



Introduction

Background

- We need to transition to sustainable energy because of several reasons (e.g., climate change)
The transition process is hampered due to lack of viable business models

Goal

To facilitate the design of viable business models for sustainable energy

Objective

To develop a business model design framework for viability that adopts an business ecosystem approach

Research Question

How to design viable business models in context of business ecosystems?

Definitions

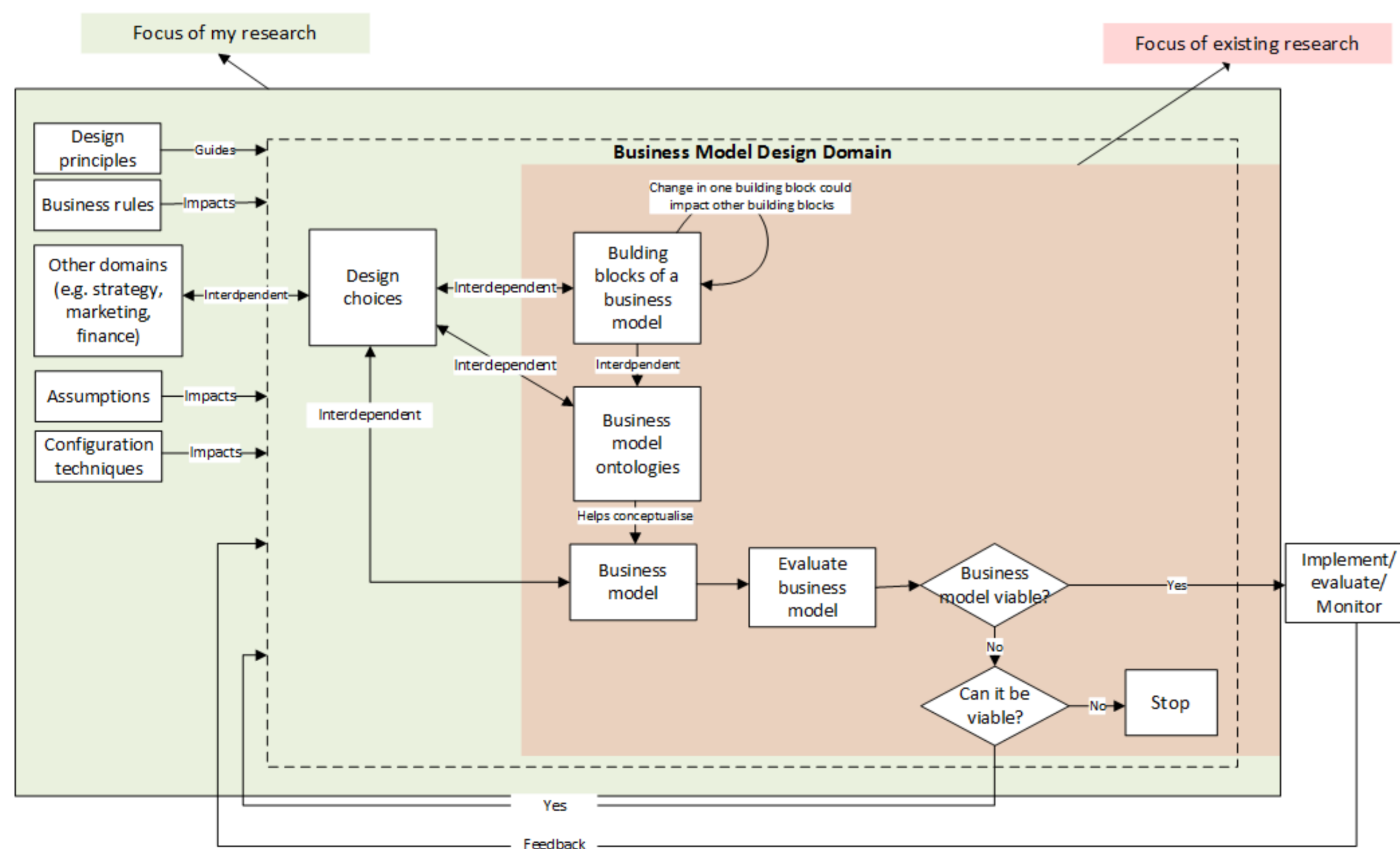
A Business model describes how an enterprise or a group of enterprises intend to create, exchange, and capture value (Dsouza et al. 2014)

A business ecosystem consists of enterprises that coevolve capabilities around a new innovation: they work cooperatively and competitively to support new products, satisfy customer needs, and eventually incorporate the next round of innovations (Moore 1993).

Methodology

Design science research framework (Peffer et al. 2007)

Business model design framework for viability

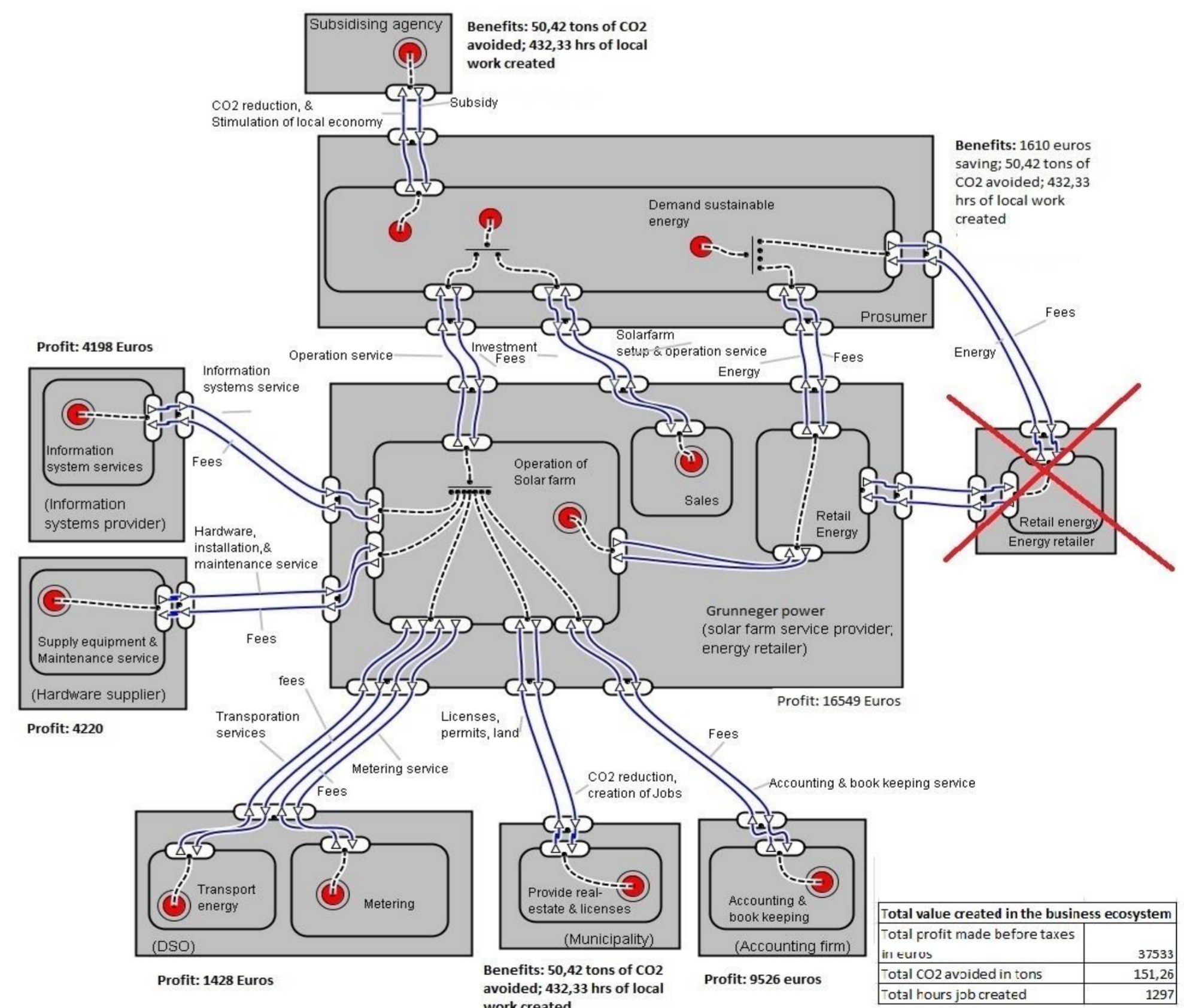


Application (solar farm business)

Figure 1 Business model of the solar farm service provider

Table with 5 columns: Key Partners, Key Activities, Value proposition, Customer Relationship, Customer Segment. Includes a Cost Structure and Revenue Stream table at the bottom.

Figure 2 Solar farm business ecosystem



Result

The framework has been successfully applied to design a viable business model



Ministerie van Economische Zaken



#### Nederlands

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#### English

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