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Project Title:

## **GEOThermal Technology for economic Cooling and Heating**



### **GEOTeCH**

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**Collaborative Project**

#### **Business Models Executive Summary**

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#### **Dissemination level**

PU	Public, fully open, e.g. web	
CO	Confidential, restricted under conditions set out in Model Grant Agreement	<b>X</b>
CI	Classified, information as referred to in Commission Decision 2001/844/EC.	

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# 1. PUBLISHABLE EXECUTIVE SUMMARY

The present document constitutes Deliverable 7.3 “Business Models ” in the framework of GEOTeCH project and refers to activities carried out by RINA Consulting - plus contributions from partners involved - within Work Package 7 “Market analysis, Business modelling and Business planning”.

This report provides a description of the preliminary Consortium plans for the new integrated solution and its business models, including results of the work performed by partners both during Initial Exploitation Workshop and through the use of IPR Tracking tool online to provide five main business models-stand alone products for main five exploitation results.

The deliverable is focused on:

- The **introduction** of the D7.3 Business Models task to be followed during GEOTeCH project, including objectives, explanation for contribution of partners, baseline, relation to other activities.
- The **summary** of main results/achievements related to geothermal energy systems market.
- The **methodology** of the Deliverable 7.3 “**Business Models**” used to achieve objectives of the task, including the explanation tools and approaches that were used.
- The identification of the main five project exploitable results as five “**Business models-Stand Alone Products**” with business model canvas approach - namely **Drilling equipment, Vertical borehole HX, Dual source heat pump, Foundation HX and BEMS**. The information provided by partners through updating IPR Tracking tool. The business model canvas has been explained by partners with nine blocks.
- The description of “**Business Model-Integrated GEOTeCH Solution**” including business model canvas of the new solution with detailed explanation of nine blocks of business model canvas. In the same section, the roles of each partners in the GEOTeCH consortium and the relations among partners is explained with stakeholders map and service system map. As a result of this section, two solution packages that the integrated solution offers to market are explained including innovation contents of each stand alone products inside of the each package.
- The last section briefly outlines the **conclusions** including summary of achievements, relation to ongoing developments and other lessons learned.

The business model activities, strictly linked to the definition of business plans for GEOTeCH project, set out the initial assets towards the development of potential business models for the future commercialization of the most promising GEOTeCH exploitable results.