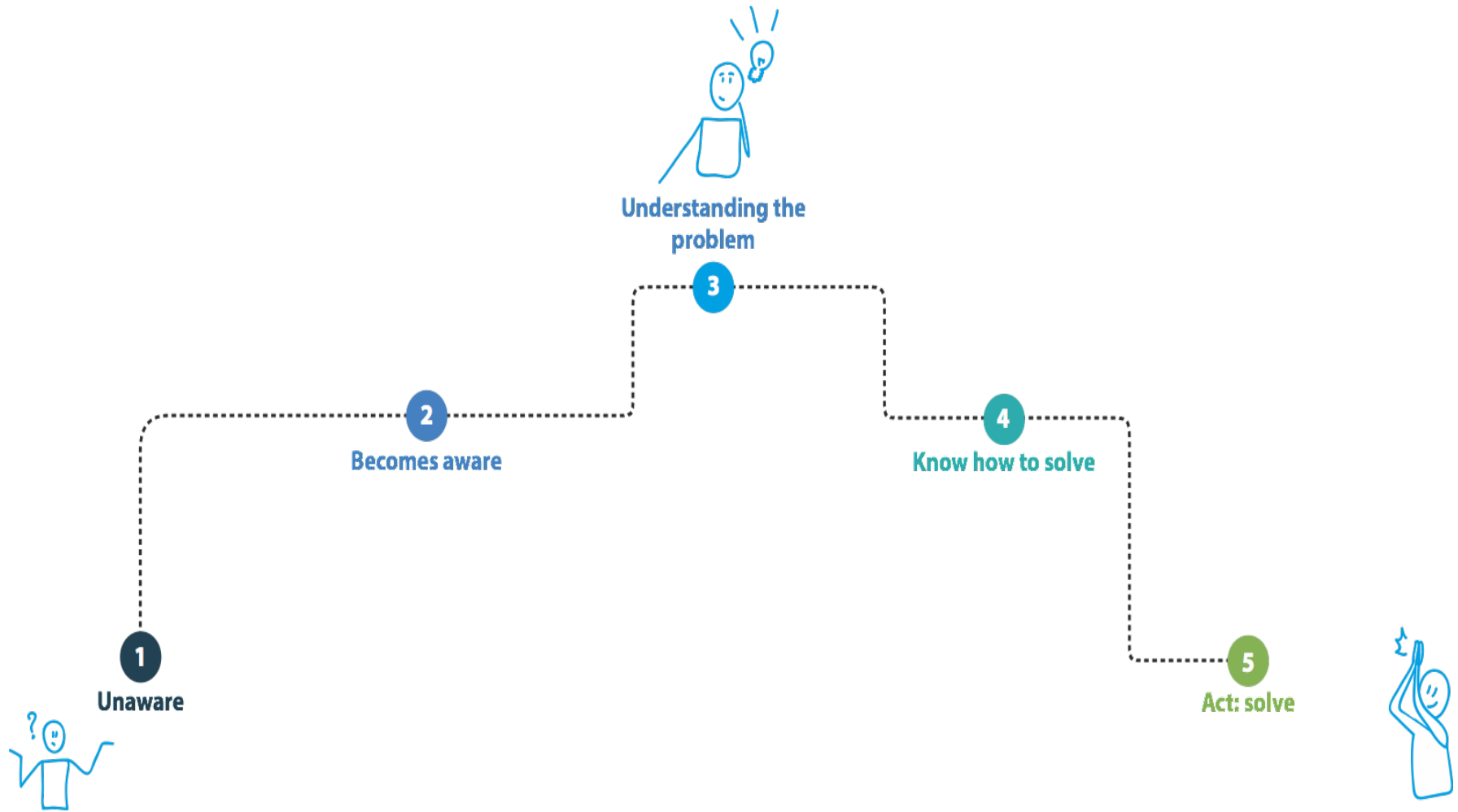
And he needs to be aware..

In order to make the right adjustments



In order to make the right adjustments

in his business model
to implement the essential capabilities
to design an effective context strategy





1

Unaware

- home owners and tenants couldn't care less about energy efficiency
- Those that do care, don't see the difference between all the options they have to insulate and save energy
- policy makers and legislation don't support me, on the contrary...



2

Becomes aware

how can I help home owners and tenants make a choice in this hopelessly fragmented market?

what can I do to make them trust me?

I might understand this, but my business partners don't get it

They just want to sell hours, their tech or material, instead of delivering an experience



Understanding the
problem

3

Is there anybody out there who can tell me



Understanding the
problem

3

assessment: Is your business fit to serve?

- the business model
- the capabilities
- the context



Understanding the problem

3

A large green gradient rectangle that serves as a background for the main content. It features a small scroll indicator icon in the top-left corner, consisting of a circle with a vertical line through it. A dashed line path starts from the person illustration, goes down, then right, then up to a blue circle containing the number '3', then right, then down to a small blue square, and finally down to the scroll indicator icon.

Fit to Serve

Is your Energy Efficiency business model fit to serve?

Please Scroll

Climate change is trending business. The urgency for transition is felt by many entrepreneurs who expect it to lead to new -big- business opportunities. But when it comes to energy efficiency, we somehow are still waiting for the big breakthrough.

Energy Efficiency isn't an easy value to build a business on. After analysing 42 companies that offer Energy Efficiency, we dare to say, to many consumers, energy efficiency is not a value at all.... This low interest in energy efficiency might be one of the many causes for a bad market uptake, but it is one that is not easily influenced.

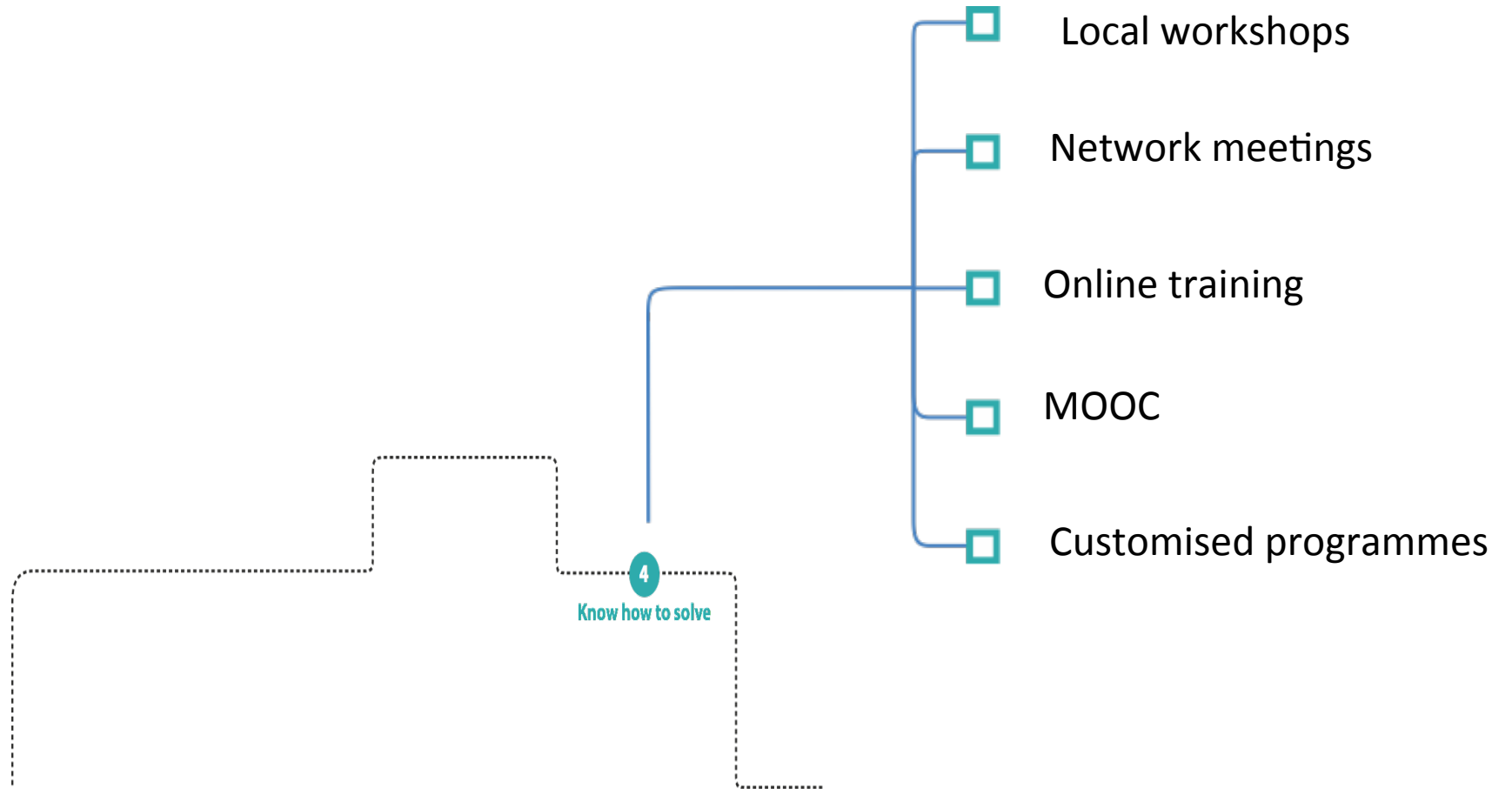
There are a few measures you can take to influence the growth of your business. These measures have to do with the way energy efficiency business models are designed. As most of the companies in the field of energy efficiency originate from technological backgrounds, their businesses are built to exploit these innovative technologies. The question is, are these business models also designed to meet the expectations of the user?



Understanding the
problem

3

Please help us improve our first draft!





5

Act: solve



Try and improve

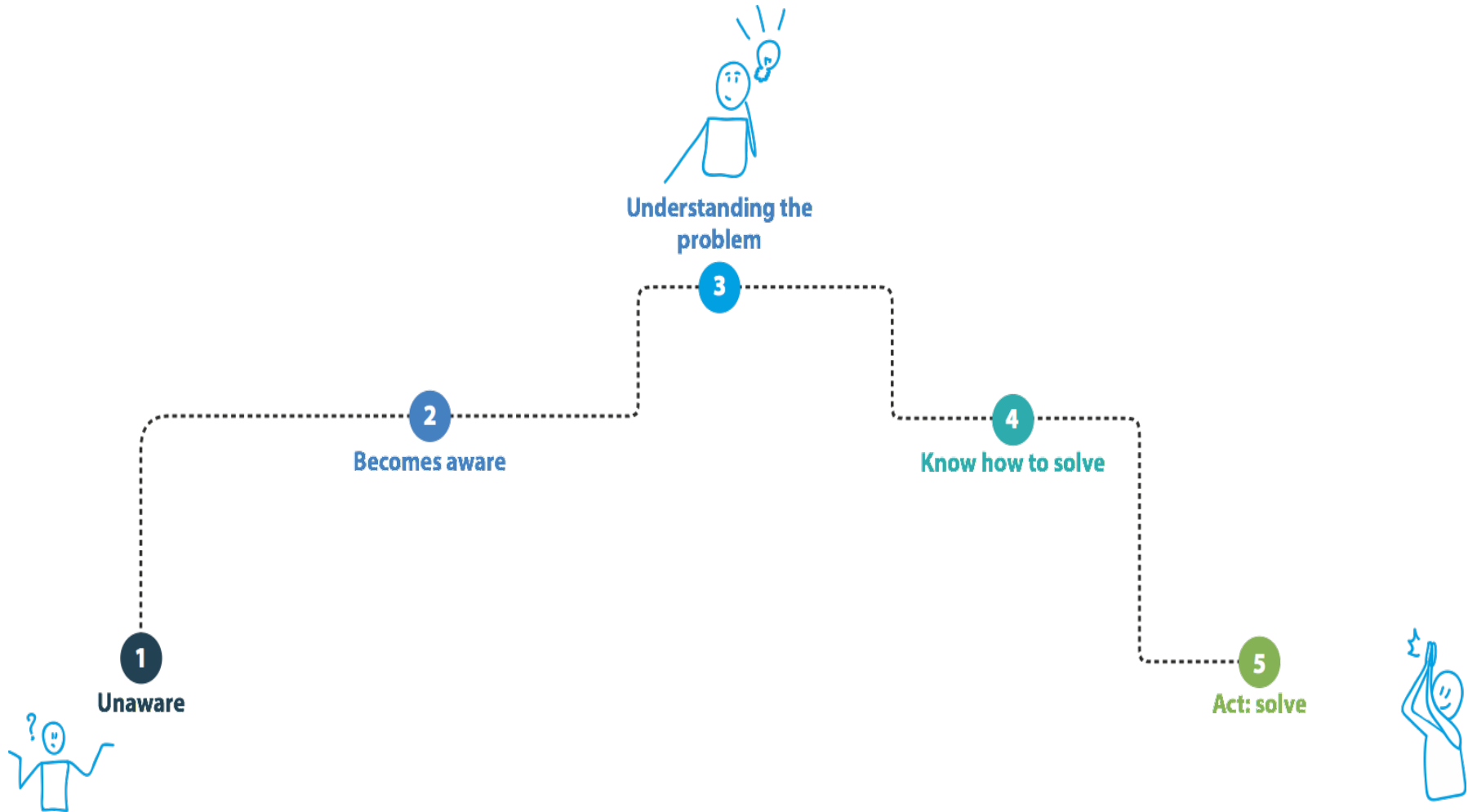


Coaching on the job



Intervision





We need your input!

Now a beta version of the assessment tool FIT TO SERVE

Please provide us with feedback:

- is the test comprehensible? suggestion to improve!
- when will it become useful to you/your organisation?
- thoughts on how support programs for entrepreneurs

Thank you!

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#fittoserve

