

## The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

### Key Partners



Condominiums  
 Manager associations  
 Engineer and Architects Chambers  
 Construction companies associations  
 Municipality' In-house companies  
 Energy utilities  
 Financing institutions

### Key Activities



Push to action  
 Energy audit  
 Measures with cost analysis  
 Advise on financing  
 Operation phase  
 Monitoring

### Key Resources



Technical and financial experts  
 Communication experts

### Value Propositions



Segment?

Focus point on energy efficiency  
 Aggregation of both offer and demand side  
 Standardized approach for the evaluation of energy savings potentials

### Customer Relationships



Direct contact  
 OSS- customers  
 Former customers as new messengers

### Channels

Through which Channels do our Customer Segments



Partners communication channels  
 Municipality info  
 Social networks  
 Local tv

### Customer Segments



Homeowners in condominiums  
 Condominiums managers

### Cost Structure

What are the most important costs inherent in our business model?

Office  
 Salaries of 2-3 employees/external consultancy  
 Information campaign and communication  
 Training



### Revenue Streams

For what value are our customers really willing to pay?

In kind contributions from partners (offices)  
 Membership fee for construction companies  
 Advisory fees for customers

