



**The energy industry is confronted with major challenges in the current market environment. At the same time, however, the energy transformation process and the opening up of the market present attractive business opportunities. We support energy suppliers, large-scale consumers, financial service providers and newcomers, on their path to success in the energy system of the future.**

Our range of services includes:

## Market analyses

Gain valuable insights for your market activities with our in-depth analyses. We apply proven methods (including the Porter model) whilst drawing on our comprehensive knowledge about the political framework, technological developments and the market activities of relevant players.

## Strategies

Successful strategies are needed in order to meet your long-term objectives. We will be pleased to work through a systematic process with you, to develop tailor-made strategies, and to support you throughout the implementation process. The systematic strategic process consists of your choices from a series of modules: situation analysis; the definition of your vision, objectives, key actions, and measures, as well as implementation planning.

## Business model

Take advantage of the future opportunities in the energy market. We support you with the evaluation and design of new business models and the redesign of existing ones. Our services range from analysis of potential, to design of your business model (e.g. by using the Business Model Canvas from Osterwalder) and marketing concept, and finally to supporting you throughout the implementation process.