

# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

-> Room 3.1, hall 3, 1<sup>st</sup> floor



## Workshop 6

### Blockchain: Turning Digital Disruption into Profitable Business Models



- Julia **Cousse**, University of St.Gallen (workshop leader)
- Prof. Dr. Moritz **Loock**, University of St.Gallen (workshop leader)
- Geneviève **Bubel**, Project Manager Business Development M&A and Innovation, EWZ, CH
- Julien **Gil**, Project Engineer, Sunchain, FR
- Olaf **Stehr**, IT Architect, Axpo Trading AG, CH

#### Gold Partners



#### Silver Partners



#### Partners



#### Media Partners



# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## AGENDA

1. Introduction
2. Input by Olaf Stehr (Axpo)
3. Input by Julien Gil (Sunchain)
4. Input by Geneviève Bubel (EWZ)
5. Participative session on blockchain-based business models

### Gold Partners



### Silver Partners



### Partners



### Media Partners



# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## INTRODUCTION

### Gold Partners



### Silver Partners



### Partners



### Media Partners



# Introduction: From blockchain technology to problem solutions via business models





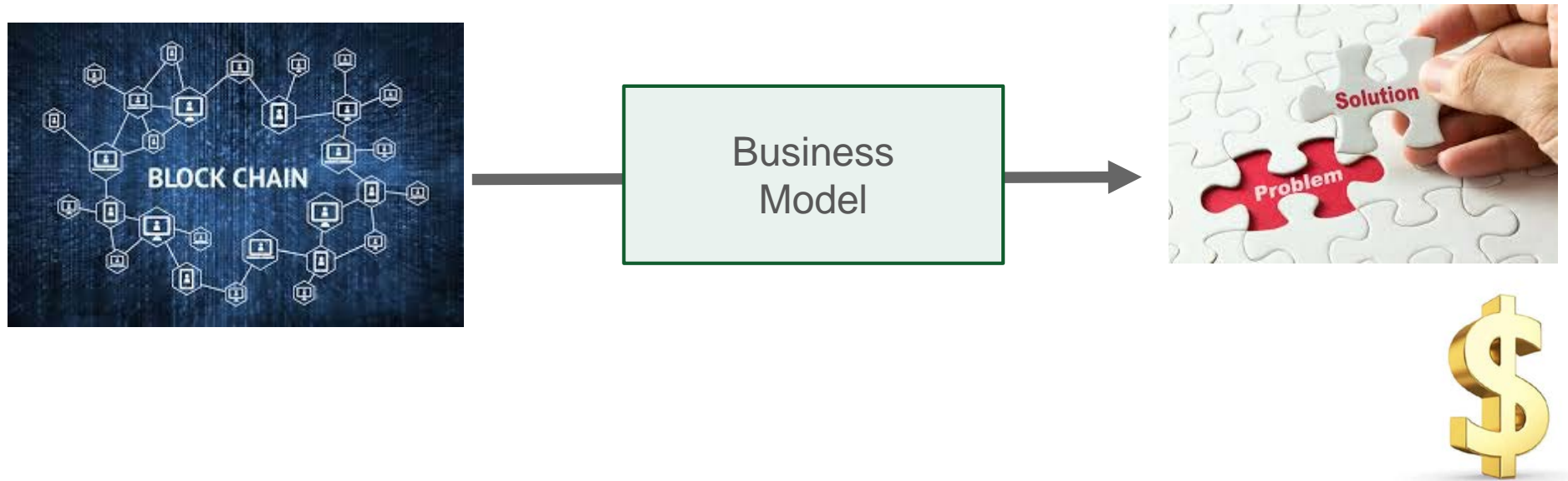
# Introduction: From blockchain technology to problem solutions via business models



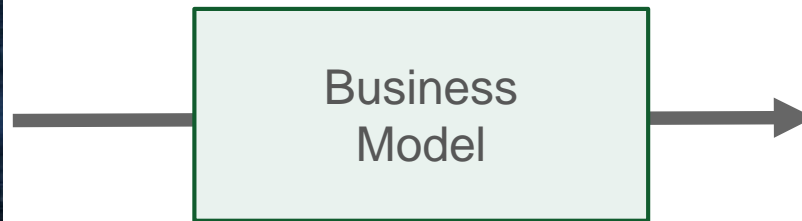
# Introduction: From blockchain technology to problem solutions via business models



# Introduction: From blockchain technology to problem solutions via business models



# Introduction: From blockchain technology to problem solutions via business models



1. What is in for the customers?  
What novel and interesting solutions can be developed with blockchain technology?
2. How can one earn money based on the new technology/ services?
3. How to implement these novel approaches in Switzerland?





# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## INPUT BY OLAF STEHR (AXPO)

### Gold Partners



### Silver Partners



### Partners



### Media Partners



# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## INPUT BY JULIEN GIL (SUNCHAIN)

### Gold Partners



### Silver Partners



### Partners



### Media Partners



# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## INPUT BY GENEVIÈVE BUBEL (EWZ)

### Gold Partners



### Silver Partners



### Partners



### Media Partners





# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## PARTICIPATIVE SESSION ON BLOCKCHAIN BASED BUSINESS MODELS

### Gold Partners

Life Is On | Schneider Electric

aspo  
Full of energy

### Silver Partners

RAIFFEISEN

energieschweiz  
Unser Engagement. unsere Zukunft.

sgsw  
St. Galler Stadtwerke

### Partners

aeesuisse  
Technologien für Wirtschaft, Umwelt und Energieeffizienz

SCCER CREST

GreenBuzz  
Celebrating professionals for sustainability

Innovation  
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun Svizra  
Swiss Confederation  
Innovative - Swiss Innovation Agency

### Media Partners

Bulletin

energate  
imessenger

ENERGIE & MANAGEMENT

ENERPEDIA  
Alles über Energie

nestic energie  
new energy

pvmagazine group

Umwelt PERSPEKTIVEN

# Blockchain-based business models

1. Please form groups
2. Think of an application case for blockchain in the electricity context
3. In particular, create ideas for the following aspects of your business model:

Value proposition	Monetization	Switzerland
What problems can be addressed/ What solutions can be developed?	How can money be earned, what is the revenue logic?	How can implementation in Switzerland work?



# #REMforum

9<sup>th</sup> St. Gallen Forum for Management of Renewable Energies  
May 31 – June 1, 2018 – Olma Messen St. Gallen

## THANK YOU FOR YOUR PARTICIPATION!\*

Julia Cousse and Moritz Looch  
julia.cousse@unisg.ch & moritz.looch@unisg.ch

\* We'll send out a short summary of the workshop. If you are not formally registered for this workshop, please provide us with your business card.

### Gold Partners



### Silver Partners



### Partners



### Media Partners

