

Proposal for a new task

From pilots to full scale business models

Marketing (Upscaling and Mainstreaming)

DSM energy services for SMEs, industry and households

IEA DSM Exco meeting Luzern October 2013

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who are we!



create
design | innovation



TU/e Technische Universiteit
Eindhoven
University of Technology

Our definition

energy services:

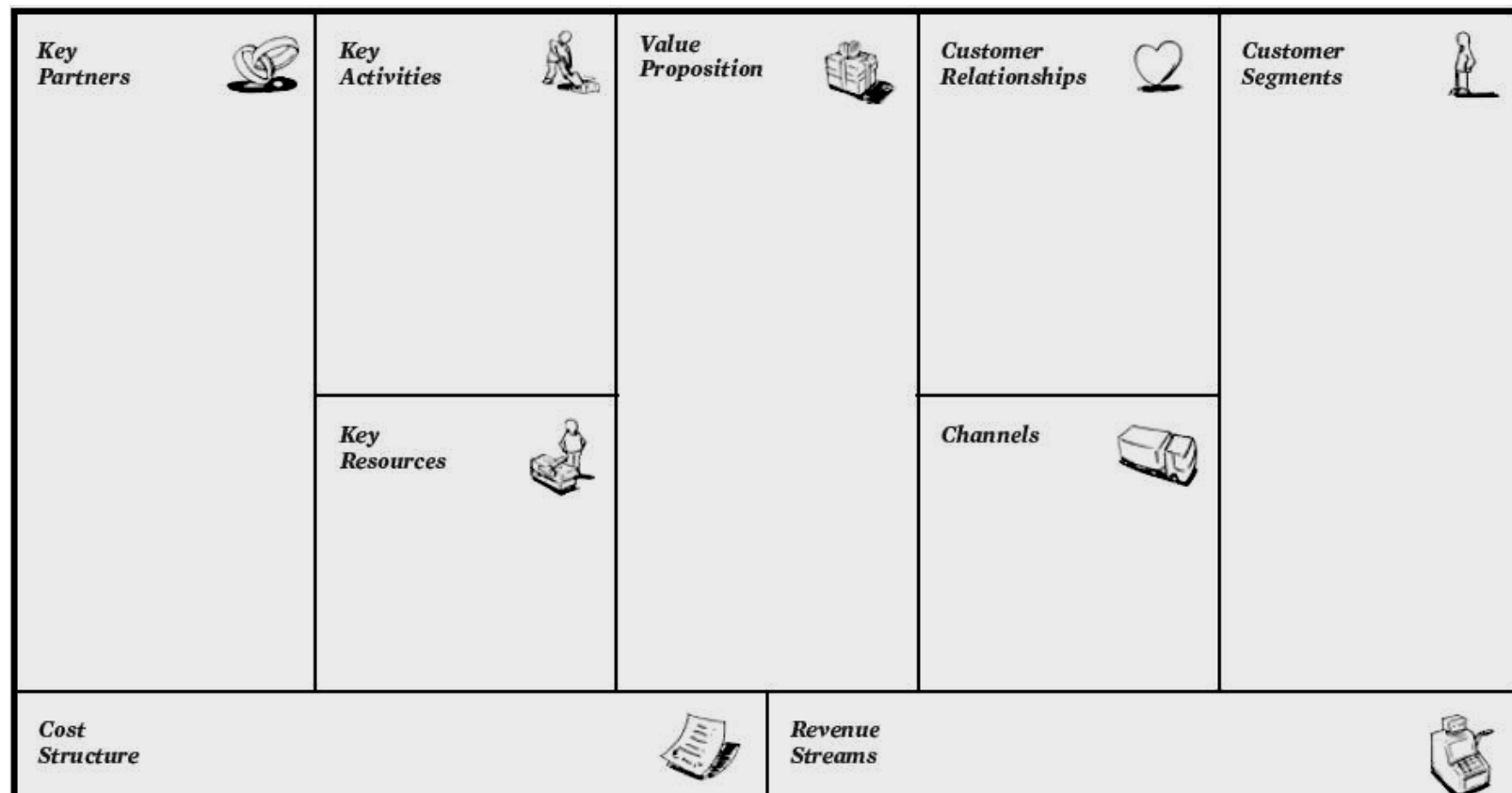
a wide range of comprehensive energy solutions including design and implementation of services that are offered as sound (financial) proposition to SMEs and households to save, shift or generate energy

- energy savings projects,
- audits, including energy coaches
 - property/facility management,
- Cooperative distributed generation
- selling or buying energy, services
 - innovative financing schemes
 - Load shifting services
 - Retrofitting services
 - performance contracts,

Businessmodelgeneration.com

Describes the rationale of how an organisation creates, delivers and captures value- the business model canvas

Building blocks: resources, value propositions, customer relationship, channels, partners, cost structure, customer segment, key activities



Why need for a Task!

Many energy service concepts out there...

Spending money on energy costs easy proposition.....

... great difficulty finding entrance into mass market

Lack of knowledge on market dynamics and impact on business cases

Acceptance and acceptability of many services and technology not present

Big Demand for DSM energy service **from clients**, very much push

approach (need for market and policies)

Need large scale best practices in terms of big business and demand from

clients

Need to set the stage for mass roll-out

Investors are thinking about deploying money in services (Global Clean T

report)

Good business models

Next step living: one stop shop retrofitting No 84 on 500 of fastest growing companies

Power....14 million

Markkracht aimed at 2+million Dutch home owners

Greeniant's crowdsourcing

COs



Key Activities



Value Proposition



- Analyzing homes and making them more energy efficient
- Help finding incentives

Customer Relationships



Customer Segments

- House owners
- SME's

Key Resources



- Local partnerships

Channels



- Local Communities
- Churches
- schools



Revenue Streams

Kick back revenues
Energy reports



Key Activities



Value Proposition



Customer Relationships



Customer Segments

- Mobilizing local power to save energy individually.
- Online toolkit to support local projects

- Initial of local projects
- How to own

Key Resources



Channels



- Growing database of usage data, sociodemographic data
- Smart meter

- Initiators of local projects.

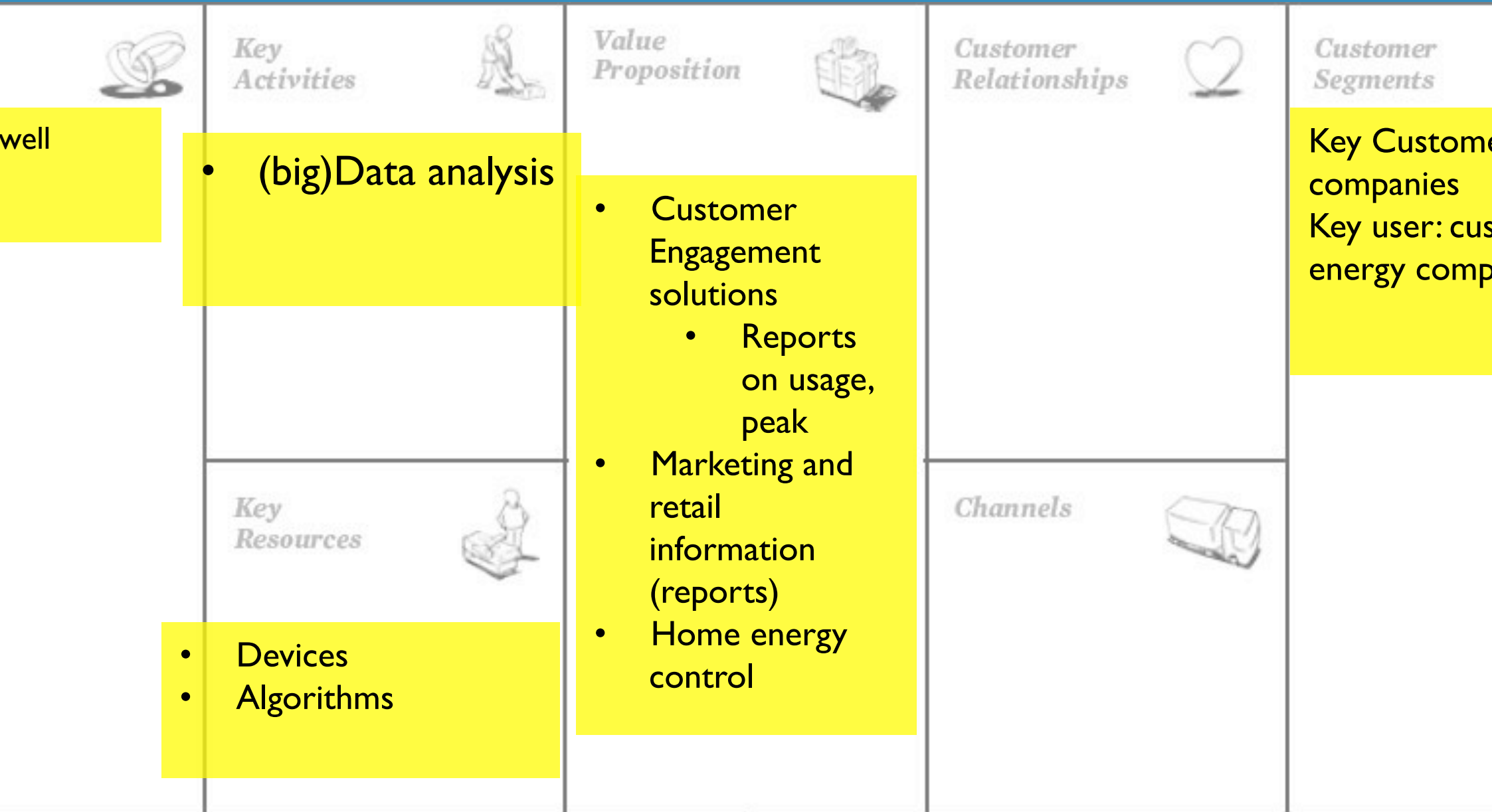


Revenue Streams

early stage: none. (reducing gas and electricity consumption).

Future: a platform for new energy

Best practice: Power



well

- (big)Data analysis

- Customer Engagement solutions
 - Reports on usage, peak
- Marketing and retail information (reports)
- Home energy control

- Devices
- Algorithms

- Key Customer companies
- Key user: customer energy company

Revenue Streams

at upscaling and mainstreaming?

Without the upscaling and mainstreaming of these energy services it will be more difficult to:

- > Make a real business of energy services on national scale
- > Learn to work with market dynamics (e.g. banks)
- > Create demand from clients and thus new market for energy services
- > Help promising innovative energy services (not only software but including technologies) penetrate the market
- > Meet energy targets on (inter) national level
- > Support better match between demand and supply of energy

Our Focus

MEs, industries? and households (including communities)

d reduction + load shifting +(micro) generation

Whatever works on large scale in terms of 9 building blocks of energy
service business models

Stakeholders:

Energy service delivering companies (energy companies, DSOs,
intermediaries, ESCOs),

Policy makers, governmental authorities,

and users of these services: businesses, home owners.

Our objectives/ subtasks

Identify proven and potential business models for energy services in different countries, with special focus on (how to create conducive) market dynamics and policies in different countries.

Analyse acceptance and effectiveness of these energy services and the business models in creating lasting load reduction, shifting or generation and other non-energy benefits and in creating a market

Research success and failure factors in 9 building blocks of business models + market dynamics and policies

Develop canvas for energy service business models able to mainstream and upscale and disseminating it through national workshops

Creating roadmaps with necessary policies and strategies of different stakeholders to encourage market creation and mainstreaming of business models in different countries

Creating and maintaining digital platform for shared learning, best practice and know-how with national sub departments focused on bringing

Deliverables

- 1: Database with effective business models for energy services in different countries and successful examples of 9 building blocks in canvas
- 2: 3 workshops/seminars in each country to support national energy service development
- 3: National roadmaps with necessary policies and strategies of different stakeholders
- 4: Digital platform for shared learning and matchmaking

Budget and duration

Countries	5-8 countries
10k p/c	25k p/c
Duration 24 months	Duration 36 months

Next steps

Decide to initiate the **Task Definition for a new Task**. **Interested parties must be** prepared to assign the appropriate expert(s) to participate in that process.

Decide that additional work is needed on the **concept paper**. **Interested parties must be** prepared themselves, or assign the appropriate Experts to help further develop the concept.

Negotiate collaboration with relevant tasks and IA, e.g. Task 16

Next decision at New Zealand exco meeting 2014