

BUSINESS MODELS IN THE ENERGY INDUSTRY

WORKSHOP, 1 DAY

The energy transition is turning traditional business concepts upside down. New and sustainable business models are being sought by all market participants. Potential business areas such as flexibility options with storage and power-to-heat or renewable energies and decentralised generation with virtual power plants, electromobility, smart metering and smart grids must be examined and evaluated for their individual innovation potential and prospects 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 for success and realisation horizon

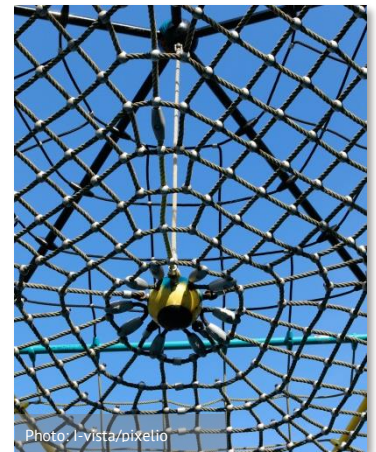
- Service providers for infrastructure – new offers for mobility, energy and communication
- Renewable energy and decentralised generation – virtual power plants, decentralised full and self-supply
- Flexibility options – batteries and power-to-heat
- Customer loyalty – smart home and new services
- Smart grid and digitalisation
- Assessment of the prospects of success with consideration of the potential realisation horizon.

Workshop: New sales concepts – customer loyalty and new sales channels

- Getting sales right – online platforms are not enough
- Successful together in regional, cross-sector networks
- Prosuming concepts and load management as access to commercial and industrial customers
- Cross-selling through further thought
- Potentials of flat-rate offers
- Genuine full supply: the flat rate house
- Evaluation of sales concepts in connection with potential business models

Additionally (optional)

- Written elaboration of the recommendations



TARGET GROUP

- Board members, managing directors and decision-makers
- Employees of the corporate strategy and sales departments of energy supply companies

YOUR BENEFITS

After this workshop you will be able to:

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

This workshop can be supplemented with in-depth knowledge in combination with the **Check-up Procurement Strategy workshop** and content-related seminars.