Mind your business!!!
What we can learn from 50 businesses in Energy Efficiency

Renske Bouwknecht
renske@ideate.nl
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.inc

- Pay back time
- High RC value
- Lower CO2 emission
Insulated walls inc.

M2 FLOORS
M2 WALLS
M2 ROOFS

By Osterwalder and Pigneur
Insulated walls inc.
Insulated walls inc.

BEST QUALITY!!

BY OSTERWALDER AND PIGNEUR
Insulated walls inc.
Cosy Living
Cosy Living

NICE COMFORTABLE HOME
NO FUSS. EASY PROCESS
SAVES MONEY ALONG THE WAY
Cosy Living

A nice home
Smooth process
New sofa?
Holiday?
Cosy Living

CLOSE RELATION
PERSONAL APPROACH
LONG TERM

BY OSTERWALDER AND PIGNEUR
Cosy Living

COOPERATE WITH MANY PARTNERS NETWORK

PARTNERS

ACTIVITIES

VALUE PROPOSITION

RELATION

CUSTOMER SEGMENTS

RESOURCES

CHANNELS

COSTS

REVENUE

BY OSTERWALDER AND PIGNEUR
Cosy Living

[Diagram showing the Cosy Living model with sections for Partners, Activities, Value Proposition, Relation, Customer Segments, Resources, Channels, Costs, and Revenue.]

User is key resource.

By Osterwalder and Pigneur.
Cosy Living

By Osterwalder and Pigneur
Insulated walls inc. Product focus

Cosy Living Service focus

value chain partners
pay per unit

user journey
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

User becomes key resource
Pay for use
Conceptualizing

user journey

user becomes key resource

pay for use

TRANSLATE
INNOVATE, CUSTOMIZE
Orchestrating

OFFER A SMOOTH EXPERIENCE
Scaling

- Co-create with partners
- Enter new niches

User journey:
- User becomes key resource
- Pay for use

<table>
<thead>
<tr>
<th>Partners</th>
<th>Activities</th>
<th>Value Proposition</th>
<th>Activation</th>
<th>Customer Segments</th>
<th>Costs</th>
<th>Channels</th>
<th>Revenue</th>
<th>Value Proposition</th>
<th>Activation</th>
<th>Customer Segments</th>
<th>Costs</th>
<th>Channels</th>
<th>Revenue</th>
</tr>
</thead>
</table>

Ieadsm
energy efficiency
Change of mindset
In order to be successful...
Mind your business!