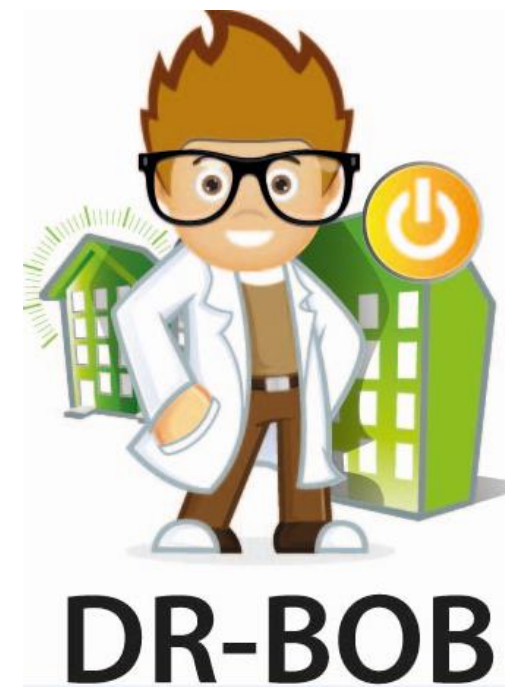


Co-funded by  
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# WORKSHOP: Innovative Business Modelling for DSM and DR in Blocks-of-Buildings and Households

28/06/2018



Business Models for a More Effective Uptake of DSM  
Energy Services





## Agenda

- Introduction
- 3 presentations:
  - ✓ DrBob
  - ✓ Mobistyle
  - ✓ Innovative Business models for refurbishment
- Q&A
- Business Models presentation IEA DSM
- Explanation workshop session values
- **Coffee break: 10:00-10:30**
- Values and business modelling: three rounds, three tables





# Value sessions FLOW

▶ Three rounds of 20 minutes

1. Who are the users and their values/job to be done
  2. Who are the customers, values and job to be done
  3. What are the business models needed to accomodate both user and customer needs?
- ▶ Wrap:up: Preparing and presenting plenary feedback from each table





# Three customer-user sets

1. DR for Block-of-buildings: university campus
  1. Customers: BoB owner
  2. Users: facility (energy)manager, students, staff. Etc...
2. DR (DSM) on the Household level
  1. Customer: manufacturer of feedback display, wearables, gaming etc,
  2. Users: household members
3. DR in an office building (e.g. municipal building with 300-500 employees)
  1. Customer: building owner
  2. Users: tenants/employees/public servants, etc...<sup>4</sup>





# ROUND 1: the users

Values for the users	Values for the customers

- ✓ What is the job to be done according to the users?
- ✓ What are their pains that are going to be solved with your proposition
- ✓ What will be the gains that result from that?





## ROUND 2: the customers

Values for the users	Values for the customers

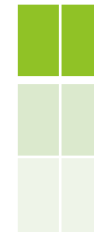
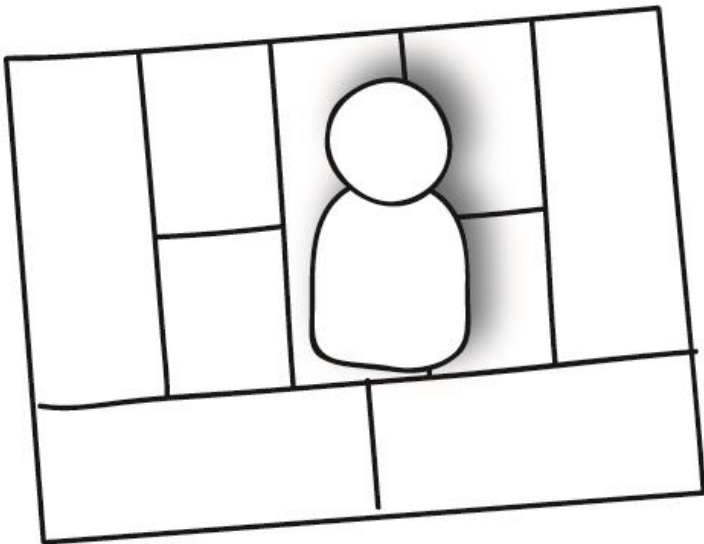
- ✓ What is the job to be done according to the customers?
- ✓ What are their pains that are going to be solved with your proposition
- ✓ What will be the gains that result from that?
- ✓ Discuss apparent (mis)matches between customers and users values





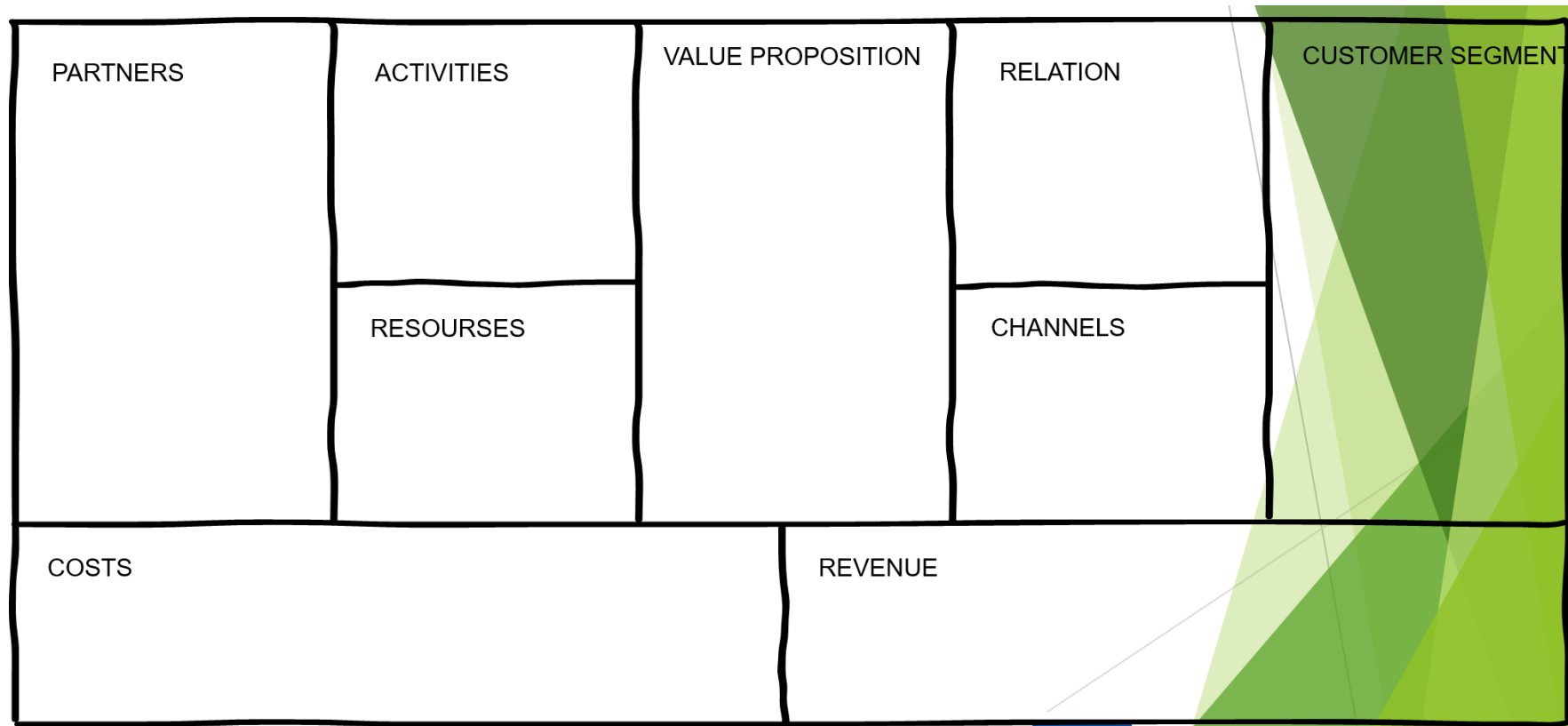
# ROUND 3: MATCHING VALUES AND THE BUSINESS MODEL

- What are key elements of a business model that provides value both to users and to customers?
- Prepare brief 3 minute plenary feedback





# Given the values discussed, who/ what are....







# WRAP-UP

- ▶ What are key elements of a business model that provides value both to users and to customers?
- ▶ Prepare brief 3 minute presentation





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