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

- Pay back time
- High RC value
- Lower CO2 emission

*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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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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close relation
personal approach
long term
Cosy Living

cooperate with many partners network

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Cosy Living

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user is key resource
Cosy Living

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pay for use
Insulated walls inc.

Product focus

Cosy Living

Service focus

value chain partners
pay per unit

user becomes key resource
pay for use
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!