



STREET-LAMP PARKING AND POWER SUPPLY BUSINESS MODEL

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Project

Within the context of the showcase Bavaria-Saxony "Electromobility connects", Fraunhofer MOEZ is handling the sub-project "Business model development", whose aim is to systematically develop and implement a business model for the supply of power in the context of electromobility.

In order to make profitable use of the market that is emerging as a result of electromobility, it is often necessary to redevelop or realign the business models of power supply companies.

Following a series of steps that are coordinated with one another, this project involves the systematic development of a suitable business model in which diverse influences and demands can be taken into consideration thanks to an appropriate methodology.

In order for the business model produced to be long-lasting, future trends are

anticipated that may be crucial to the success of power supply companies. For this reason, the development process is not only based on the analysis of the value chains but also on the examination of possible changes in technology and infrastructure.

Electromobility is a complex system in which the behaviour of the individual players can significantly influence the overall system. With the aim of investigating the interactions between these players and their role in the system, various business model scenarios are being developed and assessed. The concluding implementation of the business model will be carried out in close cooperation with the consortium partners Stadtwerke Leipzig (Leipzig Municipal Utilities), Leipzig University of Applied Sciences and the University of Leipzig.

Project duration:

January 2012 to November 2015