Project

Energy efficiency services: Market potential and business models



AEW Energie AG is seeking to expand its range of services. The company is therefore interested in learning more about energy efficiency services, their market potential and the business models that can be used to realize such services.

Working on behalf of AEW Energie AG, EBP has ascertained the efficiency potential of various energy-market sectors and evaluated these in terms of their economic potential and manageability. Beyond this, we have assessed the market activities of various progressive competitors. Using these analyses as a basis, we have also identified attractive market niches for our client.
EBP will now present various business models that could be used to exploit the market niches, and evaluate these together with the client. The preferred business models are then to be worked out in greater detail using the Osterwalder Business Model Canvas before being submitted for final evaluation.

Client

AEW Energie AG

Facts

Period	2013
Project Country	Switzerland

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