A business model design framework for viability; a ecosystem approach


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 (Peffers et al. 2007)

Business model design framework for viability

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

Application (solar farm business)

Figure 1 Business model of the solar farm service provider

Figure 2 Solar farm business ecosystem

Result

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Nederlands
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English
Investing in your future. The research program EDGaR acknowledges the contribution of the funding agencies: The Northern Netherlands Provinces (SNN). This project is co-financed by the European Union, European Fund for Regional Development and the Ministry of Economic Affairs. Also the Province of Groningen is co-financing the project.