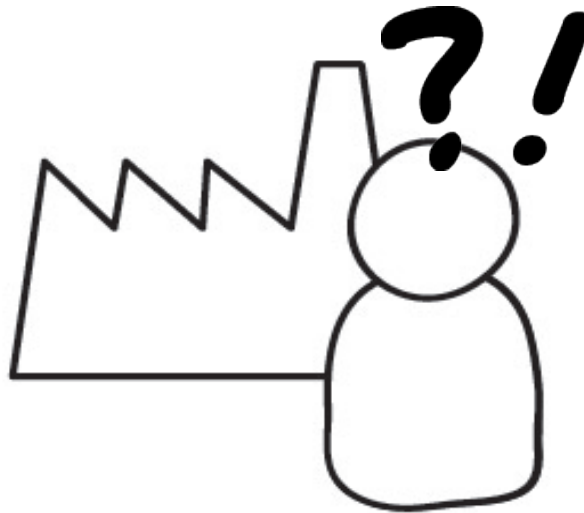


IEA-DSM

TASK 25

Business Models for a more effective
market uptake of
DSM Energy Services

What we can do to help Anne...



Who we are....



**Ruth
Mourik**



**Renske
Bouwknegt**



**Geert
Verbong**

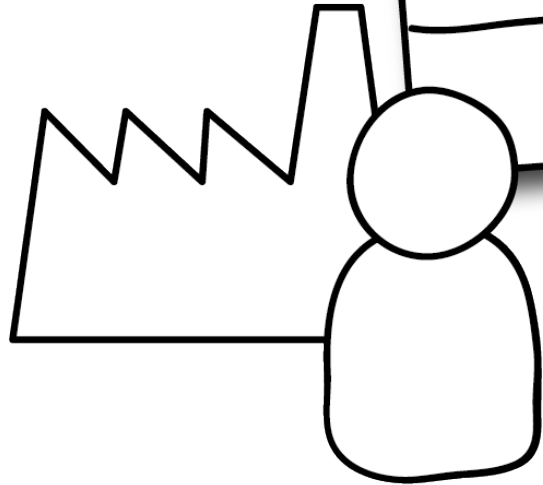


**Boukje
Huijben**

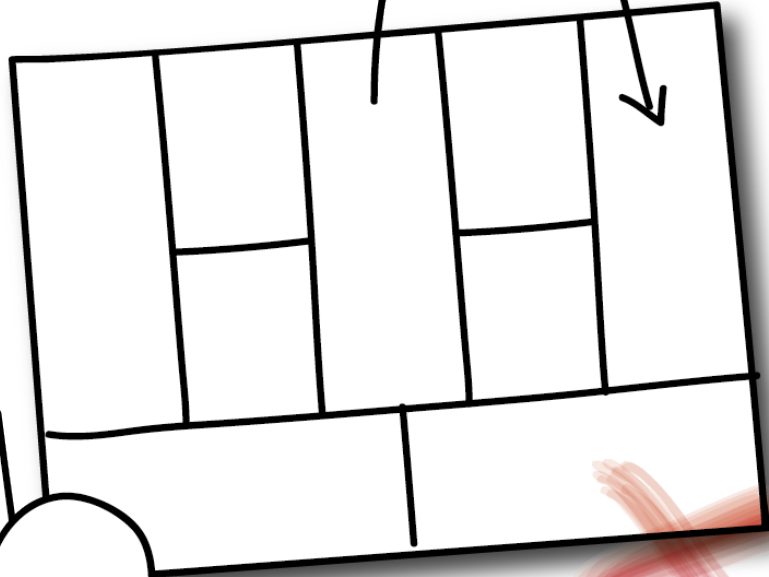


BARRIERS AT NATIONAL LEVEL

POORLY TAILORED TO THE NEEDS OF THE USER



ANNE

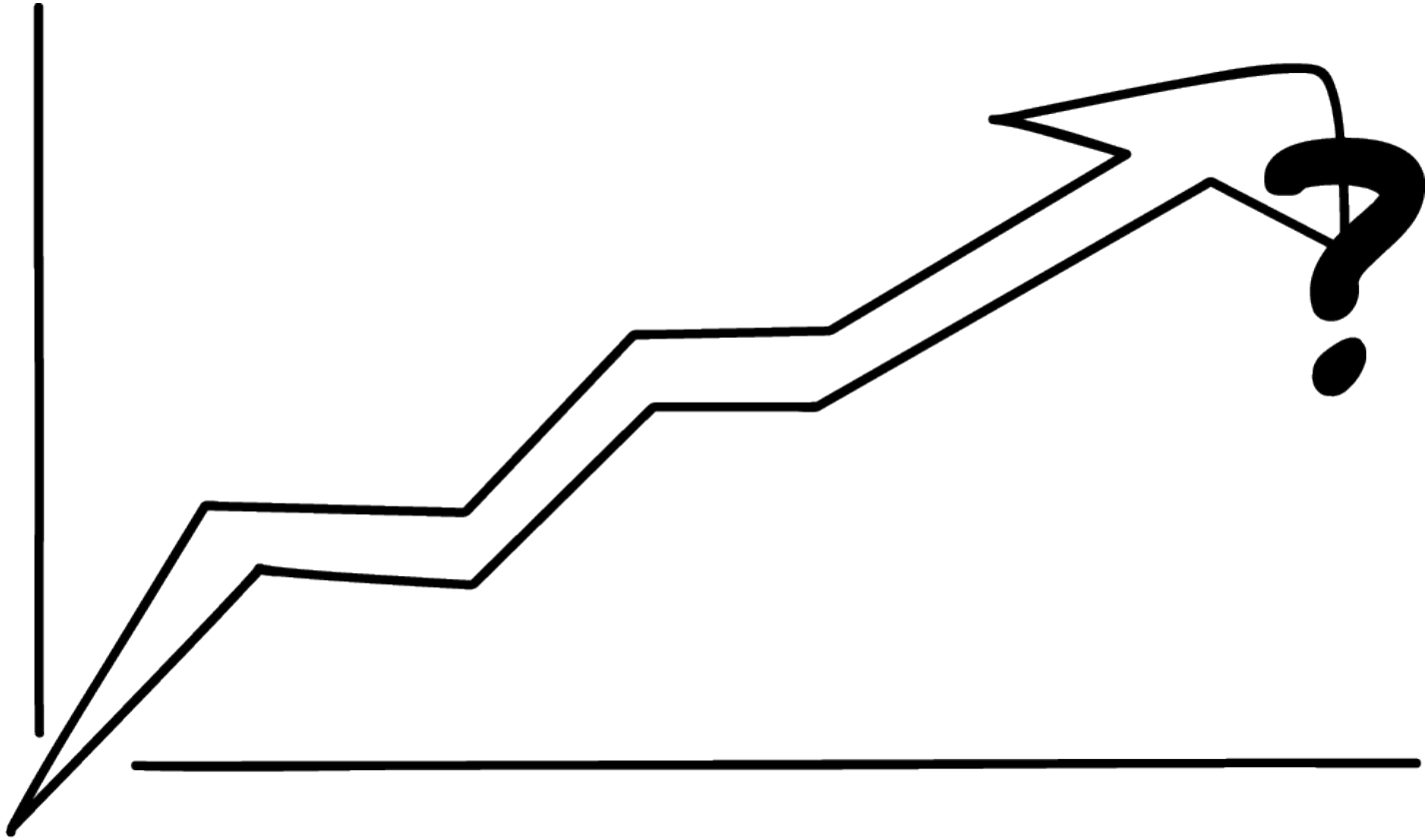


NOT SUPPORTED BY A VIABLE BUSINESS MODEL



BOB

Business perspective



BUSINESS MODEL

PARTNERS	ACTIVITIES	VALUE PROPOSITION	RELATION	CUSTOMER SEGMENTS
	RESOURCES	CHANNELS		
		Energy Services		House owners
		Audits		Owner-tenants
		Advice		SME's
		Smart districts		communities
		Smart grid - based services		
COSTS			REVENUE	

And also....

Acceptance of technology

Behaviour issues

Shaping of Incentives

Output beyond....

Health

Wellbeing

Job creation

Poverty alleviation

.....

THE SOCIAL BUSINESS MODEL CANVAS

THE ACCELERATOR
FROM THE YOUNG FOUNDATION

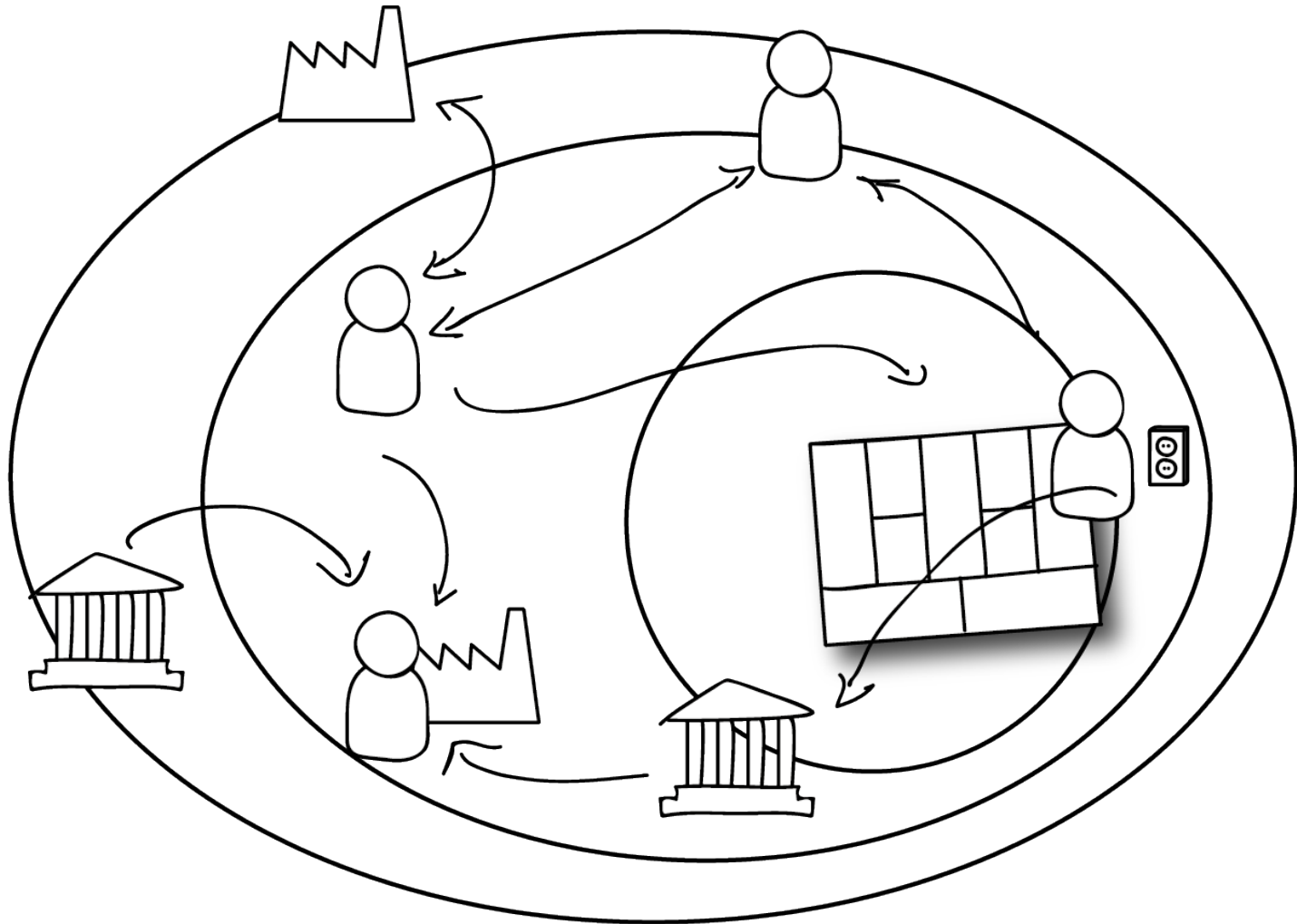
Serial venture:



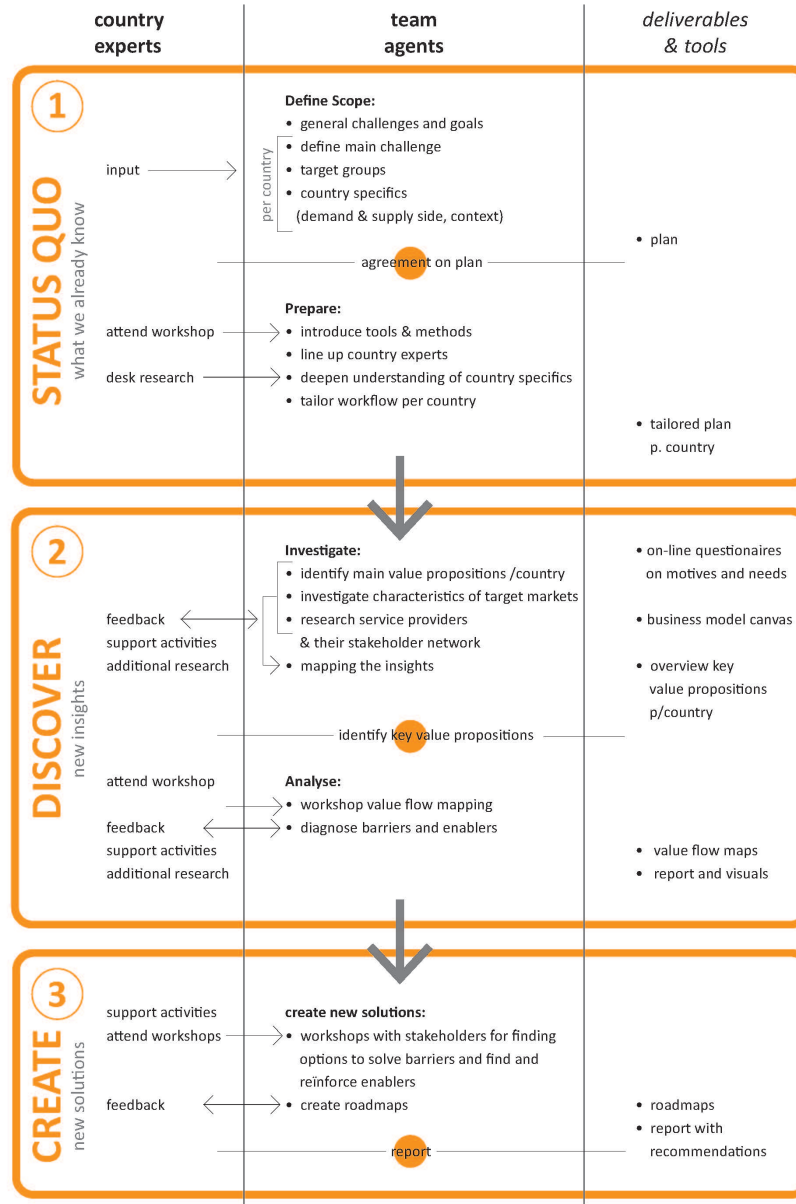
Follow us @YFAccelerator

Inspired by The Business Model Canvas: www.businessmodelgeneration.com

Value Flow model



business models (IEA-DSM Task 25) project overview
for a more effective market uptake of DSM energy services



STATUS QUO

what we already know

1

country experts

team agents

deliverables & tools

input →

per country

Define Scope:

- general challenges and goals
- define main challenge
- target groups
- country specifics
(demand & supply side, context)

agreement on plan

attend workshop →

desk research →

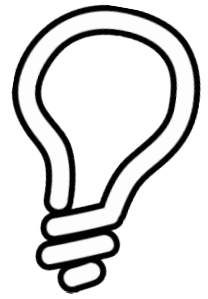
Prepare:

- introduce tools & methods
- line up country experts
- deepen understanding of country specifics
- tailor workflow per country

- plan

- tailored plan
p. country

Subtasks



0	Definition phase <ul style="list-style-type: none">• Task definition• Very quick scan on country specifics• Identifying potential national experts• Exco meeting	
1	Task management <ul style="list-style-type: none">• Set up advisory Board• Annual Meetings• Overall project management	ongoing

country experts

team agents

deliverables & tools

2

DISCOVER
new insights

feedback
support activities
additional research

Investigate:

- identify main value propositions /country
- investigate characteristics of target markets
- research service providers & their stakeholder network
- mapping the insights

identify key value propositions

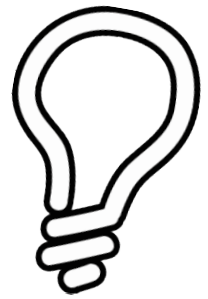
attend workshop
feedback
support activities
additional research

Analyse:

- workshop value flow mapping
- diagnose barriers and enablers

- on-line questionnaires on motives and needs
- business model canvas
- overview key value propositions p/country
- value flow maps
- report and visuals

Subtasks



2	<p>Identify proven and potential business models</p> <ul style="list-style-type: none">• Quick scan of available business models• In depth analysis of markets and policies• Selection most interesting services• Analysis of business models and value flow• Comparative analysis• Analysis of effectiveness• Creating database of services and business models• Country workshops	Month 1 - 20
---	--	-----------------

country
experts

team
agents

*deliverables
& tools*

CREATE
new solutions
3

support activities
attend workshops

create new solutions:

• workshops with stakeholders for finding options to solve barriers and find and reinforce enablers

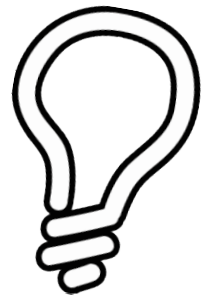
feedback

• create roadmaps

report

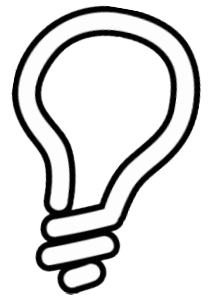
- roadmaps
- report with recommendations

Subtasks



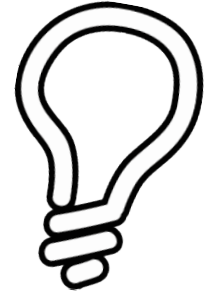
3	<p>Developing canvas and country specific policy outlines</p> <ul style="list-style-type: none">• Developing canvases for up scaling and mainstreaming• Creating roadmaps and guidelines• Disseminating canvas and roadmaps	Month 15 - 24
4	<ul style="list-style-type: none">• Design of a stakeholder engagement plan• Design of a online platform and specification of its components• Utilisation of ongoing expert platform• Develop films, cartoons and other material	ongoing

National Experts



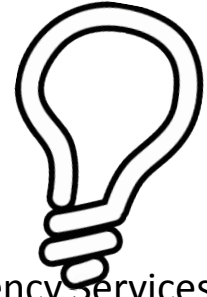
0	4 hours
1	0 hours
2	280 hours
3	240 hours
4	240 hours
total	524 hours

Benefits to service providers



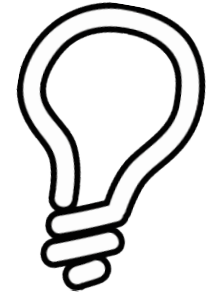
- ✓ Insight on available niches
- ✓ Create new markets for energy services
- ✓ Eye-to eye contact and exchange of experiences between stakeholders; successes as well as failures;
- ✓ Learn to work with market dynamics (e.g. banks)
- ✓ exchange of valuable knowledge and learnings on best practices;
- ✓ Participation in the IEA DSM task 25 Expert Platform and communication with a large variety of international and national stakeholders
- ✓ Database of global knowledge and examples of successfully up scaled energy service projects and business cases;

Benefits to national stakeholders



- ✓ Insight in how to create more conducive market and regulation for Energy Efficiency Services;
 - ✓ Make business of energy services on national scale; create new market
 - ✓ Accessing the “testbed” of full-scale examples in other countries;
 - ✓ Effectively help promising innovative energy service;
 - ✓ Eye-to eye contact and exchange of experiences and learnings between all stakeholders;
-
- ✓ Contributing to achieving energy reduction or generation targets;
 - ✓ Participation in the IEA DSM task 25 Expert Platform
 - ✓ Access to a database of global knowledge and examples of successfully energy service projects and business cases;

Budget



0	5.100
1	33.000
2	95.850
3	55.500
4	47.400
ad diti on al	30.000
tot al	211.350

Contribution per country total 4 countries	Contribution per country total 5 - 10 countries
Euro 52.000	Euro 52.000
24 months duration	36 months duration