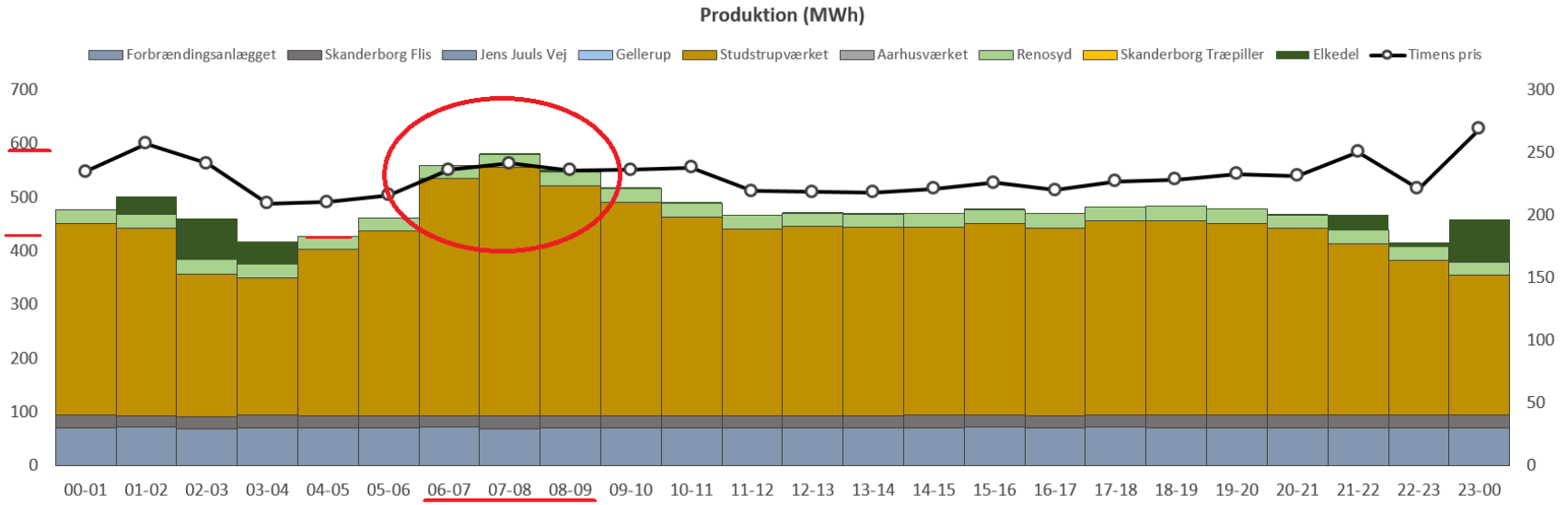
Energy Consumption in Aarhus Komune

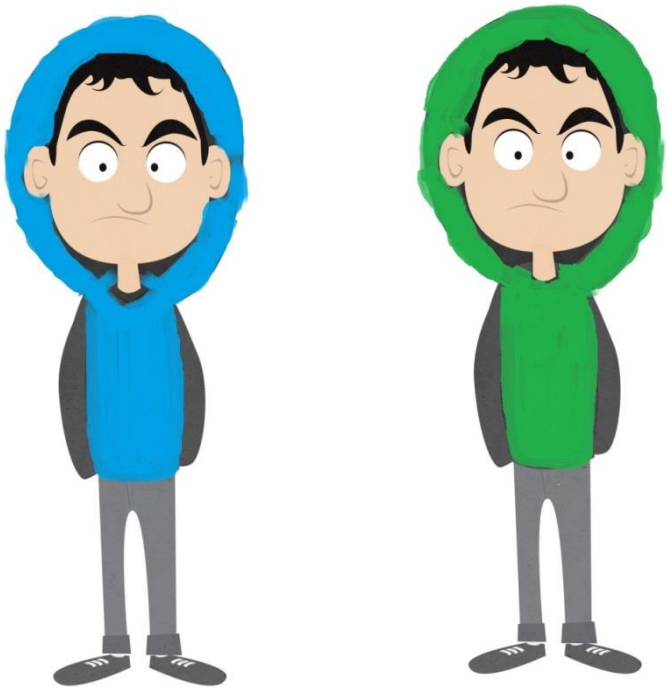


$$[06{:}30 - 08{:}00]$$

Morning Peak =

↑ Investment

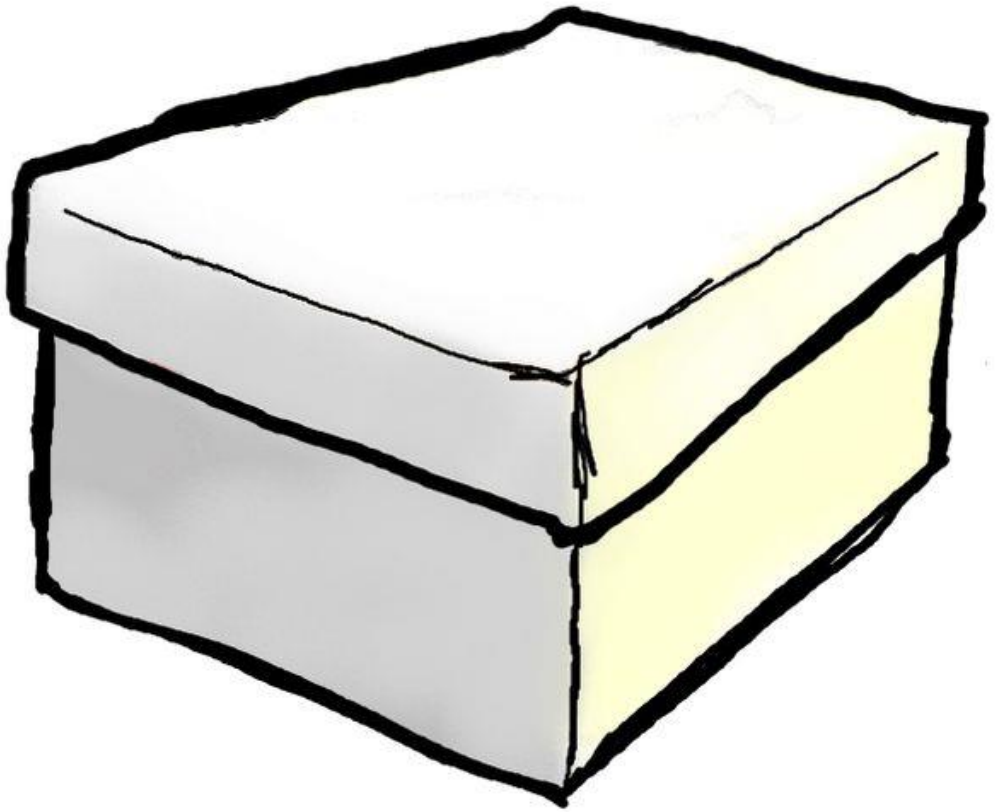
↑ Black energy

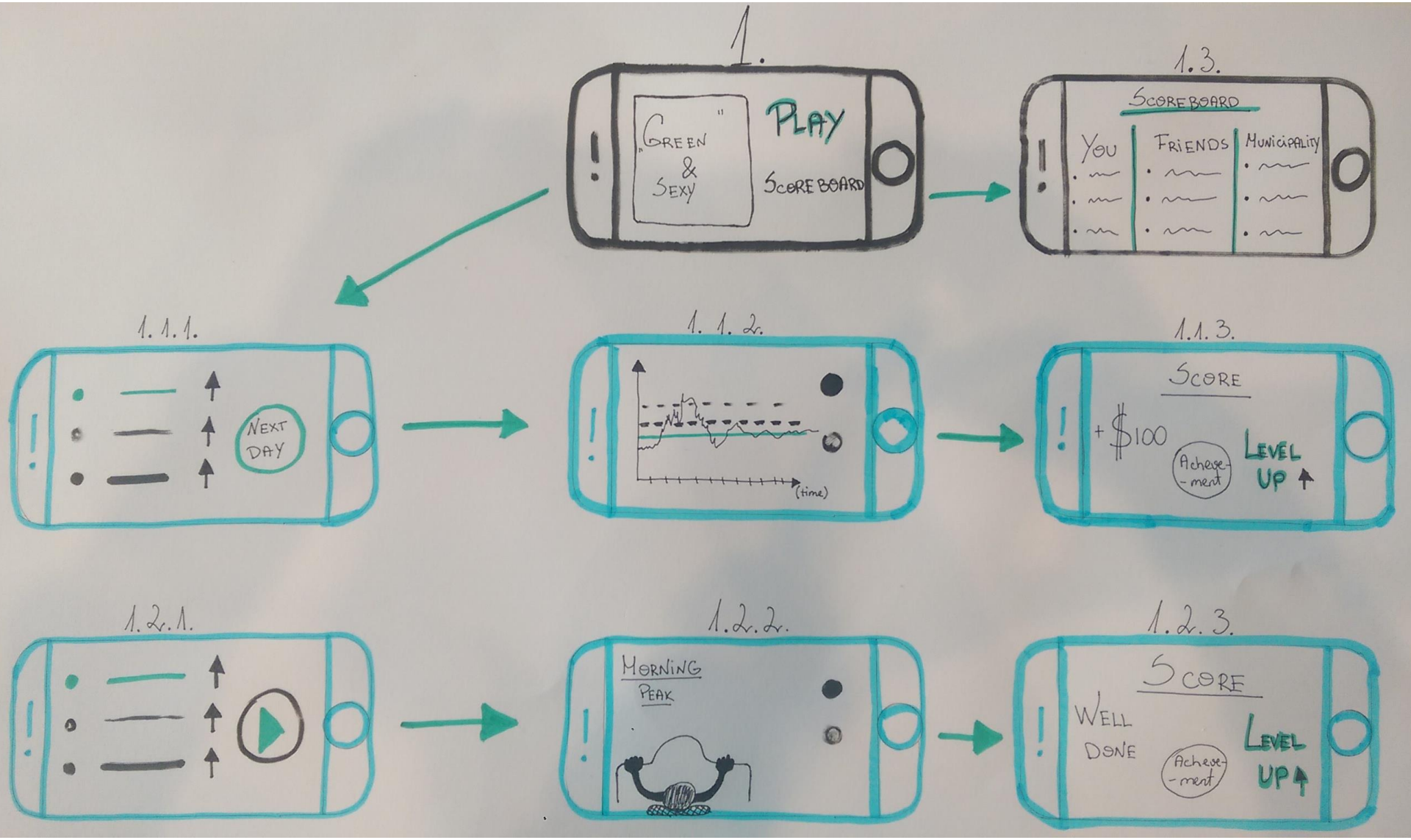


”… even more awesome than Pokémon GO …”

”… provocative learning; interesting concept…”

Morning Peak Campaign




1.
"Green & Sexy"
PLAY
SCORE BOARD
1.3.
SCOREBOARD
YOU
FRIENDS
MUNICIPALITY
1.1.1.
NEXT DAY
1.1.2.
(time)
1.1.3.
SCORE
+$100
Achieve-ment
LEVEL UP
1.2.1.
1.2.2.
MORNING PEAK
1.2.3.
SCORE
WELL DONE
Achieve-ment
LEVEL UP

The Business Model Canvas

Designed for:

Designed by:

Date:

Iteration:

Key Partners

NGO's – environmental & sexual education

Key Activities

Create awareness

Key Resources

Educational & concept development

Value Propositions

Provocative
Relateable
Associative
Naughty
Fun
Projective

Customer Relationships

Oberser-vative & Data gathering

Channels

Public schools & App-Store

Customer Segments

Teen boys [14,17]

≈ 140,000

Cost Structure

Concept, app and material development & maintenance

Revenue Streams

Non-profit = sponsorships & sell educational material

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