



**Business models for a more effective
market uptake of energy services
IEA DSM Task 25**

**SP2018 DSM DR workshop
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June 28th 2018**

The DR-DSM business...

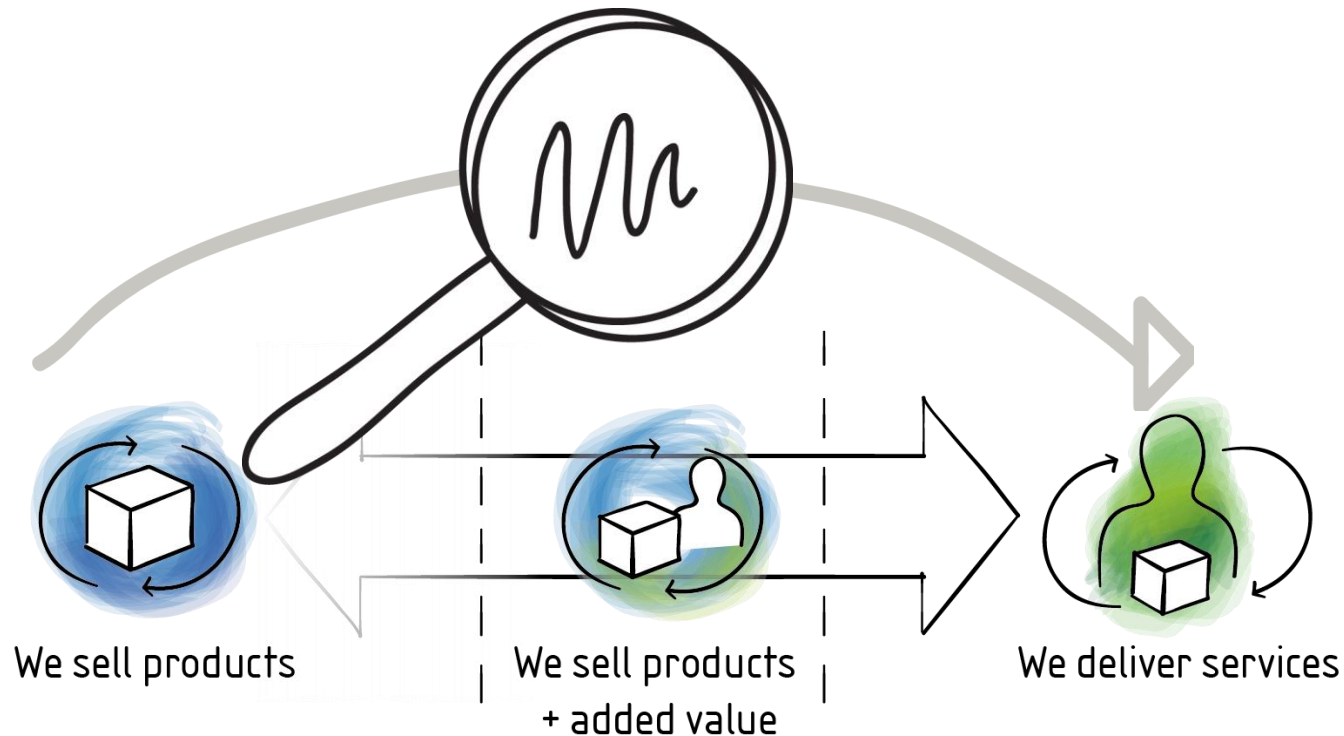
- ✓ Is user centeredness key in the business model?
- ✓ What does that require from business developers, or project developers?
- ✓ What do we need to know about external context?

**For all the developers of Energy
Services out there...**

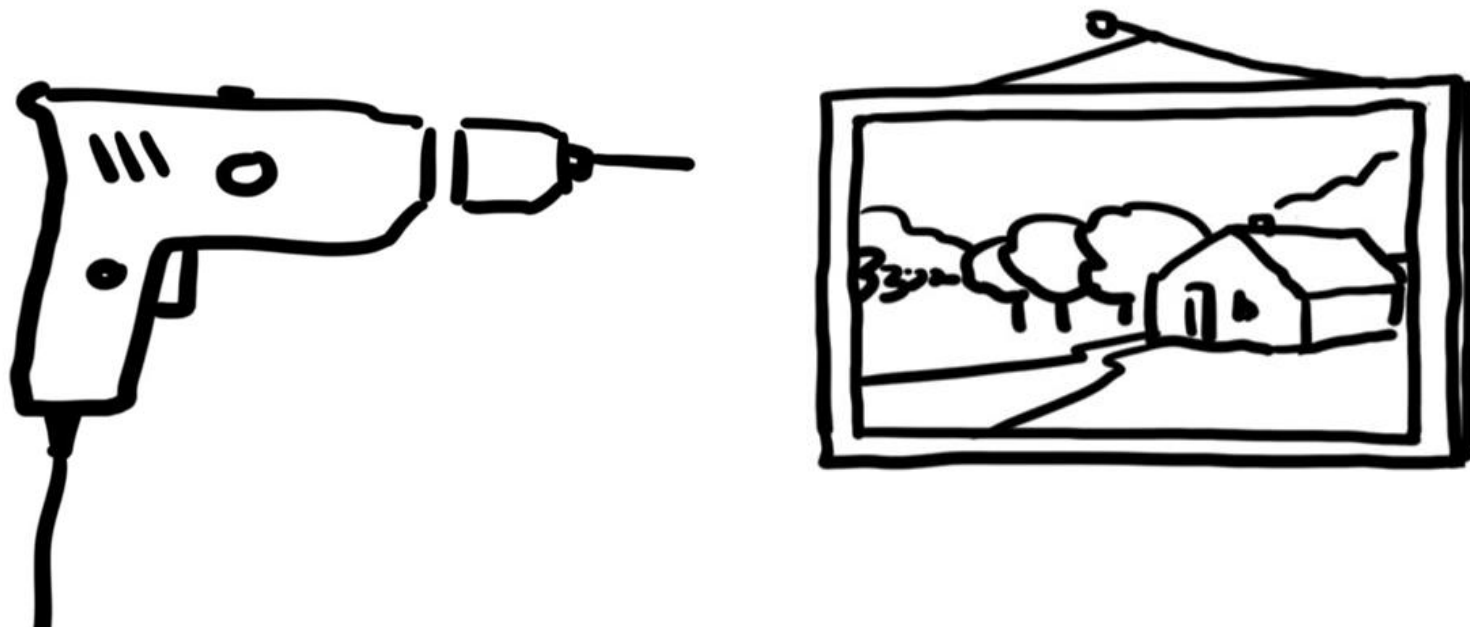
**There are three essential
ingredients to become successful...**

And they are all about a transition

From product dominant logic to service dominant logic

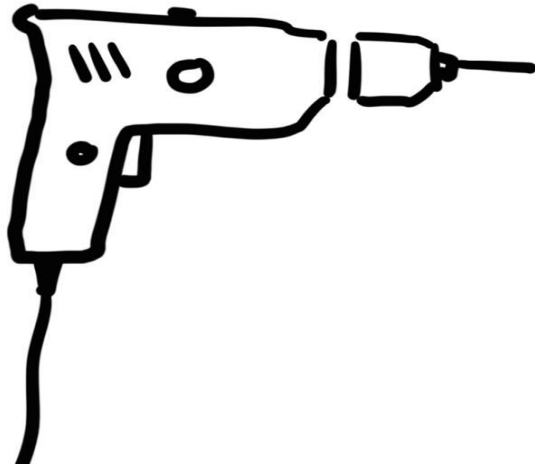


When the offer is a service.. A service supporting businessmodel is more successful



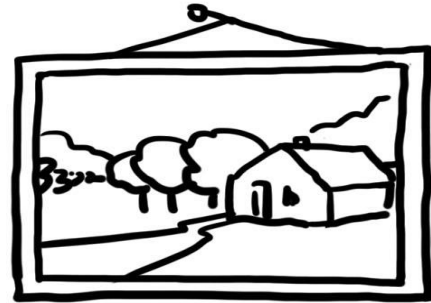
Building on business model canvas by Osterwalder and Pigneur (2010)

Products



- Ownership of product
- Offer stated in tech-specs
- Transaction
- Value destruction
- Max profit
- User role passive
- Service is enabler of the product!

Services



- Solutions, not energy!!
- Value = outcomes for user
- **User role is key**
- **Value experienced in use**
- **Co-creation**
- Delivered within a system
- Product or technology is 'enabler' of the service!

Be skilled to serve the user...



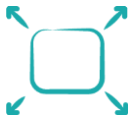
Sensing user needs, context, system



Conceptualising

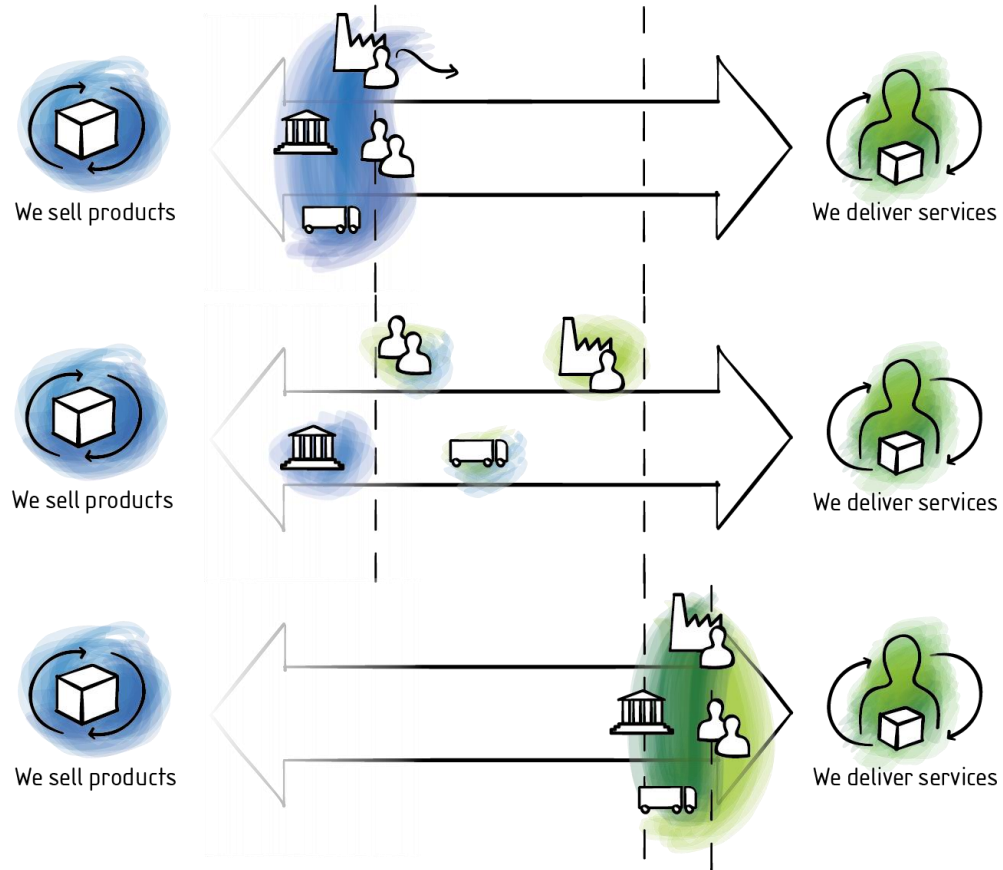


Orchestration



Scaling and stretching

Context and synchronicity...



Thank you!

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

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