



Alternative
Business Models
in Clean Heat

Clean Heat Accelerator

23 September 2024

## Agenda



- CLT Intro Business Models, and why this is relevant to everyone
- Speaker **Financing**. Matt Boyes, Hometree Finance
- Speaker Monetizing Data and Relationships. David Trevithick, LCP-Delta.
- Speaker Flexibility and timeshifting. Graham Oakes, CLT

THURSDAY: Nigel Banks, Octopus Energy









A Business Model is the way an organisation creates and delivers value.

The Company's plan for making a profit.

A *revenue model* is a key component of the business model. This session will cover both.

- New / different ways to make money.
  - Different products or services
- ways to differentiate from competitors





## Business Model Levers:



PROFIT = REVENUE minus COSTS

## Levers:

- 1. Pricing
- 2. Sales Volume
- 3. Costs per sale

4. Sell different things (/ Sell the same thing a different way.)





Heat in buildings What is for sale?

Heating
Systems
(HPs, biomass, etc)
and radiators

PV, EV Chargers, Batteries.

Clean Heat Accelerator

**Heat Network** connections

Insulation and other retrofit

**Servicing** 

**Customer Relationship** 

Heat (KWh)

**Data** 

CLT CARBON LIMITING TECHNOLOGIES

Comfort (°C)

**Electricity Grid Services** 

**Scottish Enterprise** 

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