

BUSINESS MODELS IN THE ENERGY INDUSTRY

WORKSHOP, 1 DAY

The energy transition turns traditional business concepts upside down. All market participants are looking for new and sustainable business models. The innovation potential of business segments, like flexibility options with storages and power-to-heat or renewable energies and decentral generation with virtual power plants, e-mobility, smart metering and smart grids need to be individually examined and evaluated in order to understand their prospects and potential for success. In the interactive workshop, your potential business and sales concepts for the short, medium and long term will be developed together.

Possible contents

Workshop: Innovative business models – prospects of success and horizon of implementation

- Service providers for infrastructure – new offers for mobility, energy and communication
- Renewable energies and decentral generation – virtual power plants, decentral full and self supply
- Flexibility options – batteries and power-to-heat
- Customer retention – smart home and new services
- Smart grid and digitalisation
- Evaluation of the prospects for success whilst considering how large is the horizon of implementation possibilities

Workshop: New sales concepts – customer retention and new distribution channels

- Sales design – online platforms are not enough
- Being successful together in regional and cross industry networks
- Prosuming concepts and load management as a key to gaining access to commercial and industrial customers
- Cross-selling thought ahead
- Potential of flat rate offers
- Real full supply: The Flatrate House
- Evaluation of sales concepts in connection with potential business models

Additionally (optional)

- Written composition of the recommendations



Photo: J-vista/pixelio

TARGET GROUP

- Members of the board, managing directors and executives
- Employees of the corporate strategy and sales departments of energy supply companies

YOUR BENEFITS

After this workshop you will be able to:

- individually evaluate potential business models
- evaluate and optimise current business models
- develop new sales concepts

In combination with the **check-up procurement strategy workshop** and related seminars, this Workshop can be supplemented by further in-depth knowledge.