

Service Business Model Canvas

Electricity platform










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|--|---|--|---|--|---|---|---|--|
| |  Customer | | | | | | | |
| Customer perspective Generator / Consumer | PV-module operation Meter Registration fee Meter | Smart-Meter PV-module Smart-Meter | Electricity production Registration Contract change | Higher revenue than feed-in tariffs Cheaper electricity than at trad. markets | Customer portal Customer portal | Ratings Ratings | Cost savings Electricity fee | |
| Company perspective Company | Cost Structure  Product development IT, staff, marketing Consulting | Key Resources  Filters Platform, IT, algorithms Company or product brand | Key activities  Convey of privately produced excess electricity | Value Proposition  Disruptor energy supply Promotion of decentralised energy supplies | Relationship  Customer portal and service Framework contract | Channels  Homepage Online- and Offline campaigns | Revenue Streams  Registration fee Commission Commission | |
| Partner perspective Payment-Service Provider | IT, staff Platform operation | Payment platform IT | Payment execution Customer service Marketing | Safe payment transactions | Framework contract Customer service | Customer portal Homepage | Payment commission | |
| |  Key partner | | | | | | | |

Illustration based on: Zolnowski, Andreas: Analysis and Design of Service Business Models. Hamburg: Universität Hamburg, Fachbereich Informatik, 2015