A business model design framework for viability; a ecosystem approach


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 a 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 (Peffers et al. 2007)

Business model design framework for viability

Application (solar farm business)

Figure 1 Business model of the solar farm service provider

Figure 2 Solar farm business ecosystem

Results

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

Biography

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Austin Dsouza is a PhD. Researcher at the Hanze University of applied sciences. His research focuses on developing business-modelling methods for designing viable business models in the domain of decentralised energy systems. He holds a master’s degree in business administration specialising in the area of business and ICT from the University of Groningen.

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