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

IEA DSM DAY STOCKHOLM
2016-03-16
Why task 25?

Difficult market for EE
Tech push
System focus on products/goods and profit
More focus on end-user value and services
What BM works when where and why
**Goods**

- Output-orientation
- Offer stated in tech-specs
- Efficiency: low costs, high margins
- Value in exchange/transaction
- User role passive

**Services**

- Solutions
- Value = outcomes for user
- User role is active
- Value in use
- Co-creation
- Delivered within a system
- Good/technology is ‘enabler’
Transition!

We sell products

We sell products + added value

We deliver services
Three levels!

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

Business model
- Internal consistency!

Context/key players and stakeholders
The implications of a service:

- Many /different type of partners
- Multiple value creation
- Collaborative approach

Supply chain partners
Two way value creation

Long Term, relationship building, co-creation
Focus on short term, predictability
Efficiency, management

Outcomes
Usability
Adoption

Capabilities social
People
Enabling tech
Deep customer understanding

Stated in outcomes
possession
Non negotiable

Economic
Labour
Commodity

Long term

Costs

Revenue

Customer segments

Channels
Transition of a system!

Many actors and factors
Transitioning at different speed
Synchronicity/fit
Many ways of doing business

- We sell products
  - We deliver services
- We sell products
  - We deliver services
GEERT - JAN

\[ x^2 + px + q = 0 \]
\[ x_{1,2} = \frac{-p \pm \sqrt{(p)^2 - 4q}}{2} \]

\[ \frac{e^x - e^{-x}}{e^x + e^{-x}} \]

HCl + H₂O \rightarrow Cl⁻ + H₃O⁺
PAUL

WoonConnect
Actions in this task...

- Workshops
- Longlist + 350 propositions
- Shortlist +60
- Interviews
- Case analysis
- Context analysis
- Newsletter
- Global analysis

- Creating solutions, guidelines, training and roadmaps
- Disseminate

- Comparative analysis
- Transferability of BM
- Identifying inhibiting and enabling factors
- National workshops
2016: facilitating strategies
Who participates in this IEA DSM task?
Austria, Netherlands, Norway, Sweden, Switzerland, ECI, South Korea
(Canada (Nova Scotia)? Ireland? Germany?)
Thank you!

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http://www.ieadsm.org/task/task-25-business-models-for-a-more-effective-uptake/