

Riga Energy Agency










Business model

The Business Model Canvas

Designed for:

Designed by:

On: Day: Month: Year:
Iteration: No:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY RESOURCES FOR PARTNERSHIPS: Optimization and cost saving Reduction of risk and uncertainty Acquisition of particular resources and activities</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <ol style="list-style-type: none"> Suppliers Housing unions Municipal units </div>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>KEY ACTIVITIES: Production Problem Solving Platform/Network</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <ul style="list-style-type: none"> Retrofit advice services Energy audit co-financing Assistance Communication and marketing campaign Market analysis </div> <hr/> <h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES: Physical Intellectual (brand, patents, copyrights, data) Human Financial</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <p>Personnel</p> </div>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>KEY RESOURCES: Newness Performance Customization "Starting the Job Done" Design Brand/Name Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <p>Subsidy as a driver of non-subsidy refurbishments:</p> <ol style="list-style-type: none"> 50% condominium refurbishments; Up to 3k Eur (up to 50%) subsidy for Solar Collectors, for Single Family Houses. </div>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>KEY RESOURCES: Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <p>Personal assistance</p> </div> <hr/> <h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PRIMER: 1. Awareness 2. Evaluation 3. Purchase 4. Delivery</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <p>Website of program Website of REA Municipal News Portal Meetings with housing unions Social networks</p> </div>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>MARKET SEGMENTS: Mass Market Niche Market Segmented Personalized Multi-sided Platform</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <ol style="list-style-type: none"> Flat owners of condominiums; Housing unions; Individual house owners. </div>
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>KEY BUSINESS MODELS: Cost Drivers (depend on cost structure) Value Drivers (depend on value proposition)</p> <p>KEY COST STRUCTURES: Fixed Costs (salaries, rent, utilities) Variable Costs Economies of scale Economies of scope</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <ul style="list-style-type: none"> Fixed costs including equipment and office goods. Variable costs office maintenance, staff salaries </div>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>KEY RESOURCES: Asset sale Usage fee Subscription Fee Licensing/Strategic Licensing Licensing Referral Fee Advertising</p> <p>KEY ACTIVITIES: List Price Product Feature-dependent Customer segment dependent Volume dependent</p> <p>KEY RESOURCES: Negotiation (bargaining) Self Management Real-time Market</p> <div style="border: 1px solid gray; padding: 10px; margin-top: 20px;"> <p>Funded by Municipality. No revenue.</p> </div>		

