

FACILITATING THE MARKET ENTRY OF DANTE: INTRODUCTION ROADMAP

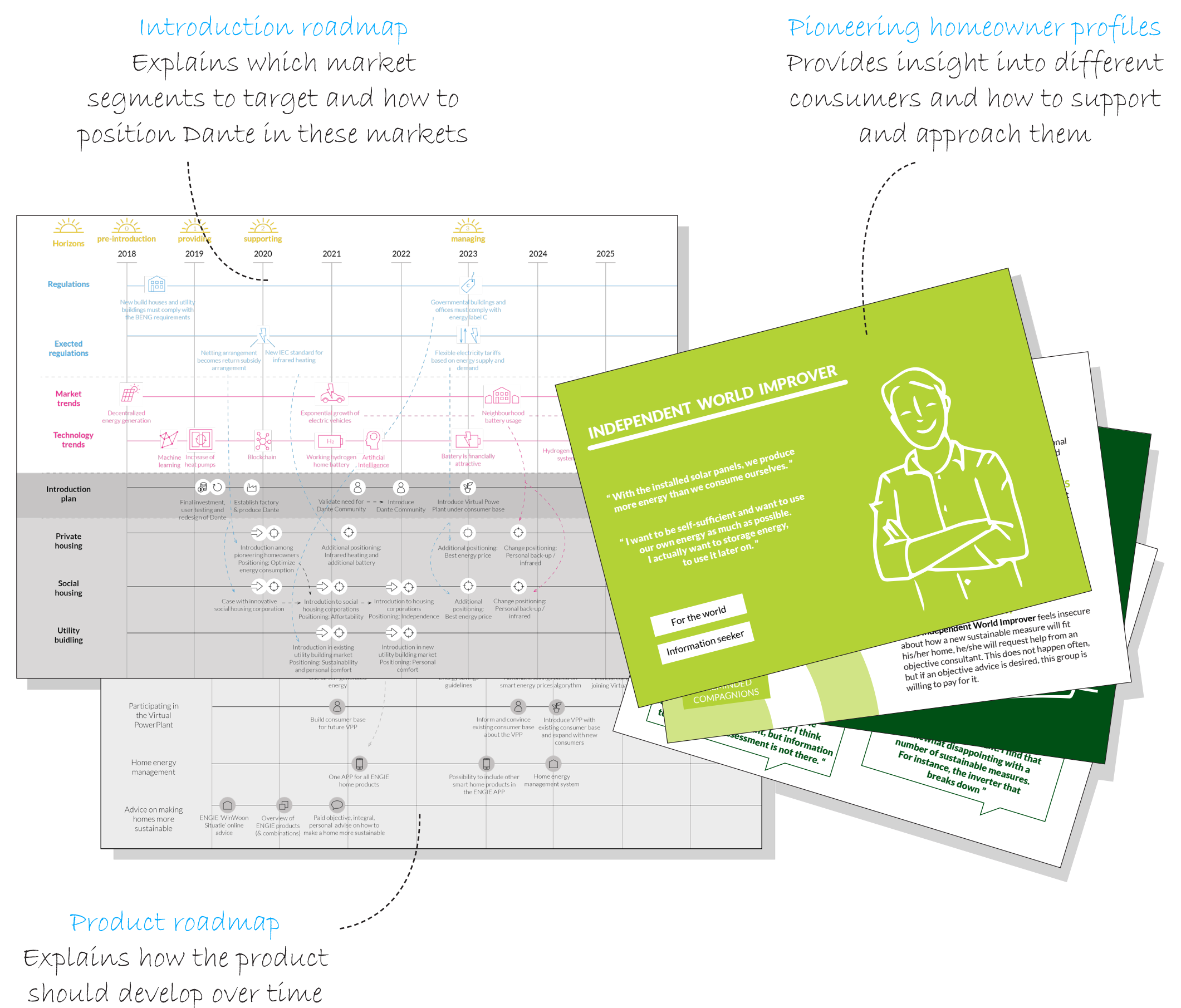
DANTE: INFRARED HEATER AND ENERGY STORAGE

Dante is a new product which can function as an infrared heater and energy storage. The product is developed based on a new technology but it is not yet clear what value the product could offer to different consumers.

The infrared heating can provide specific, radiant heat which feels similar to the warmth of the sun. It can be applied in existing as well as new construction buildings. The energy storage can store self-generated energy from solar panels and from the public power grid, to use this energy later on.

INTRODUCTION PLAN

Dante could be successfully introduced in different B2B and B2C market segments. However, it is important to target the right consumers with the right value proposition and to respond to regulations, market trends and new technologies at the right time. The developed introduction plan supports the market entry of Dante and helps ENGIE to commercialize and scale-up the product. The introduction plan consists of an introduction roadmap and a product roadmap. Underneath a brief description of the introduction plan for Dante, divided into three phases:



CONSUMING SELF-GENERATED ENERGY

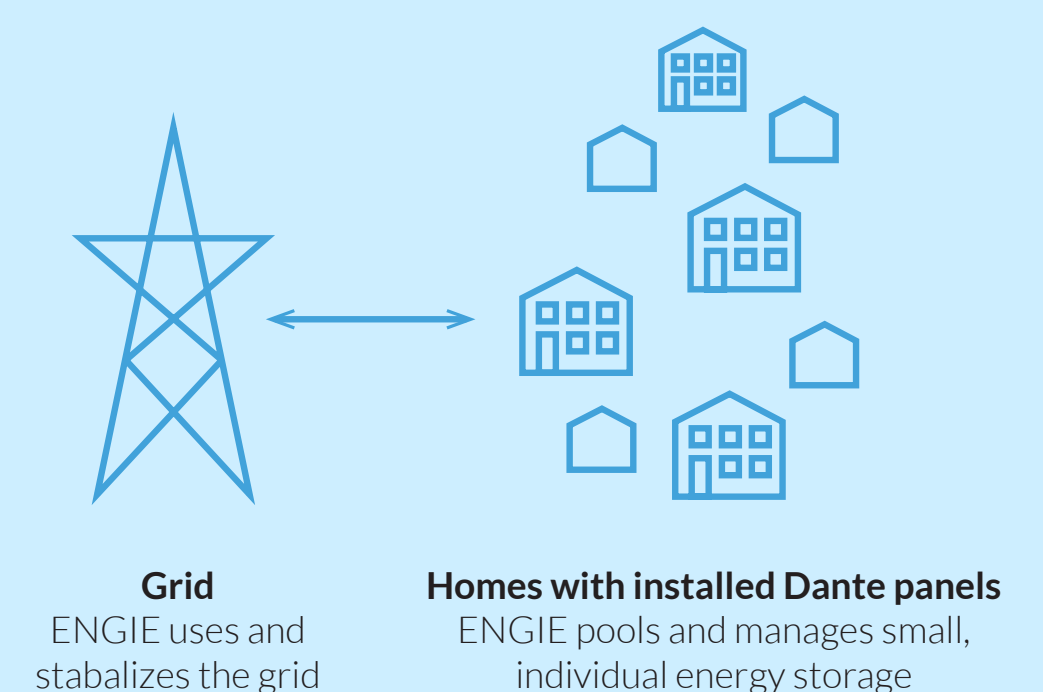
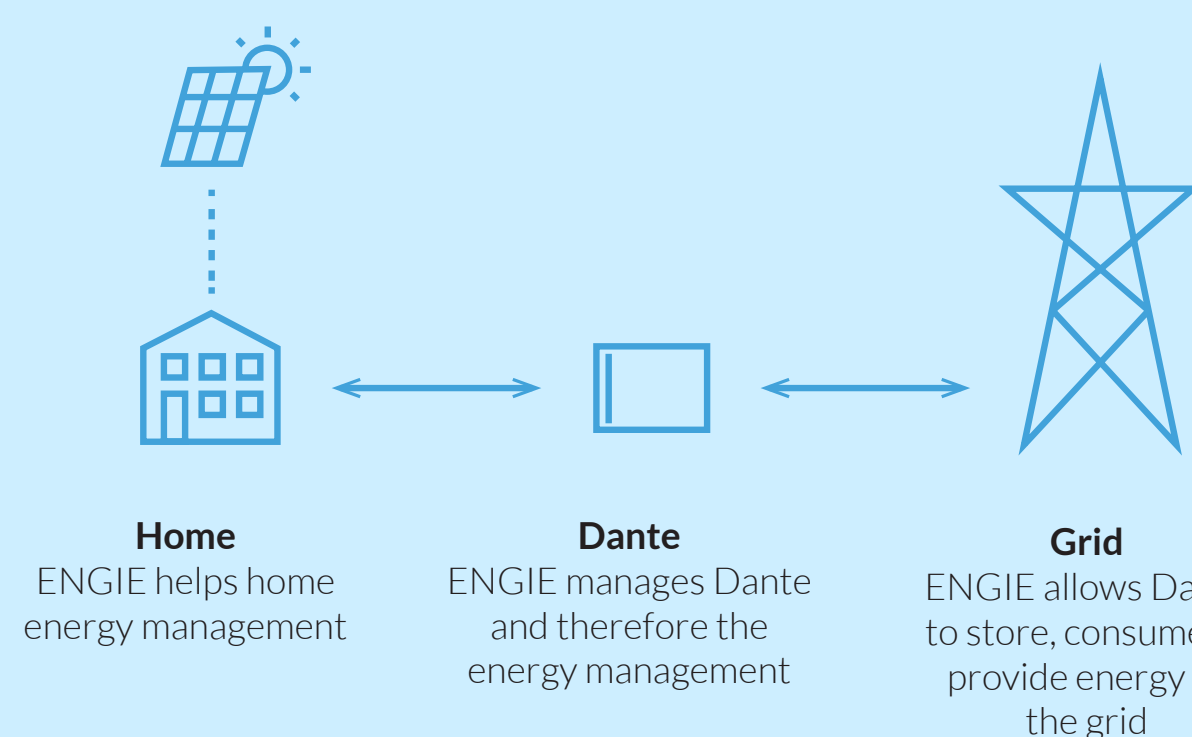
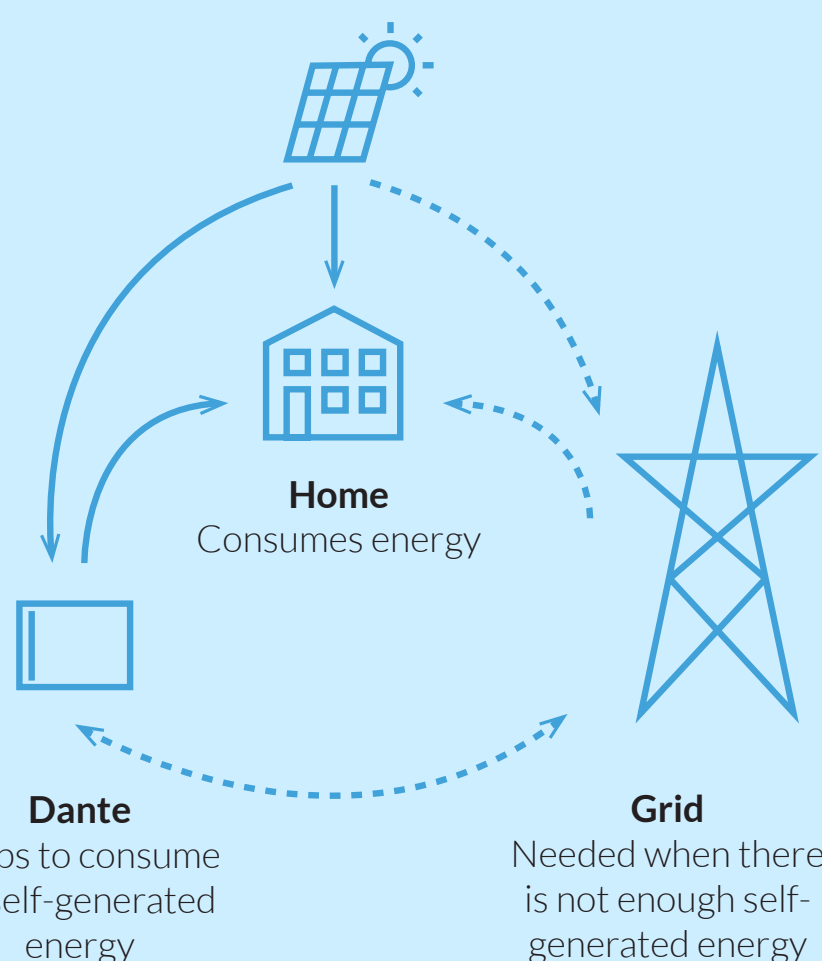
Dante is introduced among pioneering homeowners which apply sustainable measures at home. They are the first to adopt new innovations and can help to build example cases to later move into other market segments. The pioneering homeowners are especially interested in the product as a means for optimizing their own consumption of self-generated energy. In that case, they cover the mismatch between own energy generation and consumption.

ENERGY MANAGEMENT

In the short term future, Dante can increase its value by providing services as a home energy manager. Dante can optimize the functioning as heater and energy storage. This helps consumers to reduce their energy bill and to become more sustainable. ENGIE will manage the energy storage and household energy consumption smartly. Integrating weather forecasts as well as personal production and consumption forecasts using machine learning enables Dante to function optimally.

VIRTUAL POWER PLANT

The current energy grid needs stabilization due to the fluctuations caused by the increasing amount of sustainable energy. When a large number of Dante panels can be connected to function like one big capacity, they can subtract or supply energy at the right moment. ENGIE will connect and manage the big amount of Dante panels, all presenting small, independent assets which were otherwise not useful. In order to do so, big data and blockchain are used to anonymize and manage the Dante panels.



Sanne Jongeling
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Strategic Product Design

Committee
Dr. Ir. S.C. Mooij
Dr. L.B.M. Magnier
MSc. W. Hummel (ENGIE)
Company
ENGIE

