



High Potential Initiatives Profiles

1 Accelerator

SpeedUp Europe



2 Project and Organization

OEEX
Open Energy Exchange



2.1 Country

Germany

2.2 Project Abstract

Open Energy Exchange (OEEX) aims to establish a virtual Consumer-to-Consumer (C2C) Energy Marketplace. The market need was validated through market research carried out in cooperation with TU Hamburg from September 2015 – February 2016.

OEEX provides a Software as a Service (SAAS) offering facilitated through the OEEX app and the OEEX Smart Plug.

The OEEX free app presents information on the green power being produced in the local vicinity. Off the shelf hardware is upgraded with OEEX firmware to offer prosumers and consumers the OEEX Smart Plugs which allow green energy to be used by household appliances.

2.3 Sector

Consumer energy & home automation

2.4 Target Market

B2C

2.5 Business Model

Transactions/Intermediation model; Subscription model

OEEX has a multiple revenue stream model and different types of customers. Primary customers are electricity suppliers and grid operators and secondary customers are private households.

Revenue stream opportunities with electricity suppliers include receiving a small fixed fee per household connected to the OEEX platform. The benefits to the electricity supplier include lower



OEEX FIWARE Short Profile

April 2016

customer retention costs, increased insight into customer behaviour and portfolio optimisation opportunities based on analysis of likely demand.

Revenue stream opportunities with grid operators include fixed fee per kWh based on local flexibility markets enabled by the OEEX platform. The key benefit to the grid operator include local flexibility of demand and production to guarantee higher levels of grid stability.

Revenue stream opportunities with prosumers include a brokerage fee based on sales for producers and purchases for consumers facilitated by the OEEX platform. The key benefit for prosumers is the ability to direct trade their energy and as a result, secure higher prices.

Revenue stream opportunities with consumers include a percentage fee based on consumption. The key benefit for consumers is lower energy prices.

OEEX platform enables the purchasing of green energy at lower costs because it essentially arbitrages and matches supply and demand. It enables devices that ordinarily would be used in the early morning and evening (when energy prices are high) to automatically work during the day (when energy prices are typically very low because that is when most green energy is produced).

OEEX provides a Software as a Service (SAAS) offering facilitated access to real time information on green power being produced in the local vicinity through the OEEX app and allow green energy to be used by household appliances on demand through the cheap off the shelf OEEX Smart Plug. OEEX will allow for flexible billing and varying tariffs throughout the day with a link to either the EPEX Spot Energy Market or local energy production and the needs of local grid operators.

OEEX is engaging customers through direct contact with energy suppliers and grid operators and advertising to private prosumers from July 2016 with the launch of the app. Currently two utilities customers are offering the service to 200 users in an initial trial.

OEEX plans to have a public release of the app in July 2016, market integration functionality in October 2016 and release of the OEEX P2P Market in Q1 2017.

OEEX is fund raising to raise a further €1 million in investment over the coming 12 months to fund further technology development, as well as marketing and sales activities.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

www.oeex.org