

Challenge description from the German company LEAG

‘Innovative energy solutions for industrial customers: Shape the future of power supply!’

Welcome to the Open Innovation Challenge ‘Innovative Energy Solutions for Industrial Customers’, aimed at students and young researchers who want to think creatively and develop innovative solutions! This challenge aims to explore new business models for energy suppliers that meet the specific needs of industrial customers in a changing energy landscape.

Germany's industry faces many challenges, one of which is the optimisation of its energy supply - taking three key aspects into account: Reliability, cost control and sustainability. The progressive integration of renewable energies and the ongoing digitalisation of the energy market are opening up exciting opportunities to meet these requirements.

We invite you to contribute your ideas and develop innovative concepts that address the following questions:

- How can energy suppliers adapt their services to the specific needs of industrial customers?
- What new technologies or platforms could help improve energy efficiency and cost control?
- How can we promote the integration of renewable energies into the electricity supply of industrial customers and at the same time ensure their reliability?
- What innovative business models could energy suppliers develop to offer environmentally friendly products while remaining economically viable?

Think creatively and develop innovative business models that not only fulfil the above criteria, but also take into account the current political regulations in the energy sector. What framework conditions need to be taken into account? How can the legal aspects be integrated into your concepts?

Whether you are studying or researching in the fields of engineering, economics, environmental sciences or another relevant subject area - your perspectives and ideas are in demand. Take the opportunity to actively contribute to the transformation of the energy supply and help us shape a sustainable, reliable and cost-efficient electricity future for industrial customers. The challenge not only offers you the opportunity to develop your creative concepts, but also to exchange ideas with like-minded people and learn from experts in the energy sector.

We look forward to your innovative solutions and to shaping the energy supply of tomorrow together!



SMALL-GROUP PITCHING WITH NABC

NABC: a structure for pitching

The most important element of a pitch is the presentation of the offer in a way that stimulates the interest of the target audience. A simple, but powerful, tool to make sure the important parts are present within a pitch is the NABC structure. NABC was developed by the Stanford Research Institute (SRI) and is one of the cornerstones of their innovation process.

The pitch should address the following questions:

- What is the market's/ target audience's important **Need** that you will address?
- What is your **Approach** to addressing this need?
- What are the **Benefits** of this approach for the market/ target audience?
- Are there **Competitors** also addressing this need? If so, how is your approach better or complimentary?

When using the NABC for a pitch, you should start with an opening **Hook** - often a counter-intuitive or surprising fact related to your topic - to catch people's attention, and end with an **Offer**, which is a succinct summary of the value of your proposed activity.

The body of the pitch is the **Need** you meet; the **Benefit** your **Approach** gives the recipient and an indication of what **Competition** is present. It is not necessary, or recommended, to spend equal time on each element of NABC in your pitch; all should be covered, but you must emphasise what is most relevant in your case.

You should practice your pitch to give you the confidence to adapt it to different settings (place, time, audience). If you get less time to pitch than the standard **four minutes** of NABC, then the main focus should be to get the audience's attention and make them sufficiently interested to ask for more information later. If you get more time to pitch, start with getting the audience's attention and use the time to go more in-depth. Always use all the time you get.

Repeated practice is the key. Start with typing your pitch, then read it out loud and time it. Keep practising until you get a feel for how long the different parts of your pitch take to present.

