

“Etonomy is a start-up that is active in IoT Hard- and Software for to widespread use and easy access electric energy for e-mobility ”

This case study shows the transformation of this start-up business model thanks to the CircularStart training materials.










Sector/Activity: ICT
 Circular Business Model Category: Tophill
 Circular Business Model Strategy(ies): Use and result oriented services
 Circular Start-up type: Service-based

STARTING POINT:

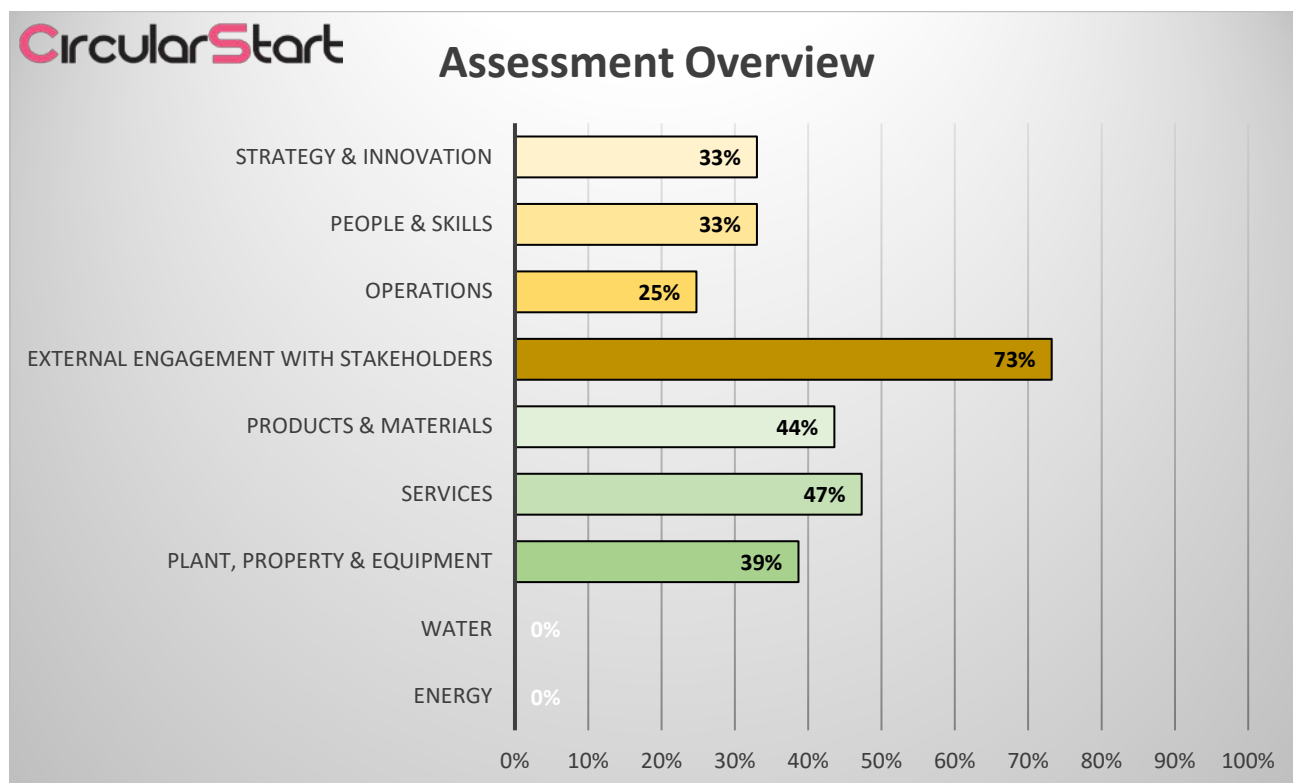
Mission: Support widespread use and easy access electric energy for e-mobility

Vision: IoT Hard- and Software for to widespread use and easy access electric energy for e-mobility

Values: Easy, need oriented charging in between electricity, infrastructure providers and users with focus in regional reachability by low infrastructure costs

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
	 KEY RESOURCES	<p>automated visual recognition systems for agriculture pests in traps for easily, quickly, detect it by less hardware investment and detection time</p>	 CHANNELS	<ul style="list-style-type: none"> - farmers, - governmental agency for health and food - co-operates plant treatment
 COSTS			 REVENUES	

Initial circularity profile – Results from the application of the Assessment Tool



FOLLOWED LEARNING PATH:

Units	IDEATION	INTEGRATION	VALIDATION	IMPLEMENTATION
Unit 1	x	x	x	x
Unit 2	x	x	x	x
Unit 3	x	x		
Unit 4	x			
Unit 5	x			
Unit 6				
Unit 7	x			
Unit 8	x			
Unit 9				












FINAL CIRCULAR BUSINESS MODEL:

Mission: Support widespread use and easy access electric energy for e-mobility

Vision: IoT Hard- and Software for to widespread use and easy access electric energy for e-mobility

Values: Easy, need oriented charging in between electricity, infrastructure providers and users with focus in regional reachability by low infrastructure costs

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> - Agencies, farmers 	<ul style="list-style-type: none"> - Data processing for automatically pest monitoring and treatment recommendation - RandD 	automated visual recognition systems for agriculture pests in traps for easily, quickly, detect it by less hardware investment and detection time		<ul style="list-style-type: none"> - farmers, - governmental agency for health and food - co-operates plant treatment - agencies prior as paying customers
	 KEY RESOURCES		 CHANNELS <ul style="list-style-type: none"> - Web based app and data exchange 	
 COSTS <ul style="list-style-type: none"> - Lower costs for monitoring and sustainable plant growing 		 REVENUES <ul style="list-style-type: none"> - Licence (data, app,...) 		

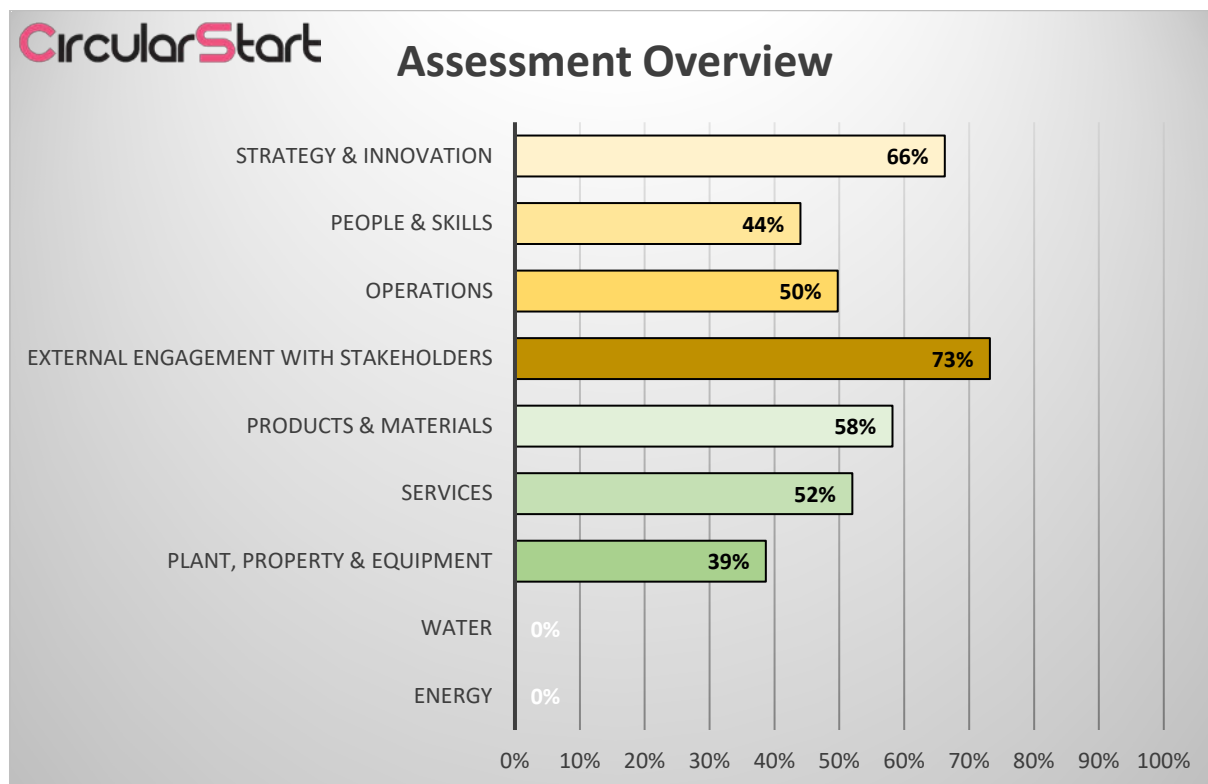


WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULARSTART MATERIALS?



- + **Value proposition:** + key - software intelligence for demand drive usage in between the needs of 3 stakeholders
- + **Customer:** + electricity provider can better manage electrical demand and offer, renewable energy usage and risks for instability of the electric network

Resulting circularity profile – Results from the application of the Assessment Tool



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Extending payed pilot field demonstration with stakeholders	Till the end of summer 21	Founders in cooperation	Amount of paying stakeholders for field demonstration, get relevant financed
Validation of the ability to measure the use of renewable energy	Till the end of summer 21	Founders in cooperation	Change of the value proposition and offering over time

KEY MESSAGES



- + *“Status and guidance help to focus right”*
- + *“We tried to find a better communication for our value proposition, some sustainable topics described the context better”*
- + *“Reflexion in that topic is always helpful”*