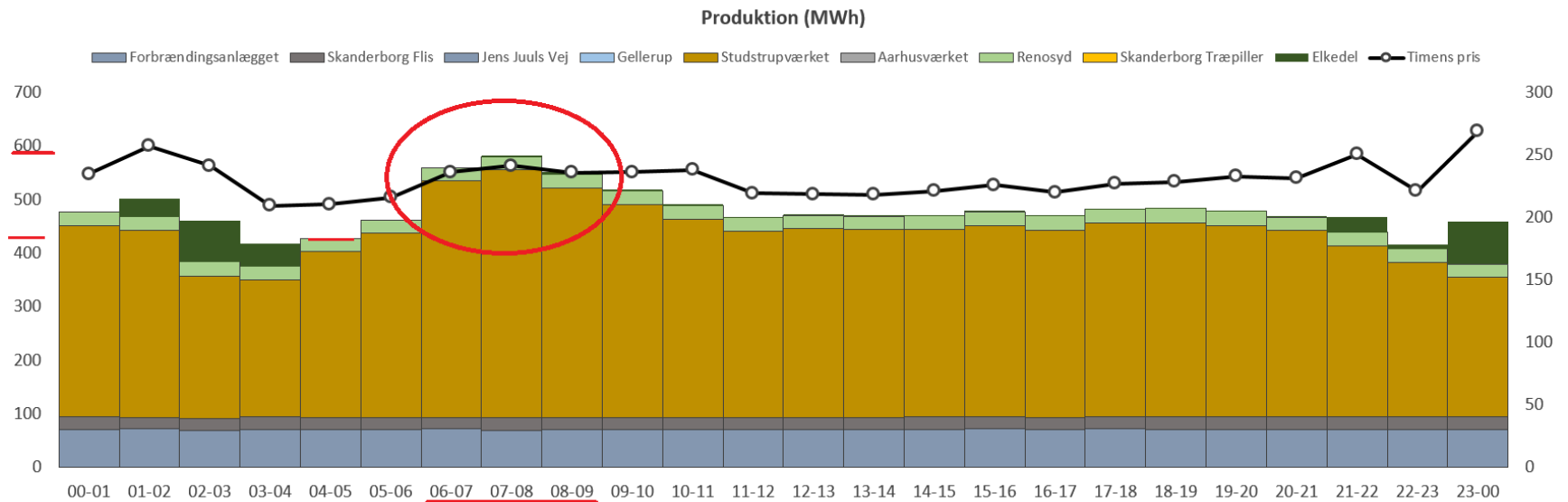








# Energy Consumption in Aarhus Komune



[06:30 – 08:00]

Morning Peak =  Investment  
 Black energy

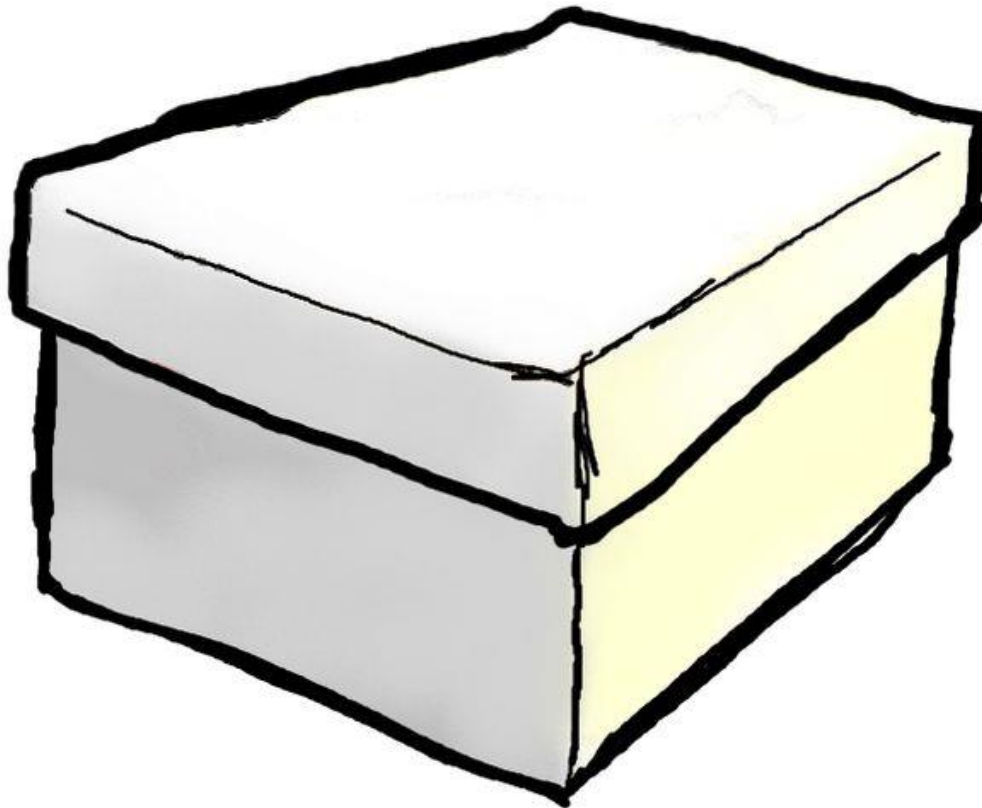


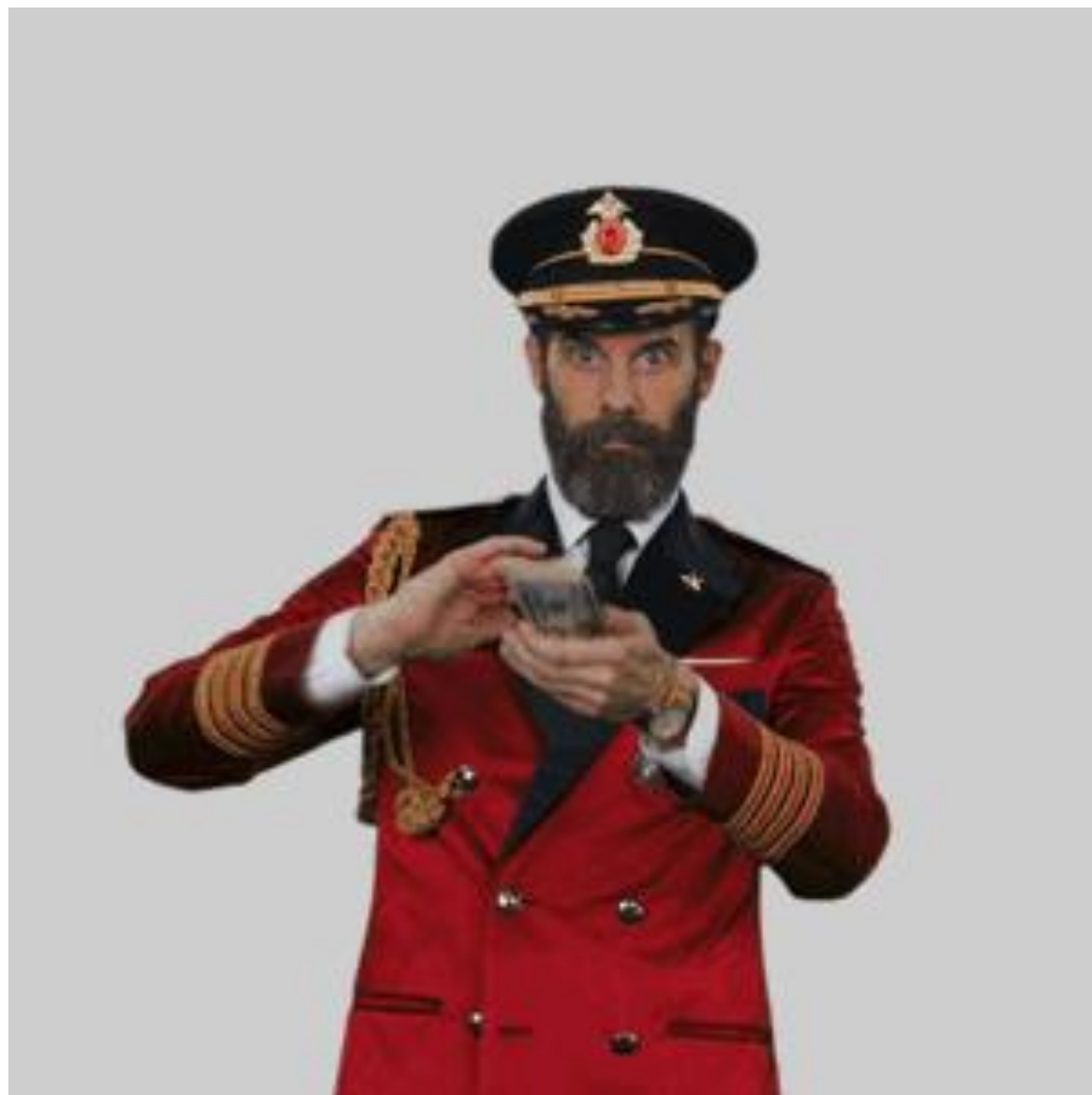
**”... even more awesome  
than Pokémon GO ...”**



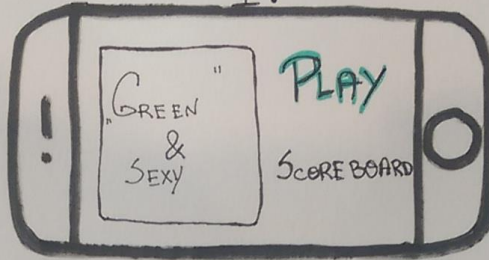
**”... provocative learning;  
interesting concept...”**

# Morning Peak Campaign





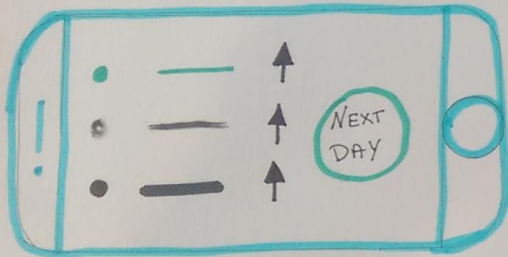
1.



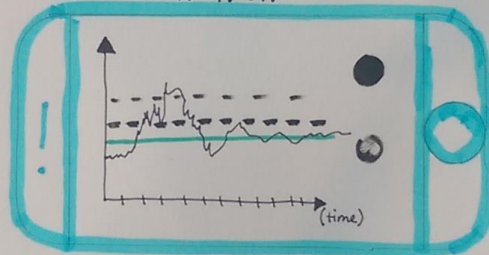
1.3.



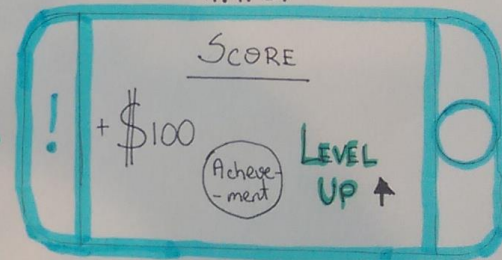
1.1.1.



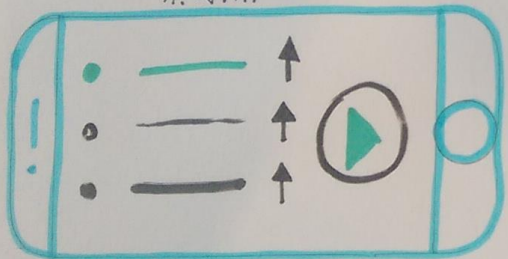
1.1.2.



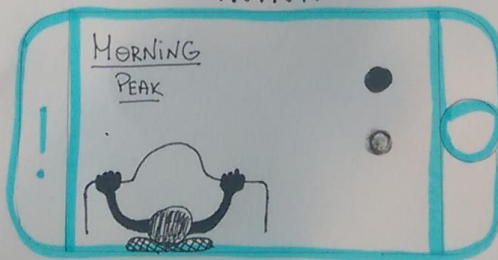
1.1.3.



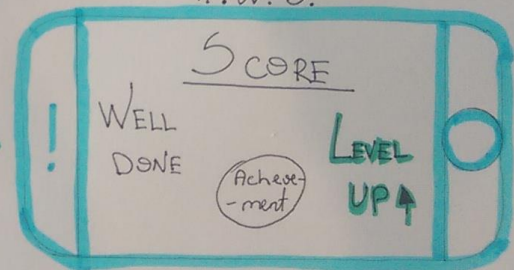
1.2.1.



1.2.2.



1.2.3.





# The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

NGO's –  
environmental &  
sexual  
education

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

Create  
awareness

## Key Resources



Educational  
& concept  
develop-  
ment

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

Provocative  
Relateable  
Associative  
Naughty  
Fun  
Projective

## Customer Relationships



Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they changing with the rest of our business model?

Oberseer-  
vative &  
Data  
gathering

## Channels



Through which Channels do our Customer Segments  
expect us to deliver our Value Propositions?  
Which ones have we established?  
How are we integrating them with customer relationships?

Public  
schools &  
App-Store

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Teen boys  
[14,17]

≈ 140,000

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?

Concept, app and material  
development & maintenance



## Revenue Streams

For what value are our customers really willing to pay?  
Do they really buy this commodity?

Non-profit = sponsorships &  
sell educational material

