

Smart Energy Products & Services



Moderation

Ludwig Karg, B.A.U.M. Consult



Dr. Gerhard Kleineidam
SWW Wunsiedel



Fredrik Lundström
Swedish Energy Agency

Panelists



Dr. Tobias Graml
BEN Energy



Pallas Agterberg
Alliander

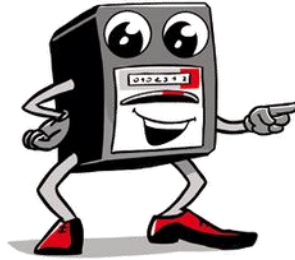


Hemma Bieser
avantsmart

New goods on the energy market



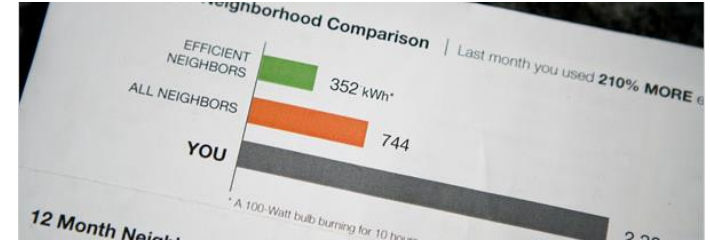
Solarstrom produziert – auch bei Mistwetter oder Stromausfall. Unsere intelligente Speicherlösung macht unabhängig und auch nachts aus.



TARIFF
SHERIFF



energy on the go





Our Mission (acc. § 83 of the Bavarian Constitution): **implementing reliable energy supply considering economical, ecological and social constraints.**



Vision and Roadmap:
Energy Supply 4.0
based on renewables

SWW sorgt dafür, dass die Menschen auch im Alter selbstbestimmt, sicher und zu erschwinglichen Bedingungen leben können

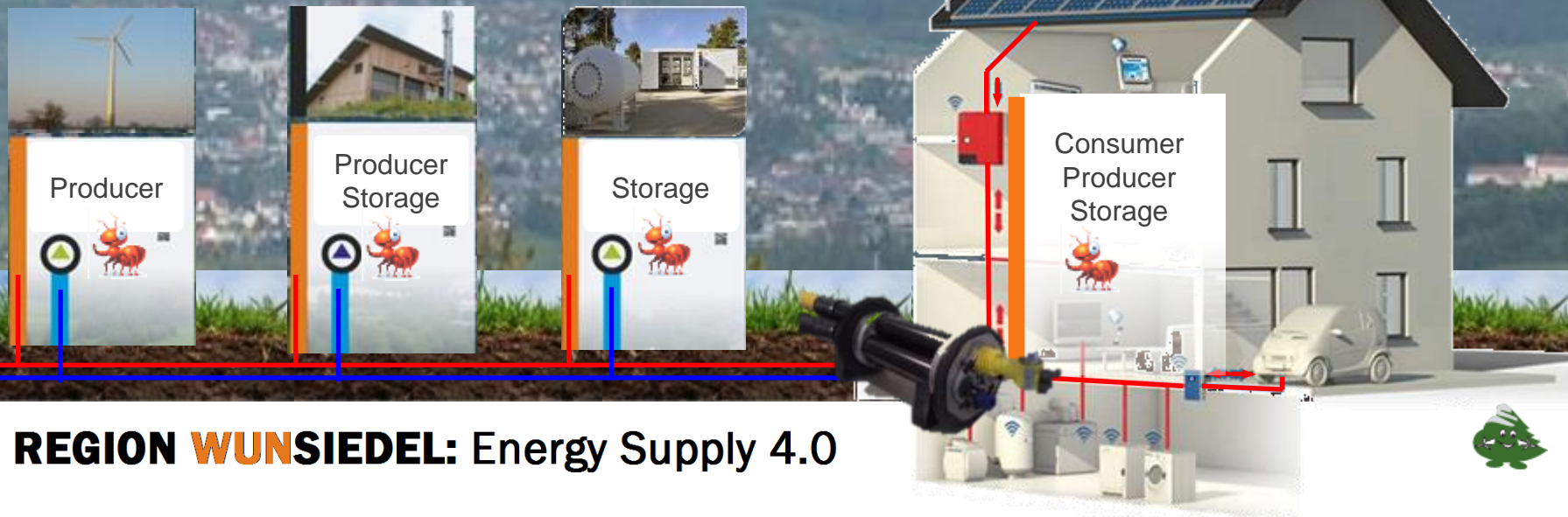
My small pension hardly covers expenses...

... but SWW provides to me safe living, considerable comfort and even a little luxury.





Smart Energy Region: Communication among energy producers, consumers and storages builds the basis for an effective energy management.



REGION WUNSIEDEL: Energy Supply 4.0

The Business Model Canvas

Solar Monitoring Service

On: Day: _____ Month: _____ Year: _____
 Iteration: No. _____



<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which of our customer's problems are we helping to solve? Which of our products and services are we offering to each Customer Segment? How costly are they?</p> <p>Information about energy production</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established and maintain? How are they integrated with the rest of our business model? How costly are they?</p> <p>Owner of multiple solar power plants</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segment Divided Multi-segment Platform</p>
<p>Easy to install</p> <p>User friendly interface</p>	<h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	

<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenue?</p> <p>Monthly service fee</p>	
---	--

Smart Energy Products & Services



Moderation

Ludwig Karg, B.A.U.M. Consult



Dr. Gerhard Kleineidam
SWW Wunsiedel



Fredrik Lundström
Swedish Energy Agency

Panelists



Dr. Tobias Graml
BEN Energy



Pallas Agterberg
Alliander

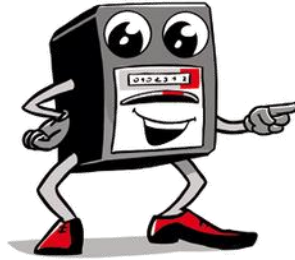


Hemma Bieser
avantsmart

New goods on the energy market



Solarstrom produziert – auch bei Mistwetter oder Stromausfall. Unsere intelligente Speicherlösung macht unabhängig und sich selbst aus.



TARIFF
SHERIFF



energy on the go

