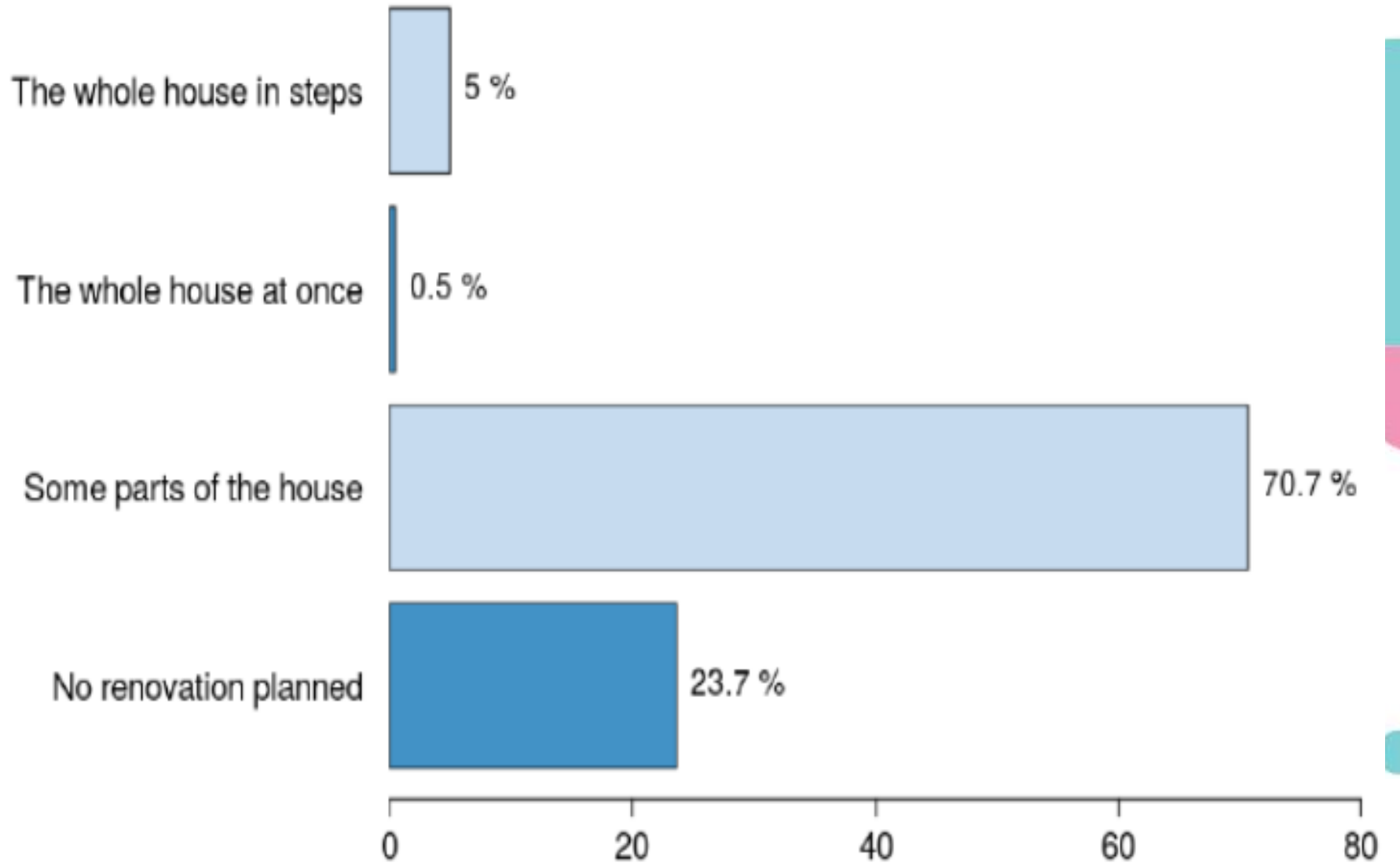


CANVAS Business Model For Växjö



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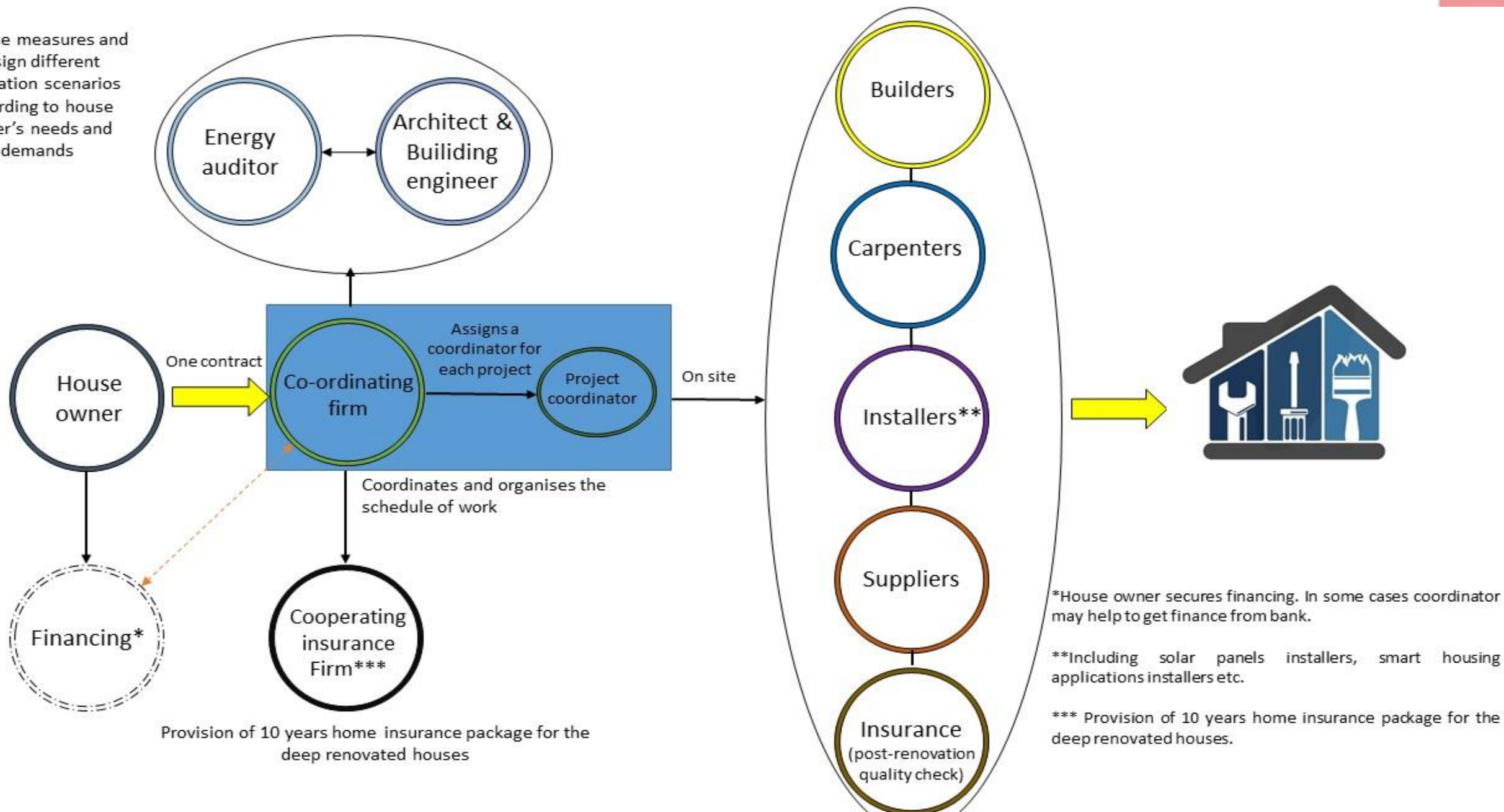
Market Segment and Various package services under OSS based business model



<p>Key Partners</p> <p>Renovation service providers, Building material and technology suppliers, Municipalities, House owners associations. Banks, Real estate & Insurance agencies,</p>	<p>Key Activities</p> <p>For house owners Pre-renovation energy audit, fixed price offer Consulting (process monitoring, coordination of work) Renovation work Quality control and commissioning (independently) Post-renovation follow up</p> <p>For potential business partners Communication and marketing actions Training on innovative business solutions Knowledge sharing seminars Mixed open-discussion seminars with house owners Seminars to enhance OSS logic in existing business models</p> <p>Activities under Tailored made package Provide technical solution and services based on customer segments and their needs Facilitate for financing Package as per customers need</p>	<p>Value Proposition</p> <p>For house owners: A high quality renovated house with better thermal comfort and aesthetic views Assure well-being and healthy living environment Raise the property values, Opportunity to contribute to the national goals for energy efficiency</p> <p>For potential business partners:</p> <p>The opportunity to broaden their customer base Advance the level and quality of the services they provide. New innovative approach that will allow them to increase their profit. Opportunity to expand in a larger scale and grow in size and revenues. Increase in the number of skilled workers in energy renovations</p>	<p>Channels</p> <p>Key steps in motivating the customer to choose the proposed service could be described with 4E Approach as suggested by Mlecnik (2011). Exemplify: demonstrate to the customer what is OSS and its benefit Engage: Engagement of house owners with their ideas and wishes while designing the renovation service package. Enable: show how he/she can do this within his budget. Inform about available public incentives. Encourage: Encouraging the customers with "non-energy benefit" arguments in addition to the energy benefits for promoting the service.</p> <p>The promotional communication channels :</p> <p>websites of actors on the supply side of the proposed service Municipal websites (to enforce the public initiative argument). Print press and other mediums (symposium/exhibition) to reach broader audience</p>	<p>Customer Segments</p> <p>Initial targeted market segment will be high-income section with well educated, town living single-family house owners-</p> <p>Loan availability in the market can accelerate the market of deep renovation with medium income customer segments.</p> <p>Subsidy or other incentive package will further help to expand the market.</p> <p>Customer Relationships</p> <p>The business should target to maintain a transparent process and give a quality job assurance Engagement of the customers on decision-making process of the deep renovation will provide a conducive environment for maintaining good relationship.</p>
<p>Cost and Resource Structure</p> <ul style="list-style-type: none"> • All the service providers within the OSS model, equipment, appliances and materials for the renovations are key resources to implement the OSS activities. • Still bit early to specify the organization playing the central role (could be one of the service providers having major share of work of total renovation package). • The OSS cost are mainly the coordination cost and various services charges to perform the deep renovation plus some promotional costs. Cost can vary case by case. • The annual OSS budget depends upon the market demand for deep renovation in the area. 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • We suggest operating this model as consortium of construction SMEs in the beginning • Coordinator of the OSS will operate on the certain percentage of total renovation cost covering the marketing and coordination fee. Such fee could be mutually agreed within the consortium and may vary between 10 to 20% of the total renovation cost. 		

OSS based Business Model for Deep Renovation

Propose measures and design different renovation scenarios according to house owner's needs and demands



*House owner secures financing. In some cases coordinator may help to get finance from bank.

**Including solar panels installers, smart housing applications installers etc.

*** Provision of 10 years home insurance package for the deep renovated houses.



Setting up innovative
energy efficiency service packages
for home renovations

Thank You



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