



Mind your business!!!

What we can learn from 50 businesses in Energy Efficiency

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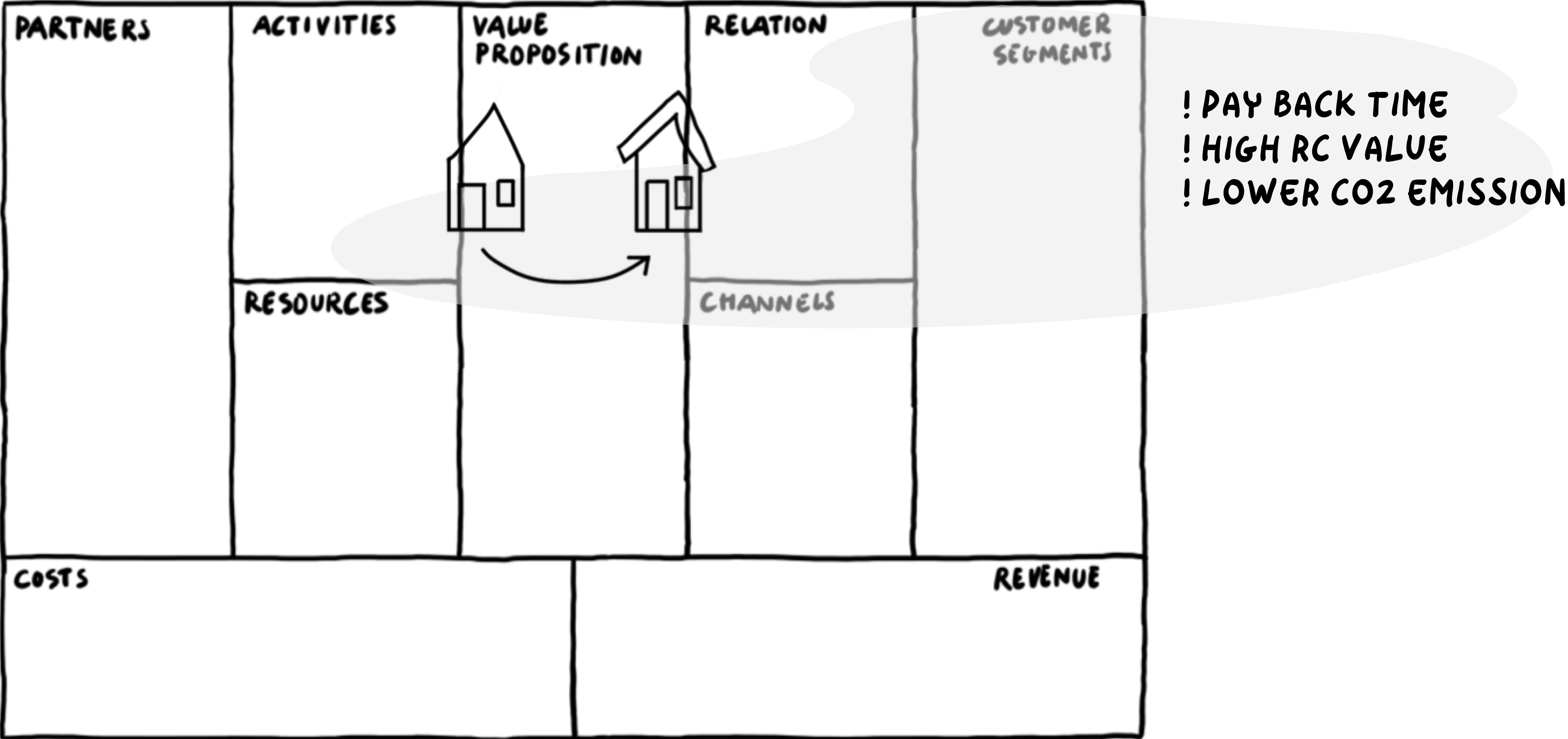
Why is it so hard to be successful in the Energy Efficiency market?

What is the business you're in?



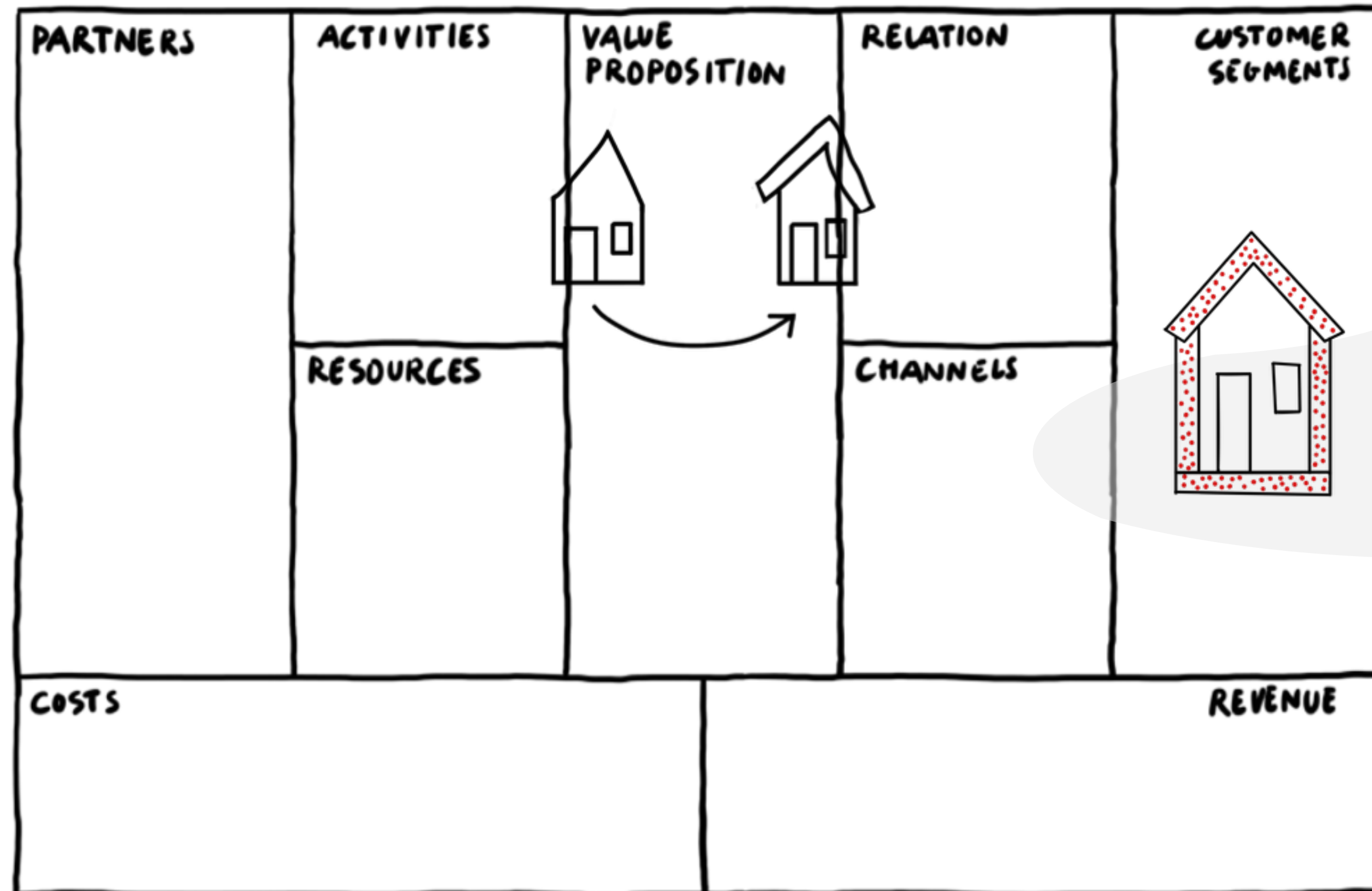
Insulated walls incorporated

Insulated walls.inc



BY OSTERWALDER AND PIGNEUR

Insulated walls inc.

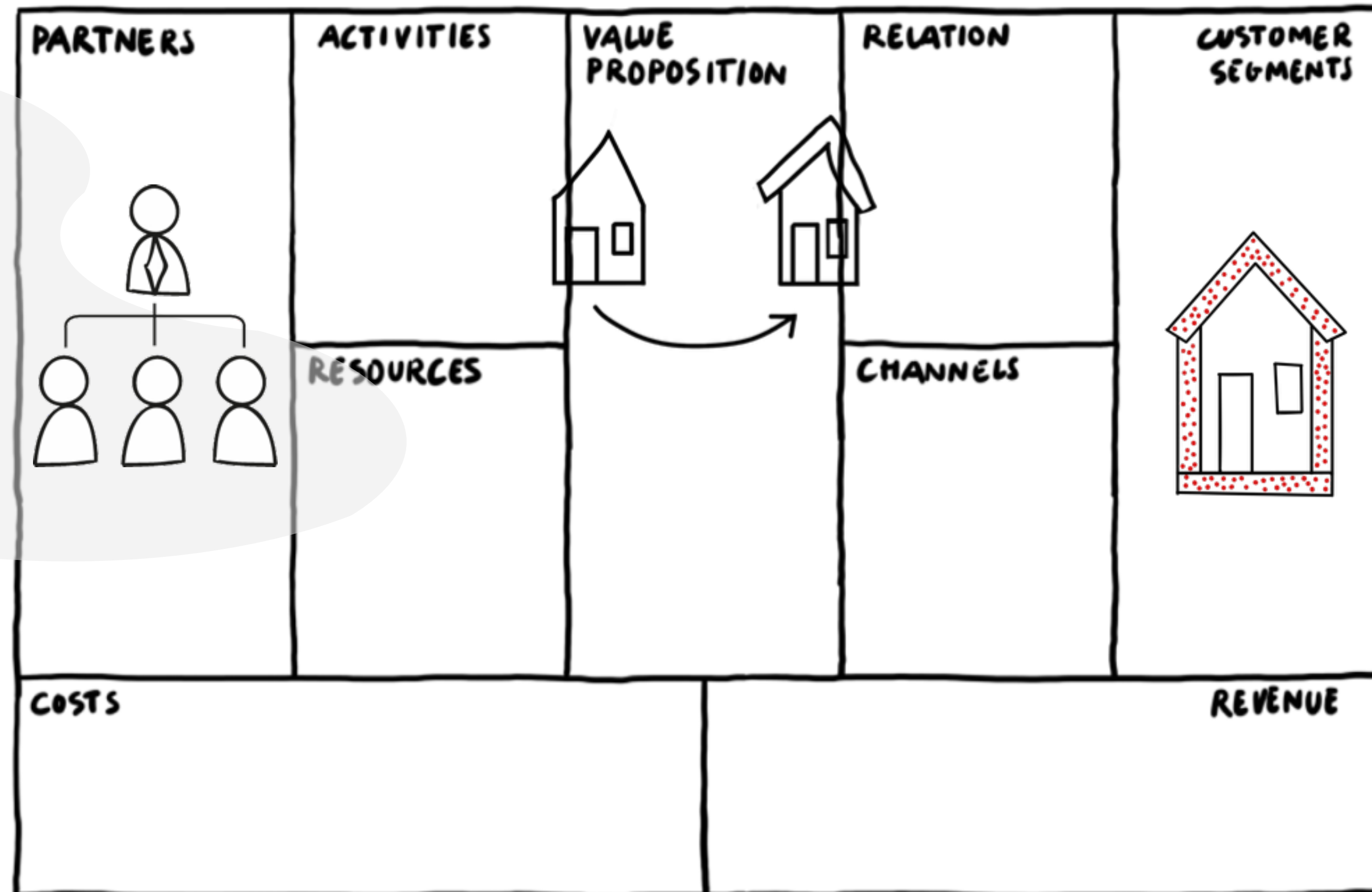


M2 FLOORS
M2 WALLS
M2 ROOFS

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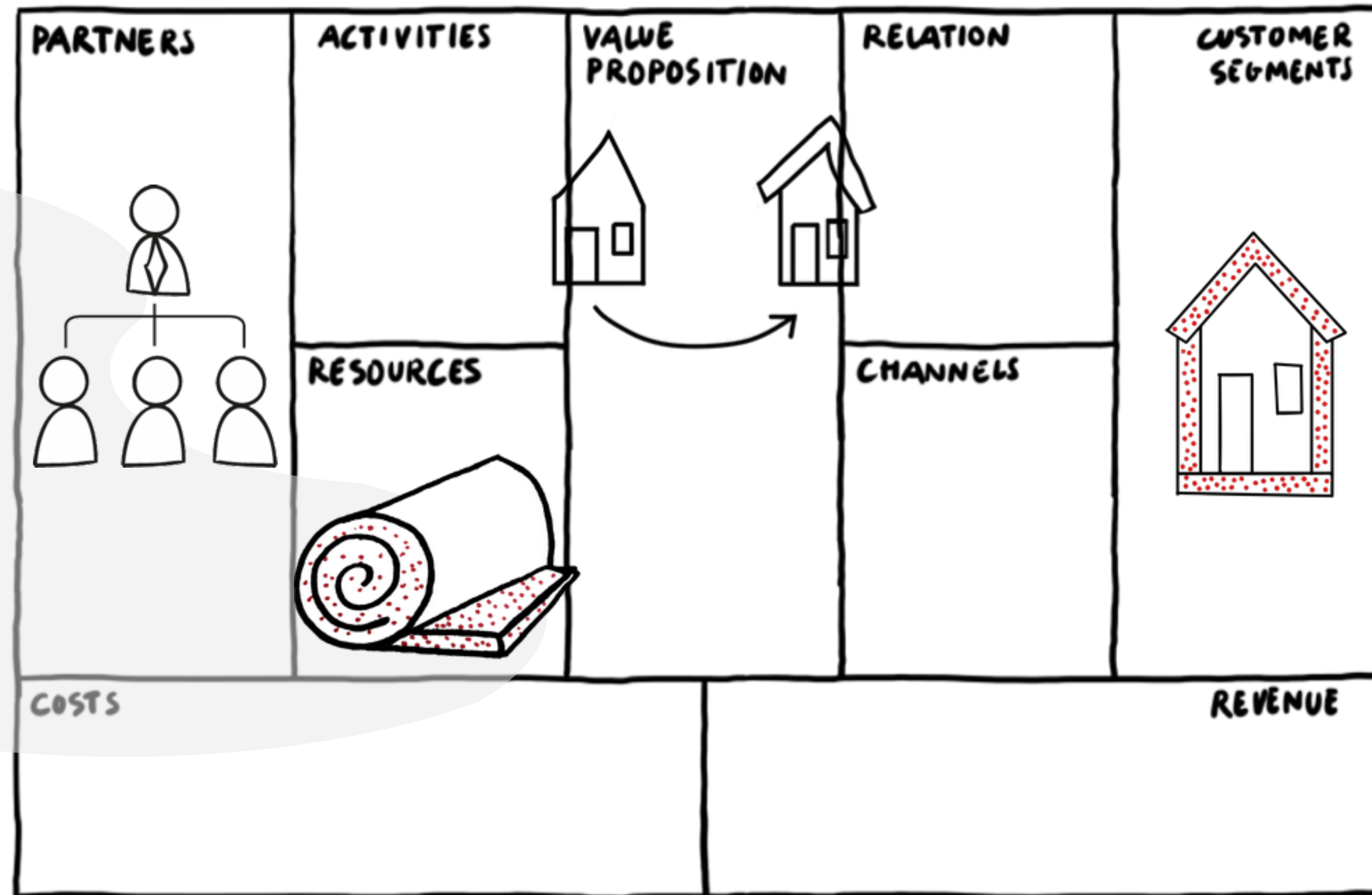
EFFICIENCY
LOW COST
SLA



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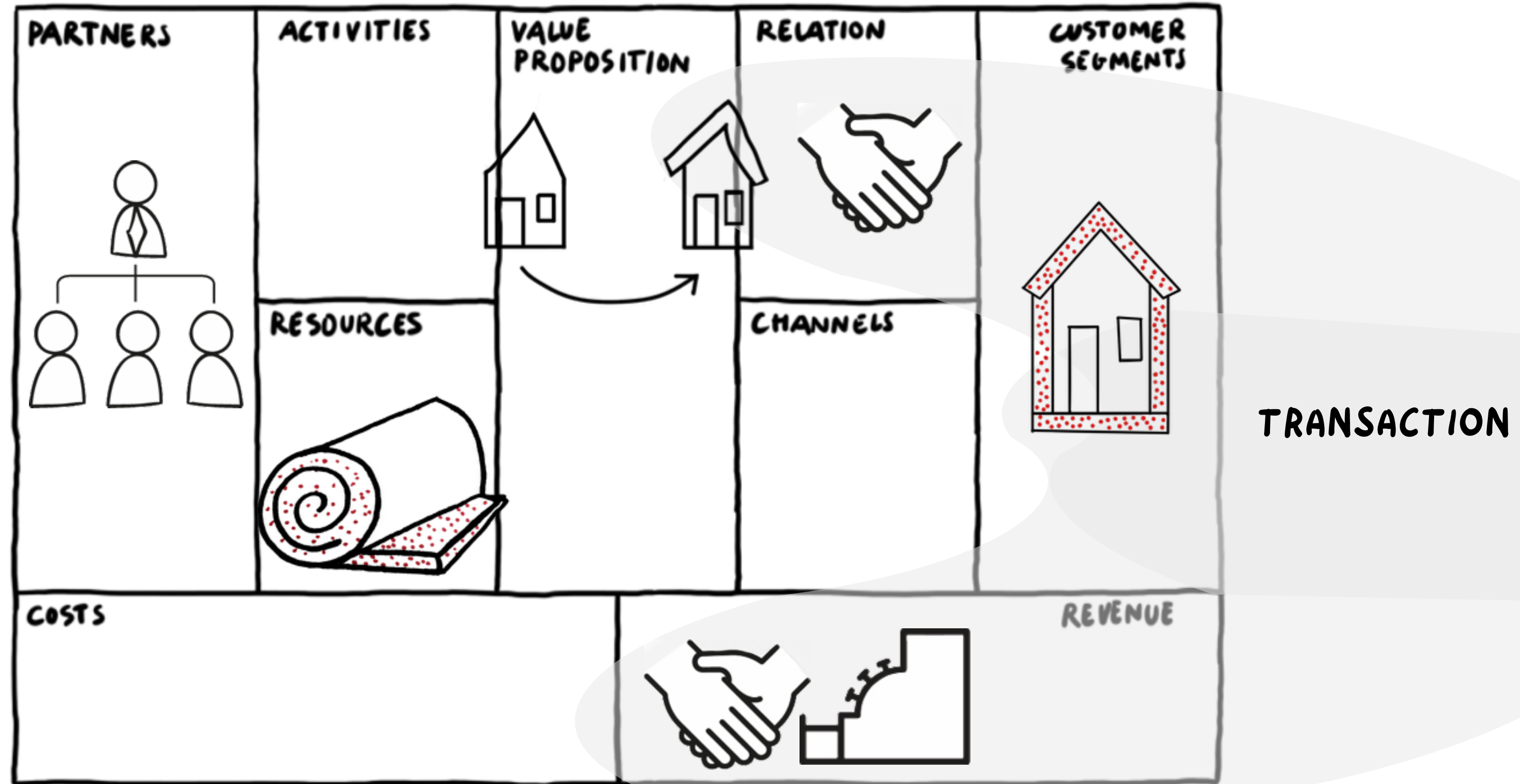
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BEST QUALITY!!



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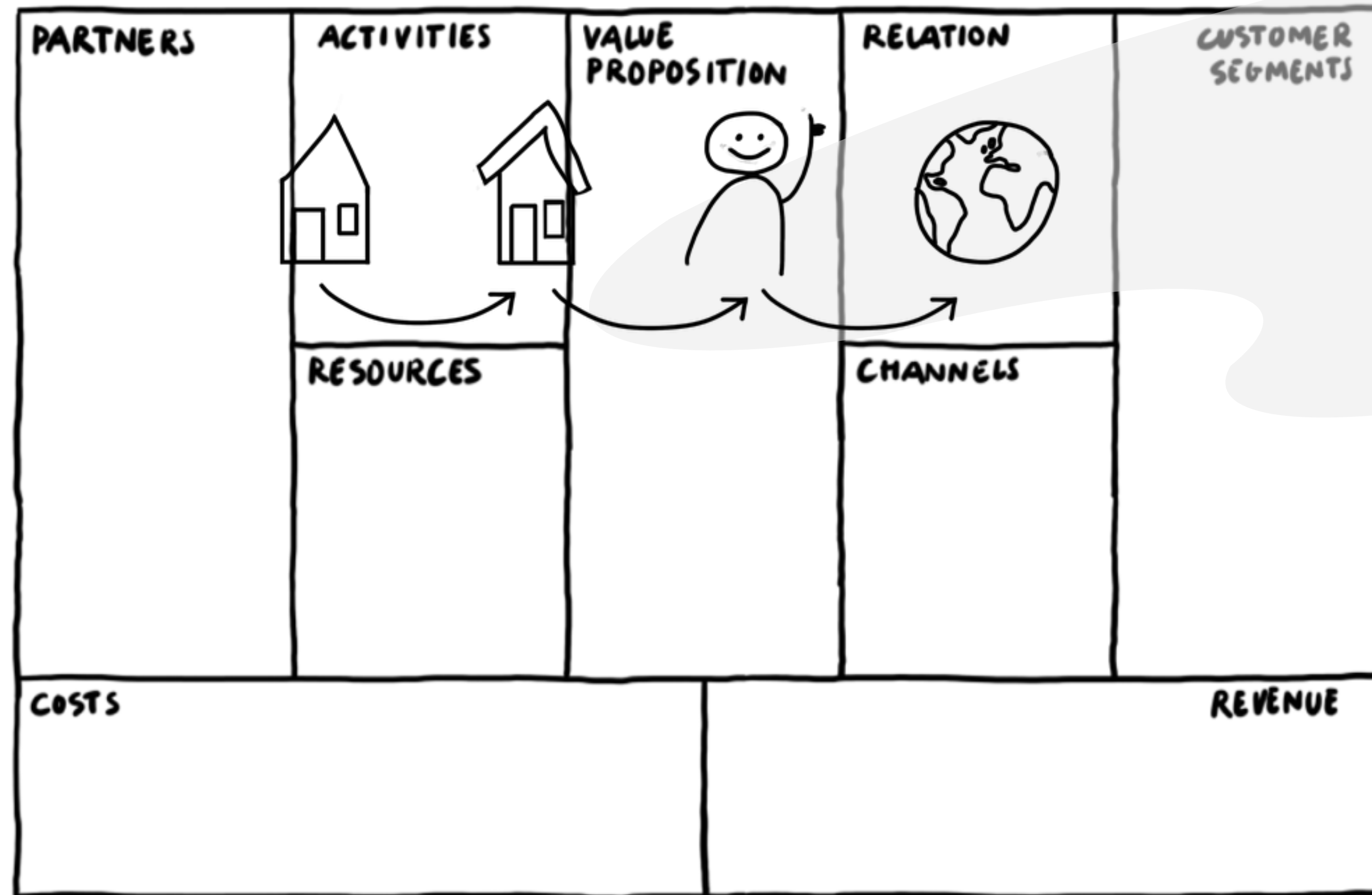
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Cosy Living

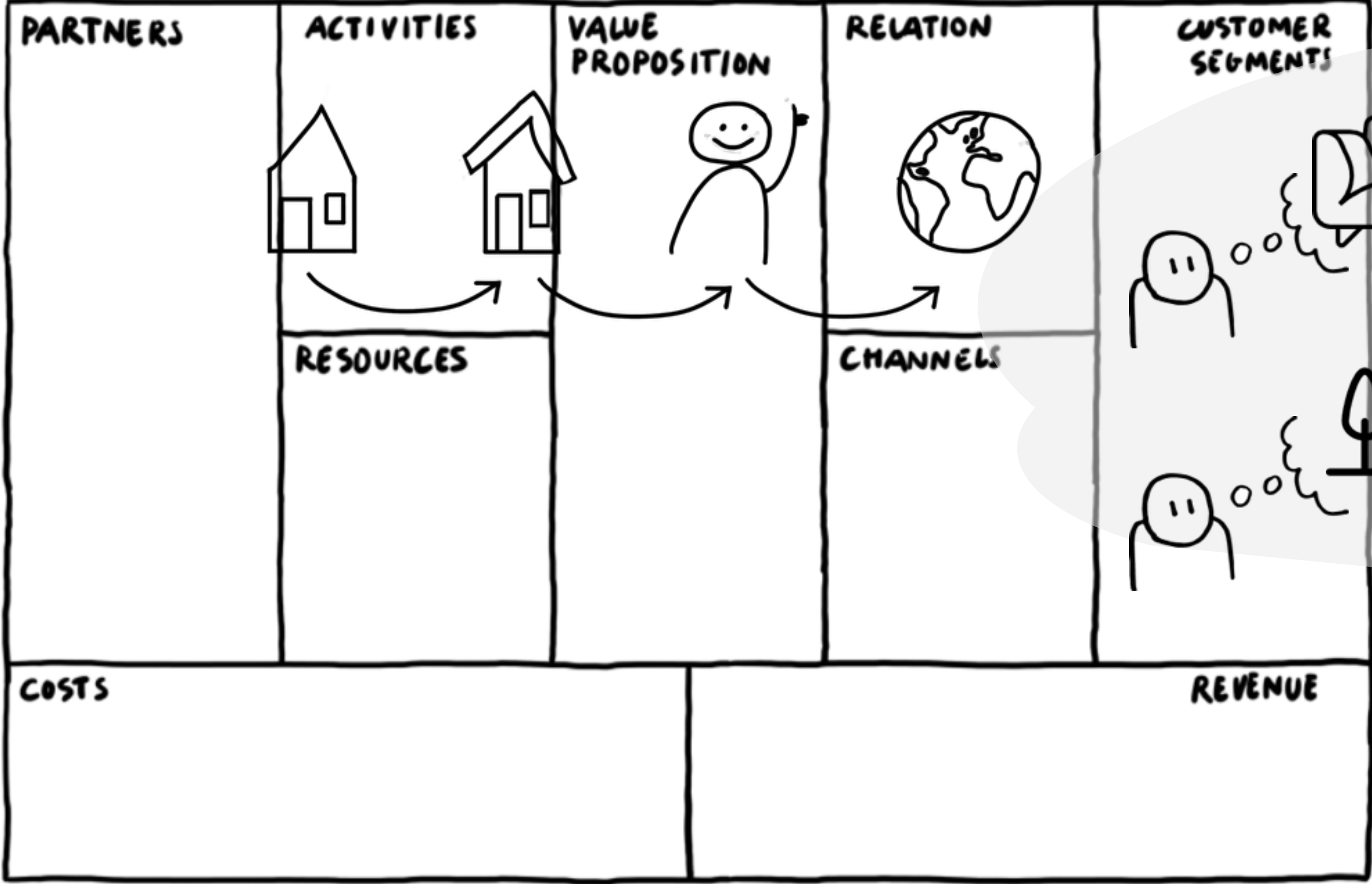
Cosy Living



NICE COMFORTABLE HOME
NO FUSS, EASY PROCESS
SAVES MONEY ALONG THE WAY

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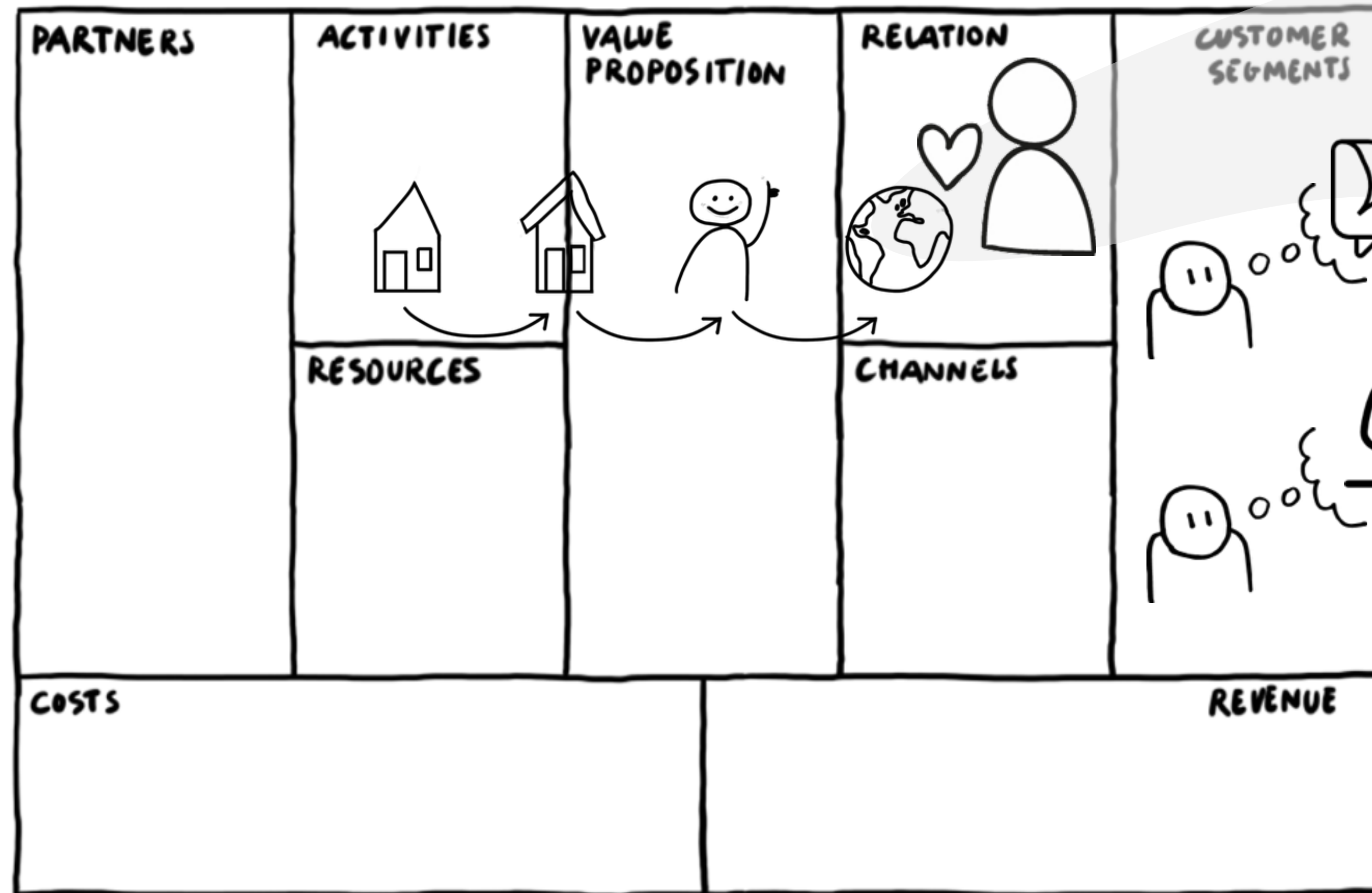
Cosy Living



A NICE HOME
SMOOTH PROCES
NEW SOFA?
HOLIDAY?

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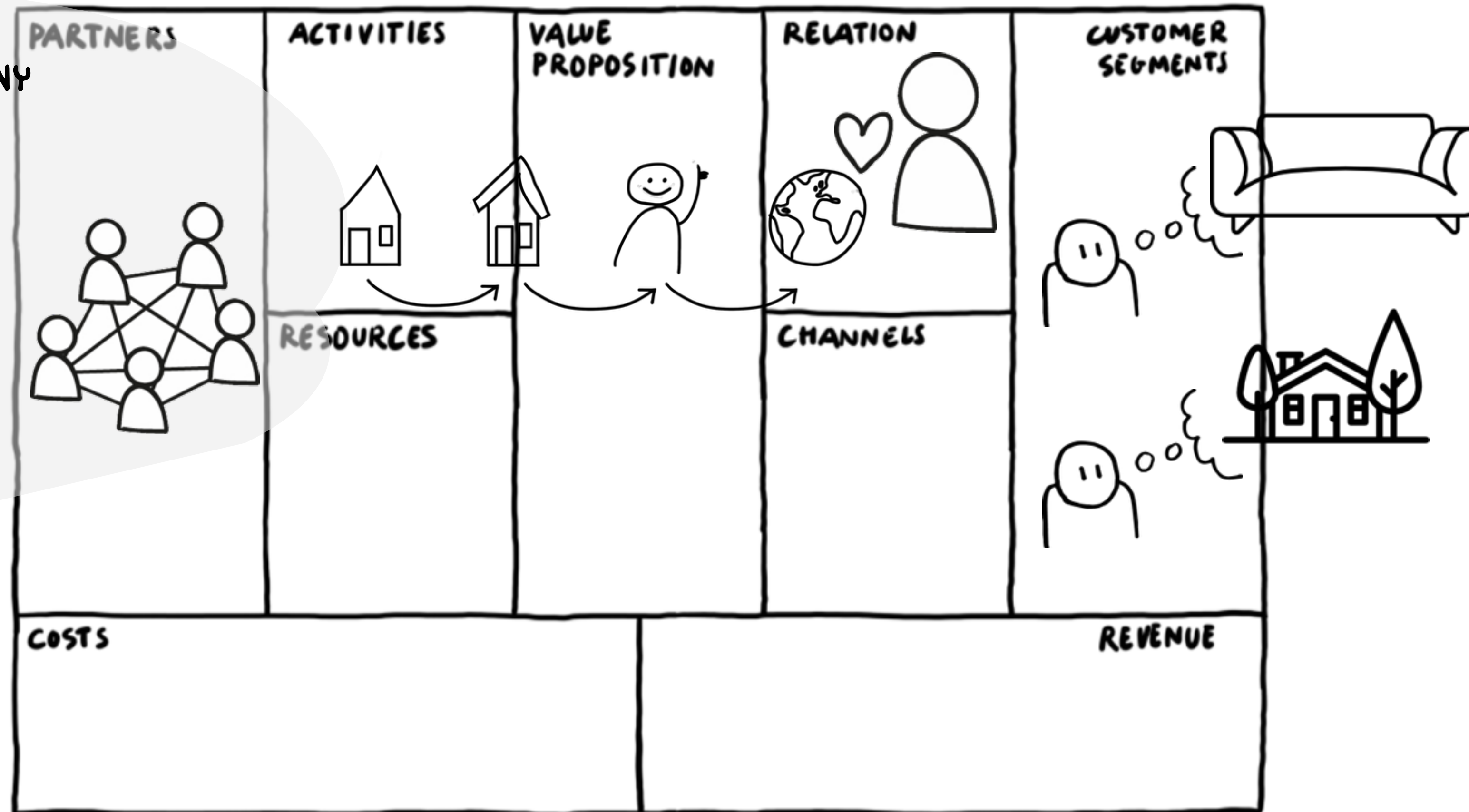
Cosy Living



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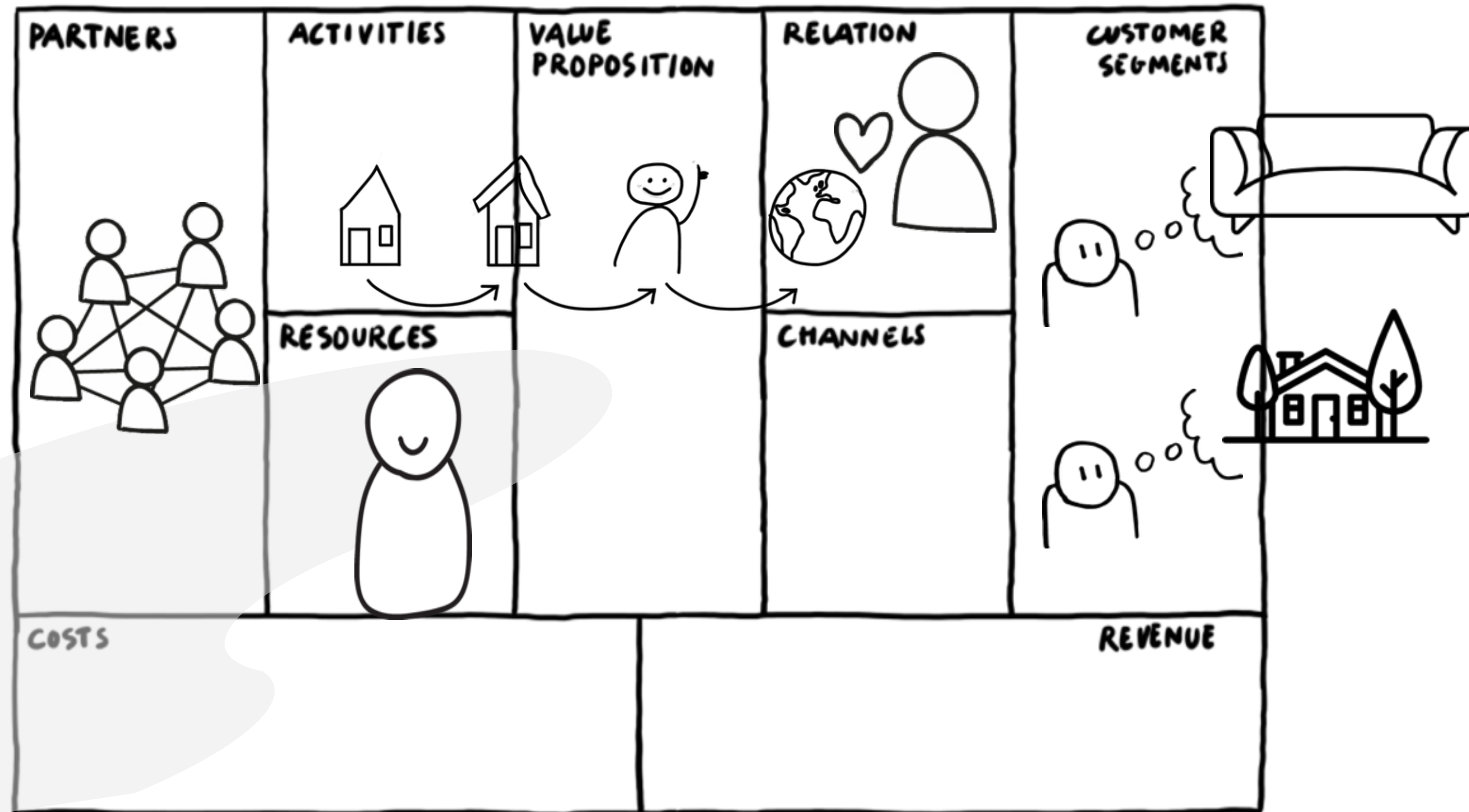
Cosy Living

COOPERATE WITH MANY PARTNERS NETWORK



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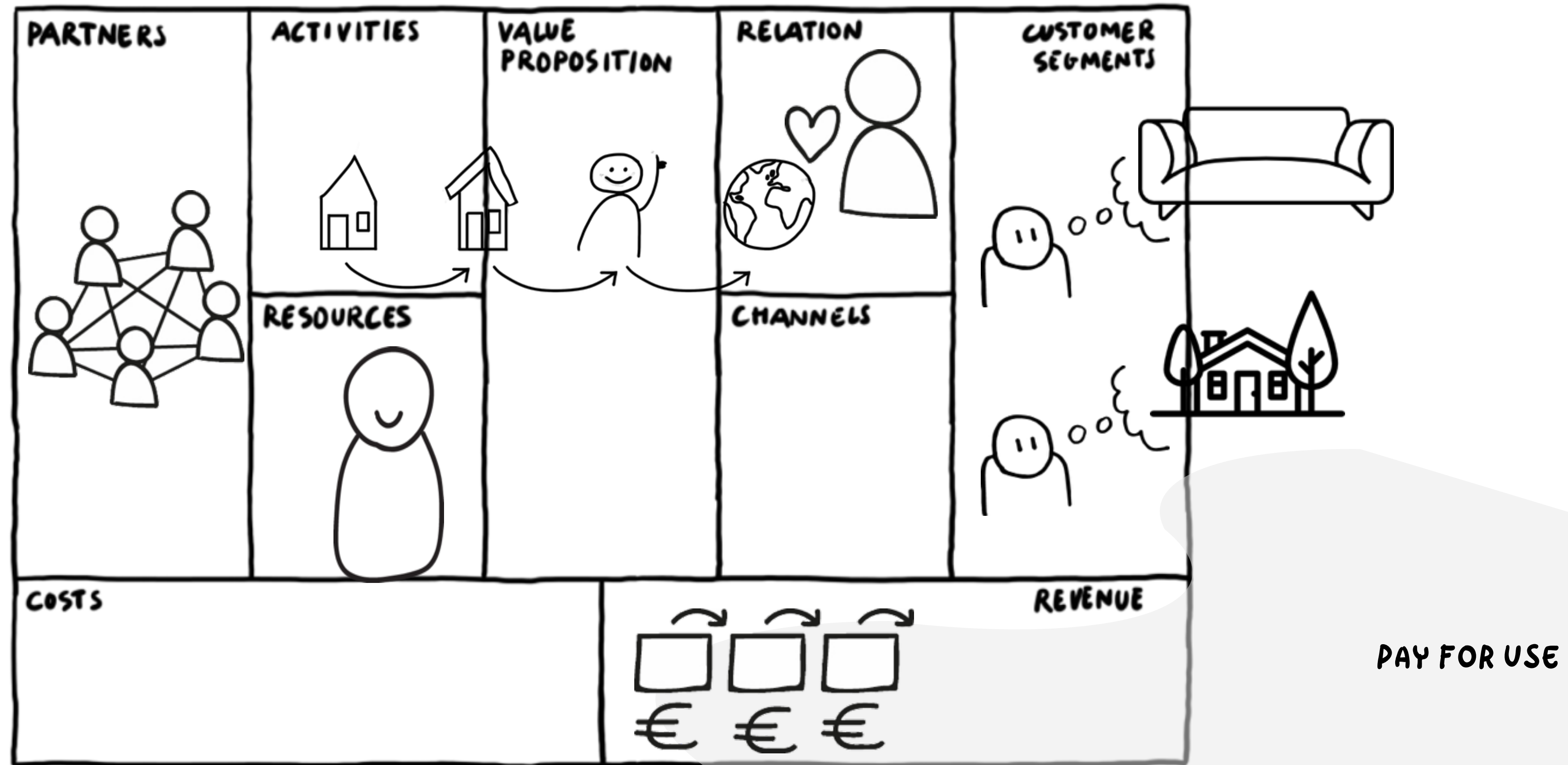
Cosy Living



USER IS KEY
RESOURCE

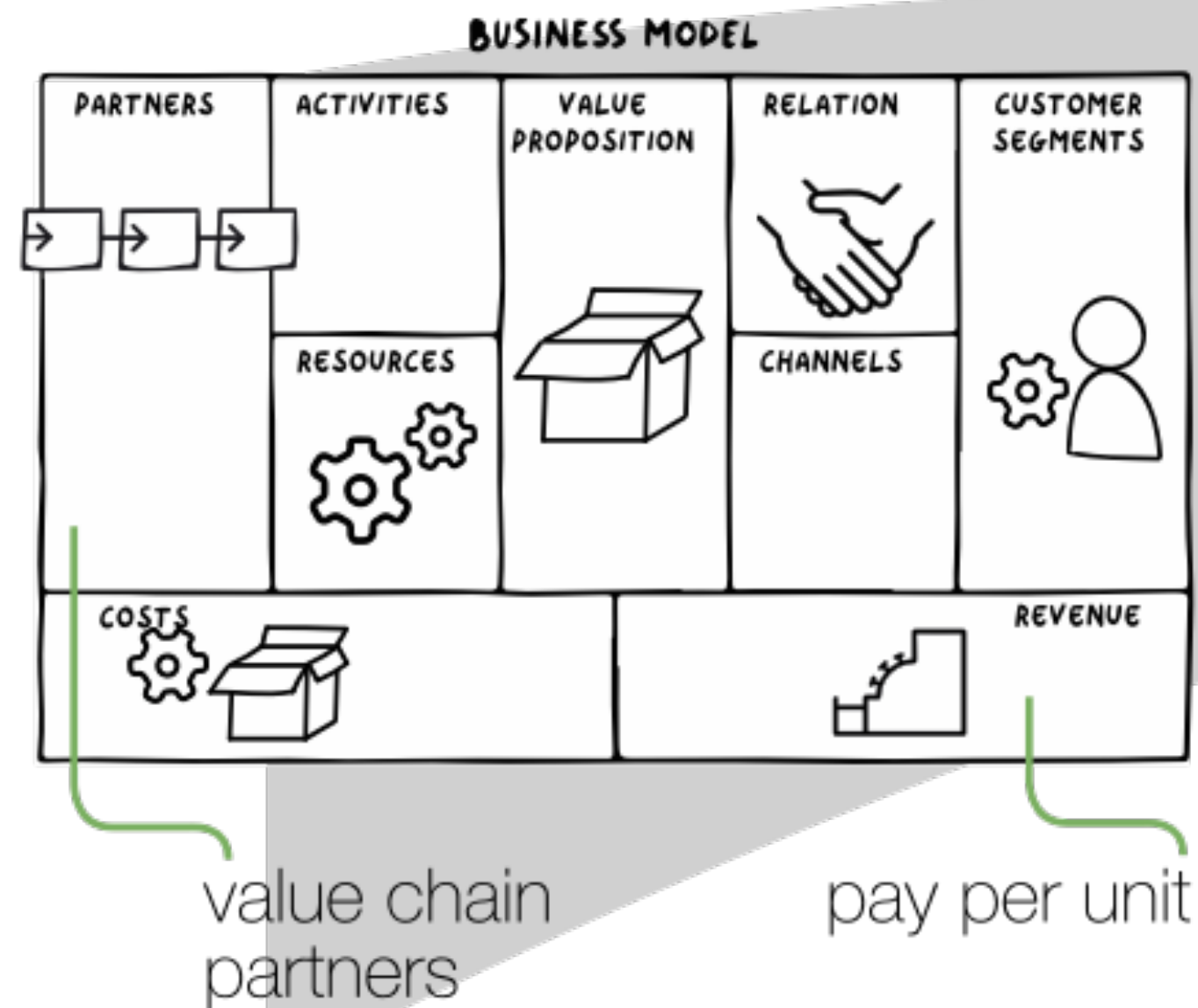
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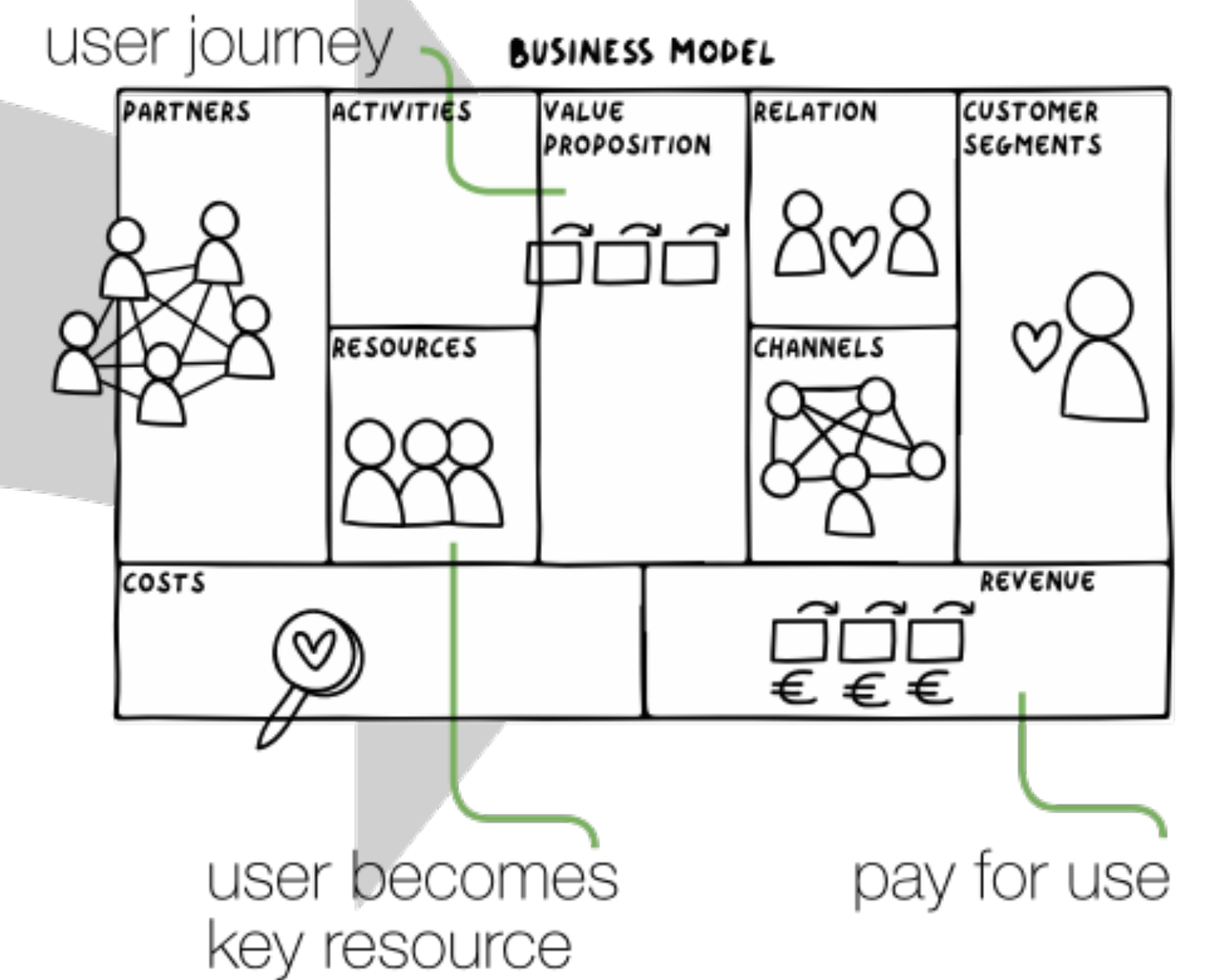


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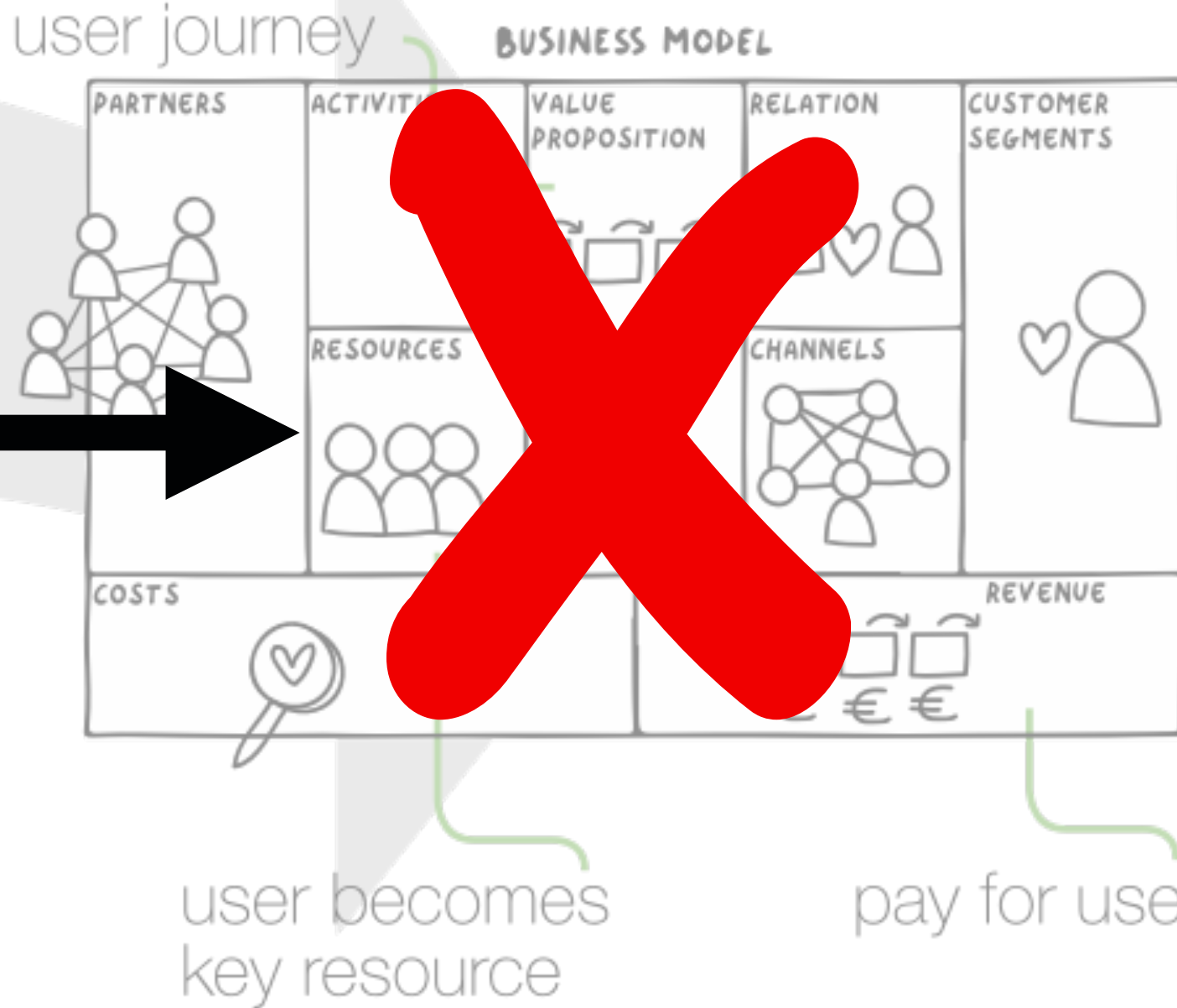
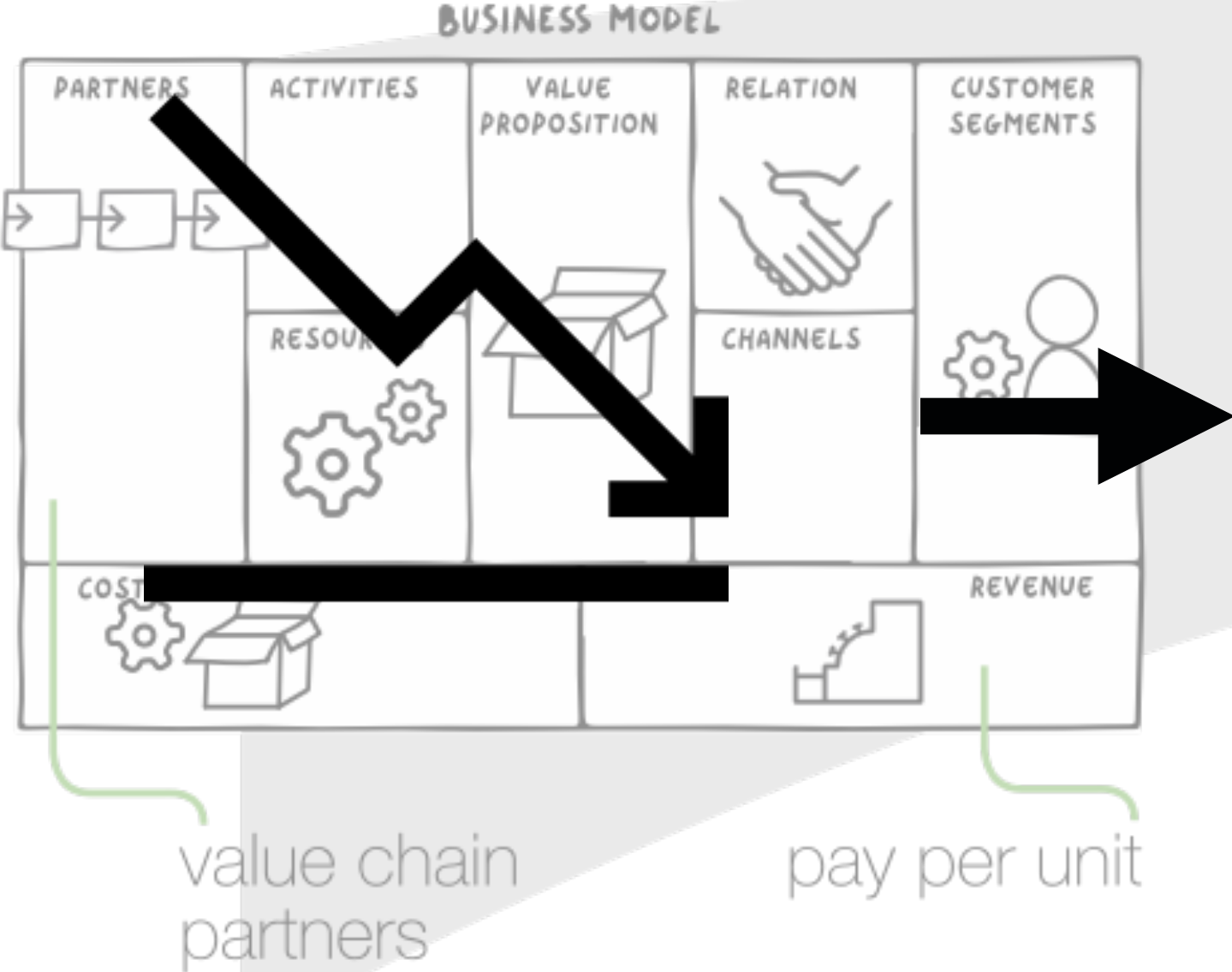
Insulated walls inc. Product focus



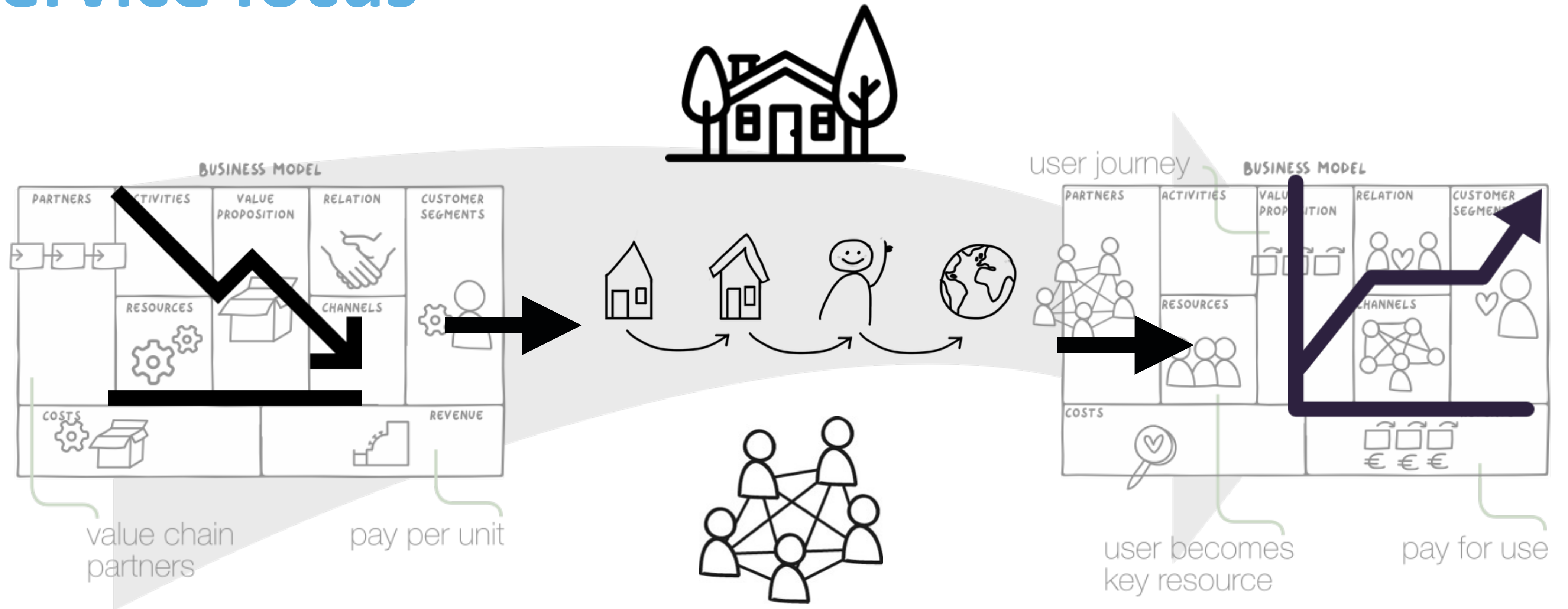
Cosy Living Service focus



Pushing harder



Service focus

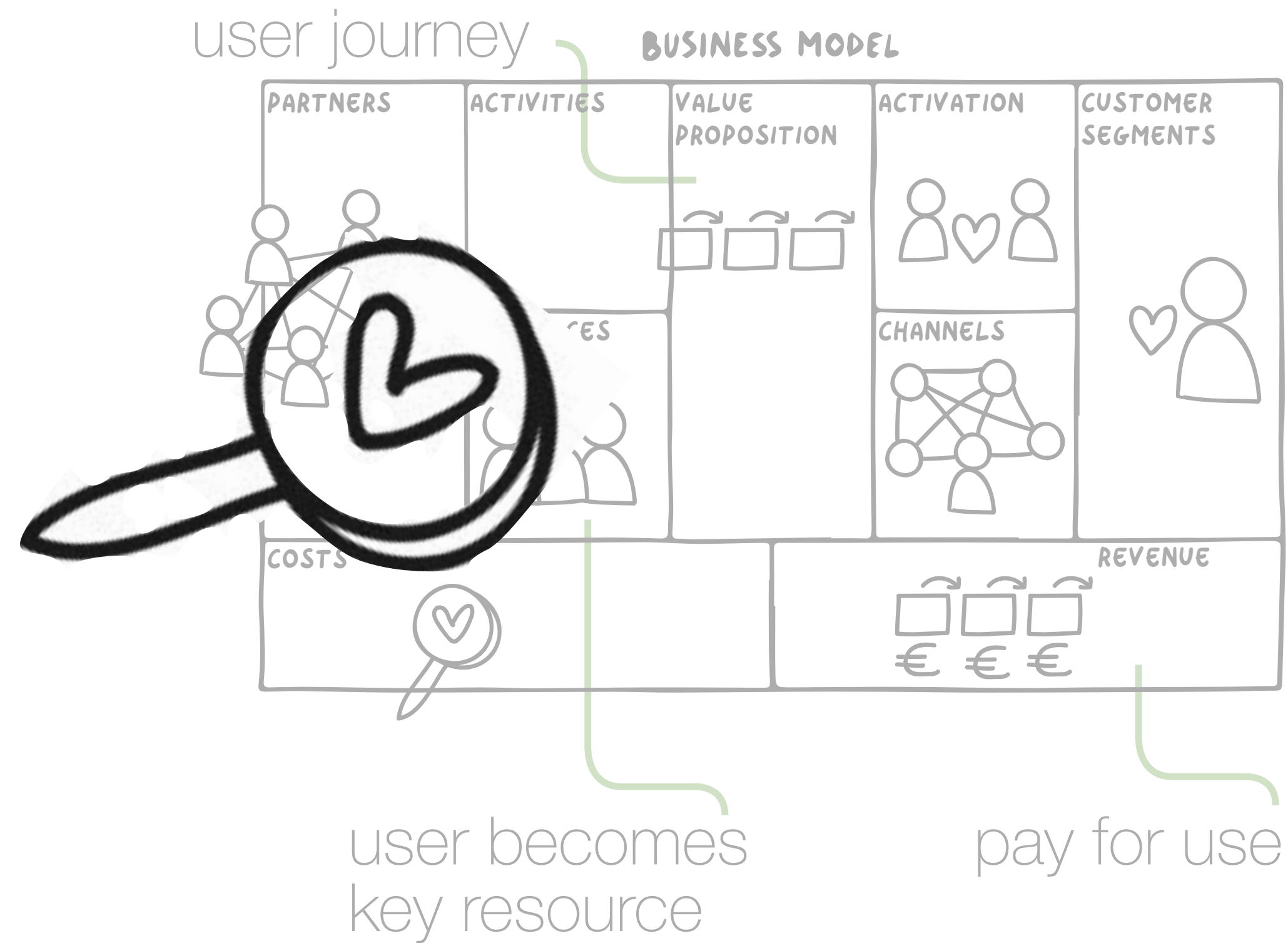


What makes a service oriented business model work??

Capabilities that make a service oriented business model work??

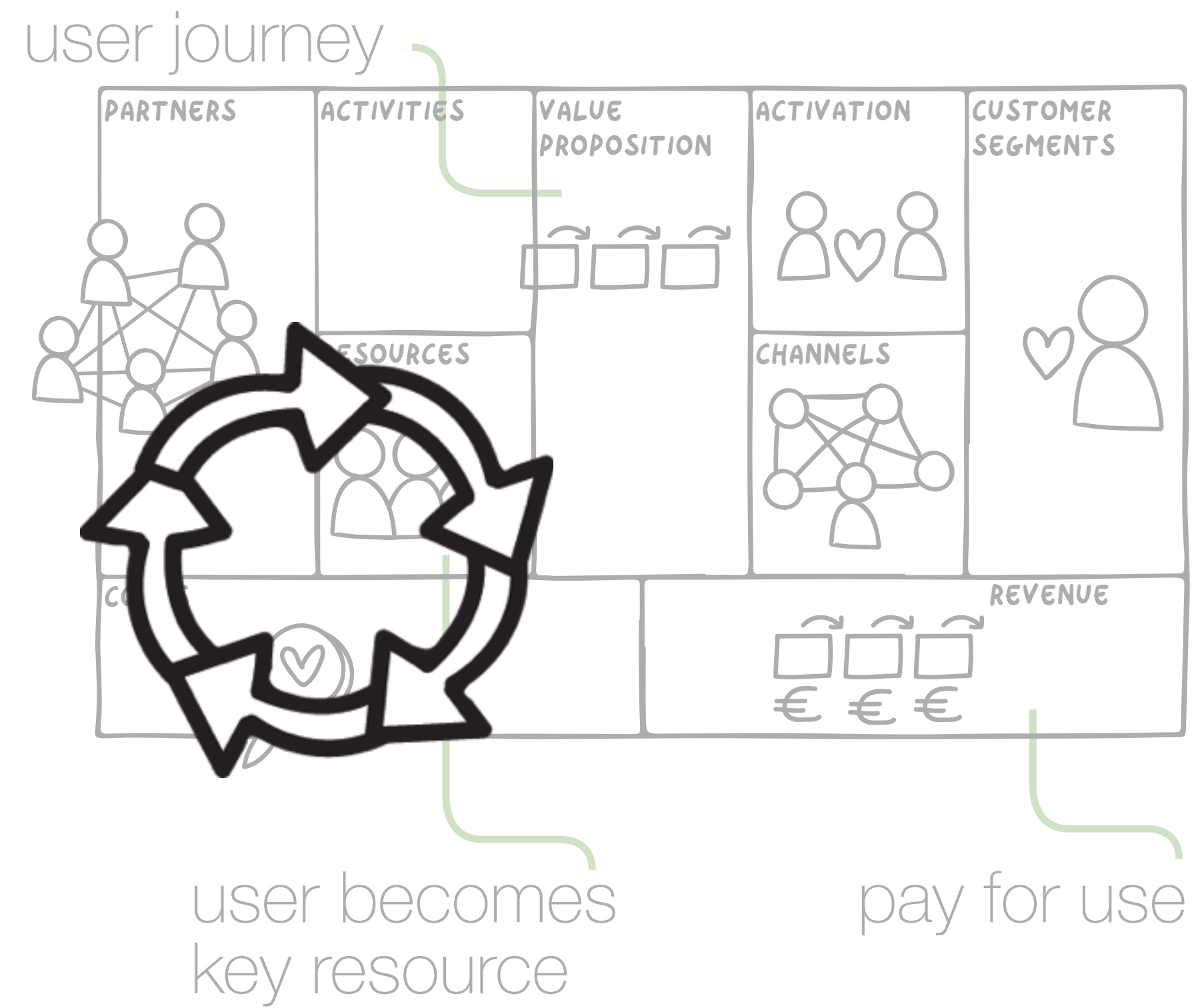


Sensing user needs



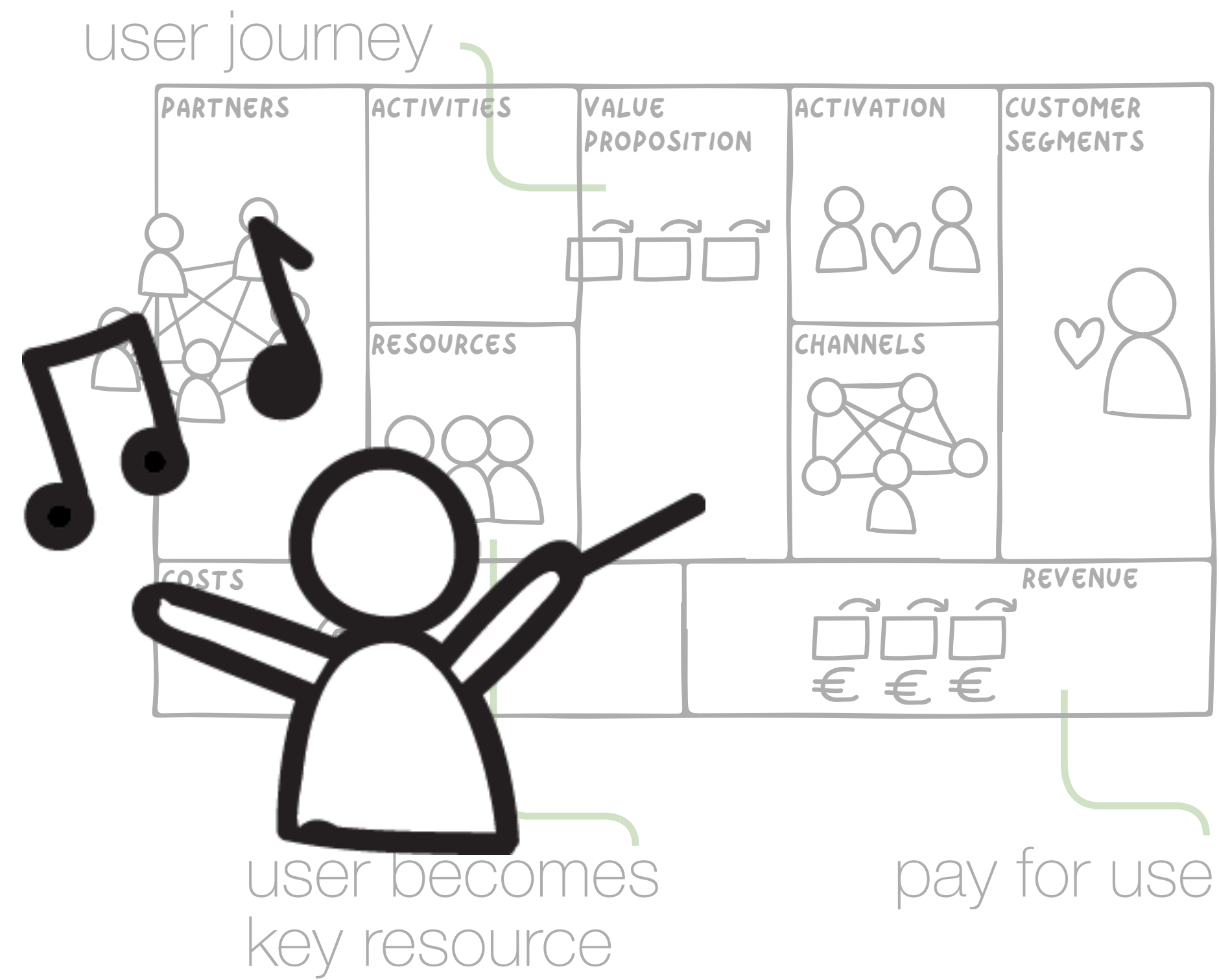
PRE BUYING, BUYING AND USE PHASE
THE USER AND HIS CONTEXT
NEEDS AMBITIONS ASPIRATIONS
PAINS AND GAINS

Conceptualizing



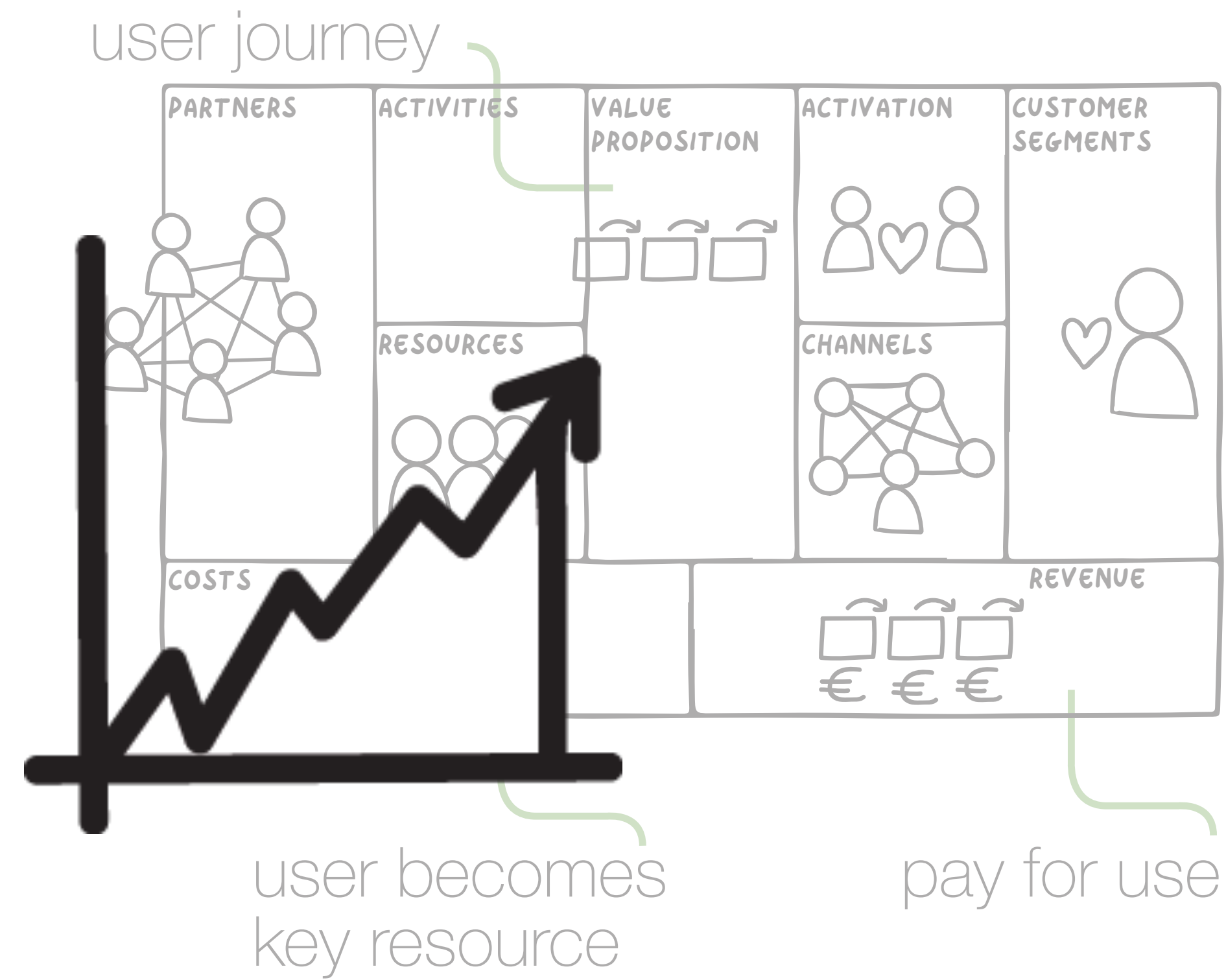
**TRANSLATE
INNOVATE, CUSTOMIZE**

Orchestrating



OFFER A SMOOTH EXPERIENCE

Scaling



**CO CREATE WITH PARTNERS
ENTER NEW NICHES**

Change of mindset



**In order to be
successful...**

Mind your business!

