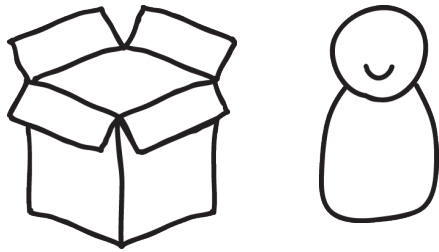




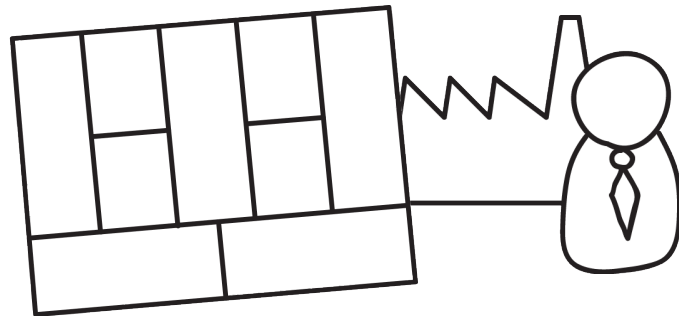
**Task 25: Business models for a more effective market uptake  
of DSM energy services for SMEs and communities**

**IEA DSM EXCO STOCKHOLM  
2016-03-17**

# Three levels!

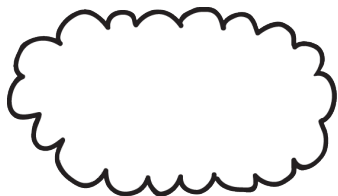


Entrepreneur and capabilities  
Sensing/sharing/learning  
Customising/contextualising  
Orchestrating  
Stretching and scaling  
Learning



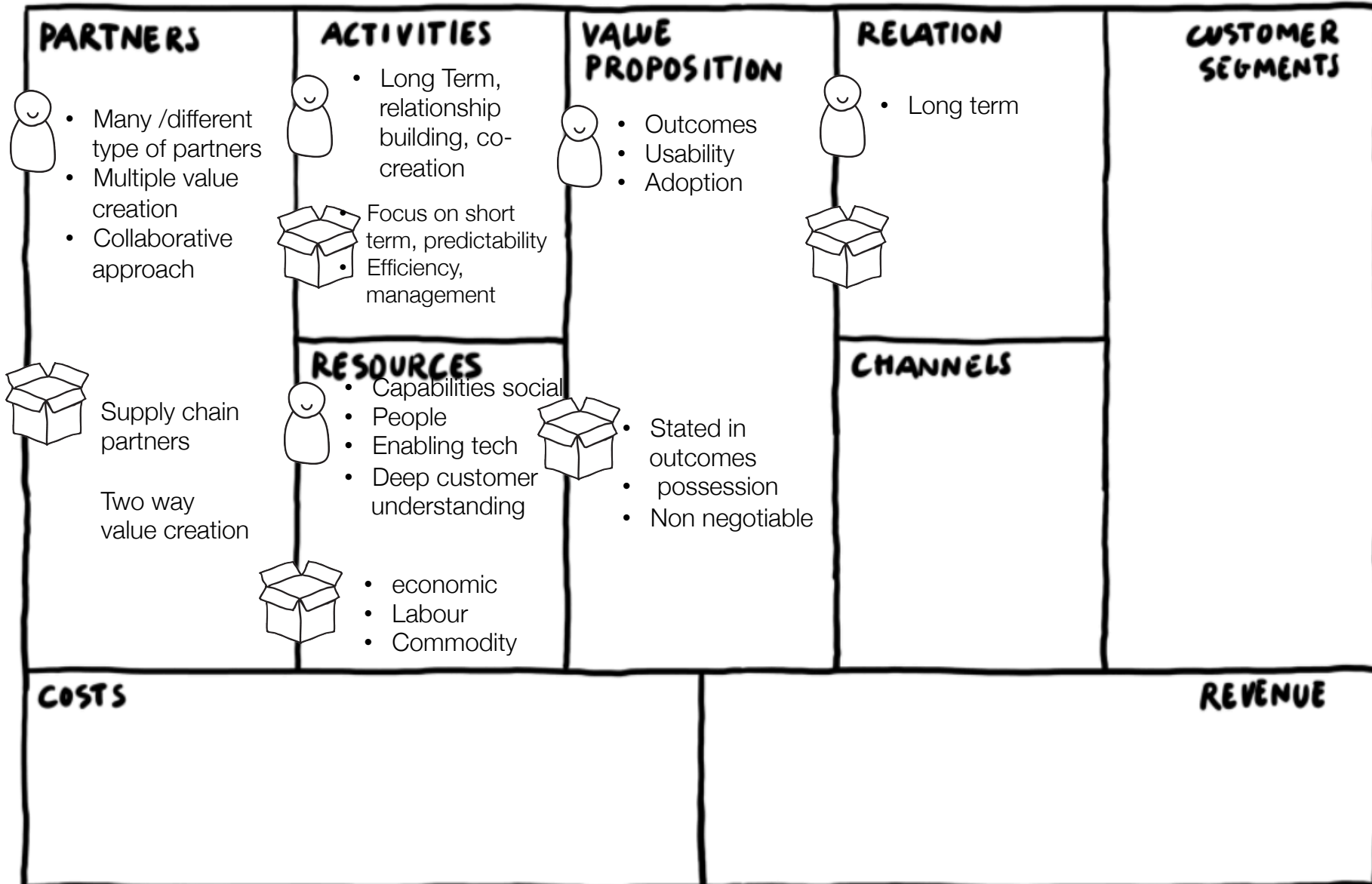
Impacting turnover, sales, market share,  
competitive edge

Business model  
Internal consistency!



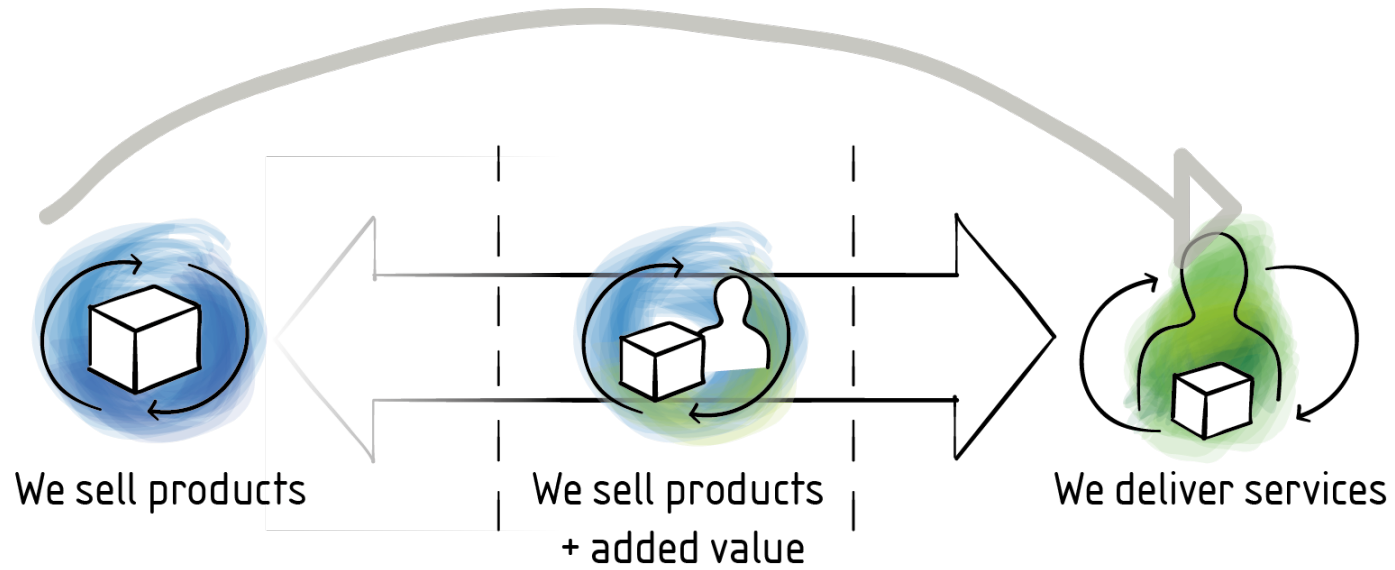
Context/key players and  
stakeholders

# BUSINESS MODEL

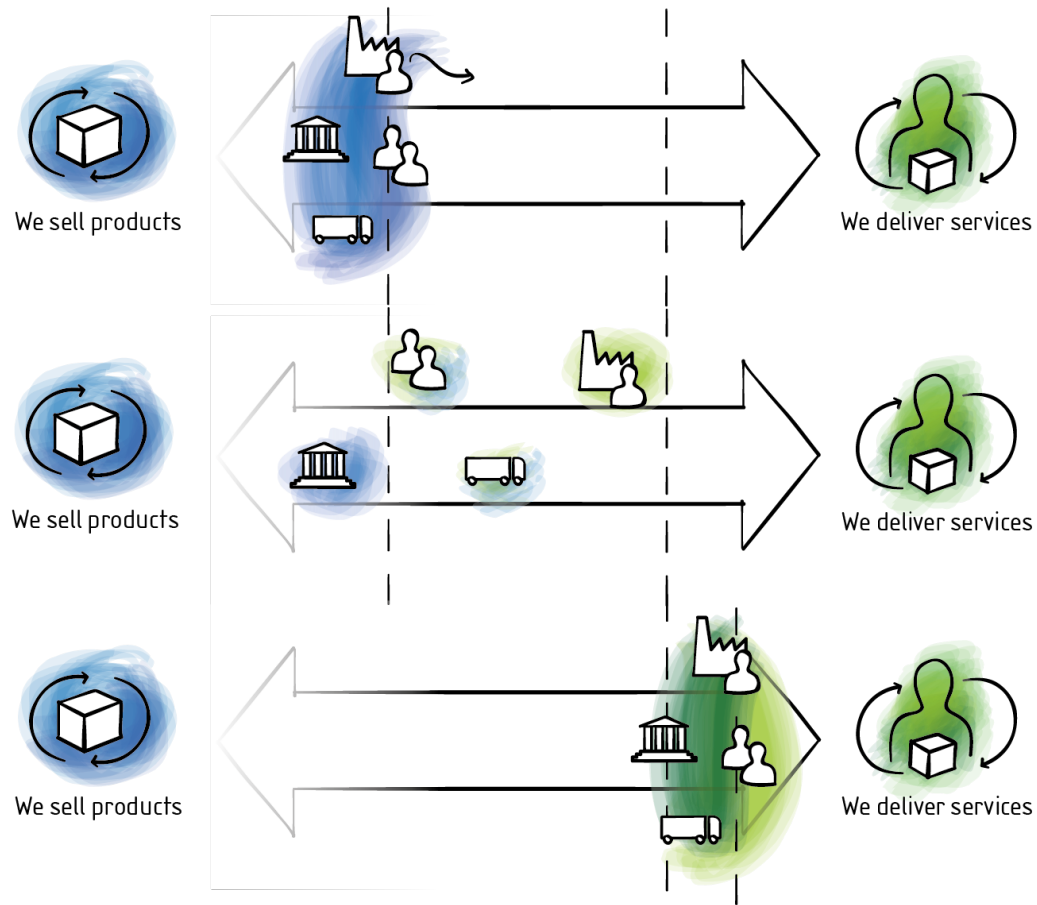


Business model canvas is developed by Osterwalder & Pigneur 2012

# Transition!



# Many ways of doing business



**CUSTOMIZE/CO-CREATE**



- Invite me to provide ideas or suggestions.
- encourage me to shape the service I receive.
- provide me with control over my experiences.
- let me interact with them in my preferred way.

**CO-LEARNING / SHARING**



- share useful information with me.
- help me become more knowledgeable.
- provide me with the advice I need to use the offering successfully.
- offer expertise that I can learn from.

**ORCHESTRATE**



- work together seamlessly in serving to me.
- act as one unit when dealing with me.
- provide messages to me that are consistent with each other.
- ensure they have smooth procedures for interacting with me.

**CONTEXTUALIZE**



- make an effort to understand my individual needs.
- are sensitive to my individual situation.
- make an effort to find out what kind of offering is most helpful to me.
- seek to identify my personal expectations.



# RAOUL



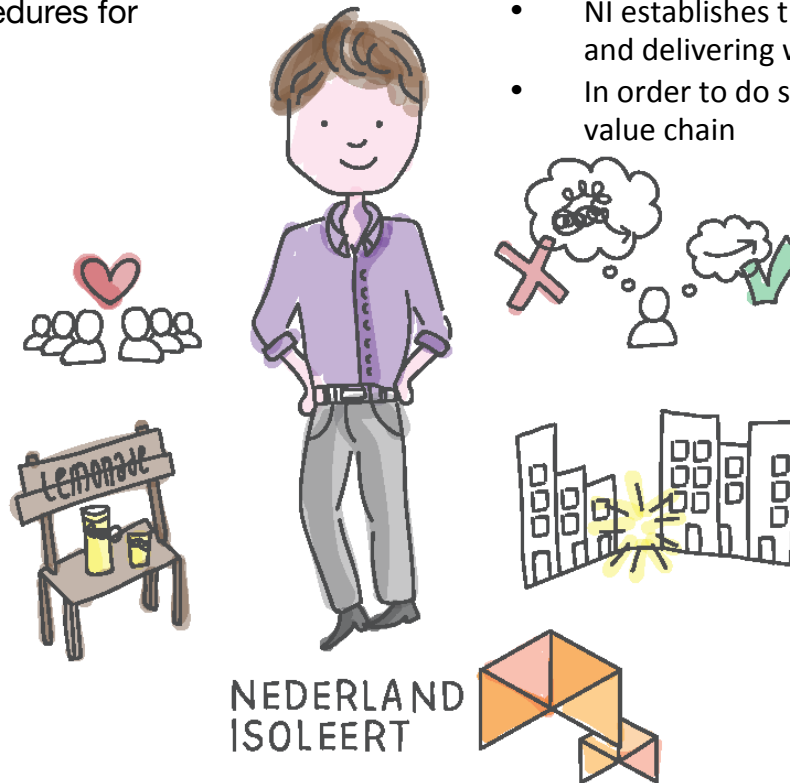
NEDERLAND  
ISOLEERT

## Orchestrate

- work together seamlessly in serving to me.
- act as one unit when dealing with me.
- provide messages to me that are consistent with each other.
- ensure you have smooth procedures for interacting with me.

# RAOUL

- understanding the process and delivering the promise of easy, transparent and user friendly.
- Raoul is co-creating the sales process: trying many different channels and strategies in order to learn the best way to bring his offer to his clients.
- One of the key drivers in this market is trust.
- NI establishes trust with end users by doing and delivering what is promised.
- In order to do so, they need to control the value chain



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# Thank you!

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Blog: <https://ieatask25.wordpress.com/>

Webinar:

[https://www.youtube.com/watch?v=GGLYp\\_fHrMs&list=PLUFRNkTrB5O823sA-GZfO3x3BcaQd3jis&index=17](https://www.youtube.com/watch?v=GGLYp_fHrMs&list=PLUFRNkTrB5O823sA-GZfO3x3BcaQd3jis&index=17)

