



**A2EP – 2xEP Energy Productivity Summit**  
**04-05 April, 2017**  
**Australian National Maritime Museum**  
**Darling Harbour, Sydney**

**Session 12**  
**Facilitating innovation in energy productivity**

Piers Grove

Mary Ritter

Jeremy Colless

*Darius Salgo > presentation follows*

Sid Rallapalli

*Chair: Christopher Lee*



*Doing more. Using less.*



NEXERGY

Enabling thriving communities  
with clean accessible energy

PRESENTATION FOR



5 APR 2017





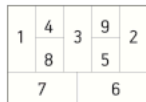
# Pollenizer

NEW GROWTH WITH STARTUP SCIENCE



<b>PROBLEM</b> <i>List your top 1-3 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i>
	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>		<b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i>	
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>		<b>HIGH-LEVEL CONCEPT</b> <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>		<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i>
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>			<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>	

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.





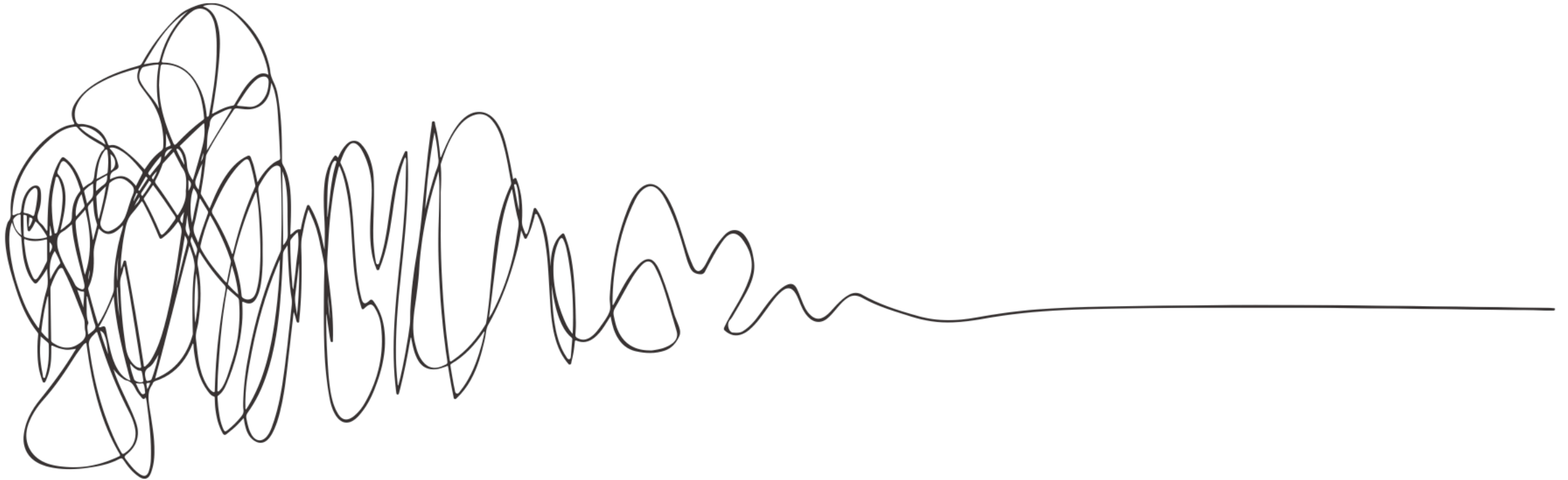
# Experiments

A man with wild, light-colored hair, wearing a white lab coat over a plaid shirt, green goggles, and two wristwatches, is holding two pistols. The word "Experiments" is written in large white letters across the center of the image.

## UNCERTAINTY/EMERGING PATTERNS

## CLARITY/FOCUS

focus of design-driven innovations (definition of new meanings)



### STRATEGY/VISION

stakeholder engagement  
situational analysis

### INSIGHTS

design research  
technological research

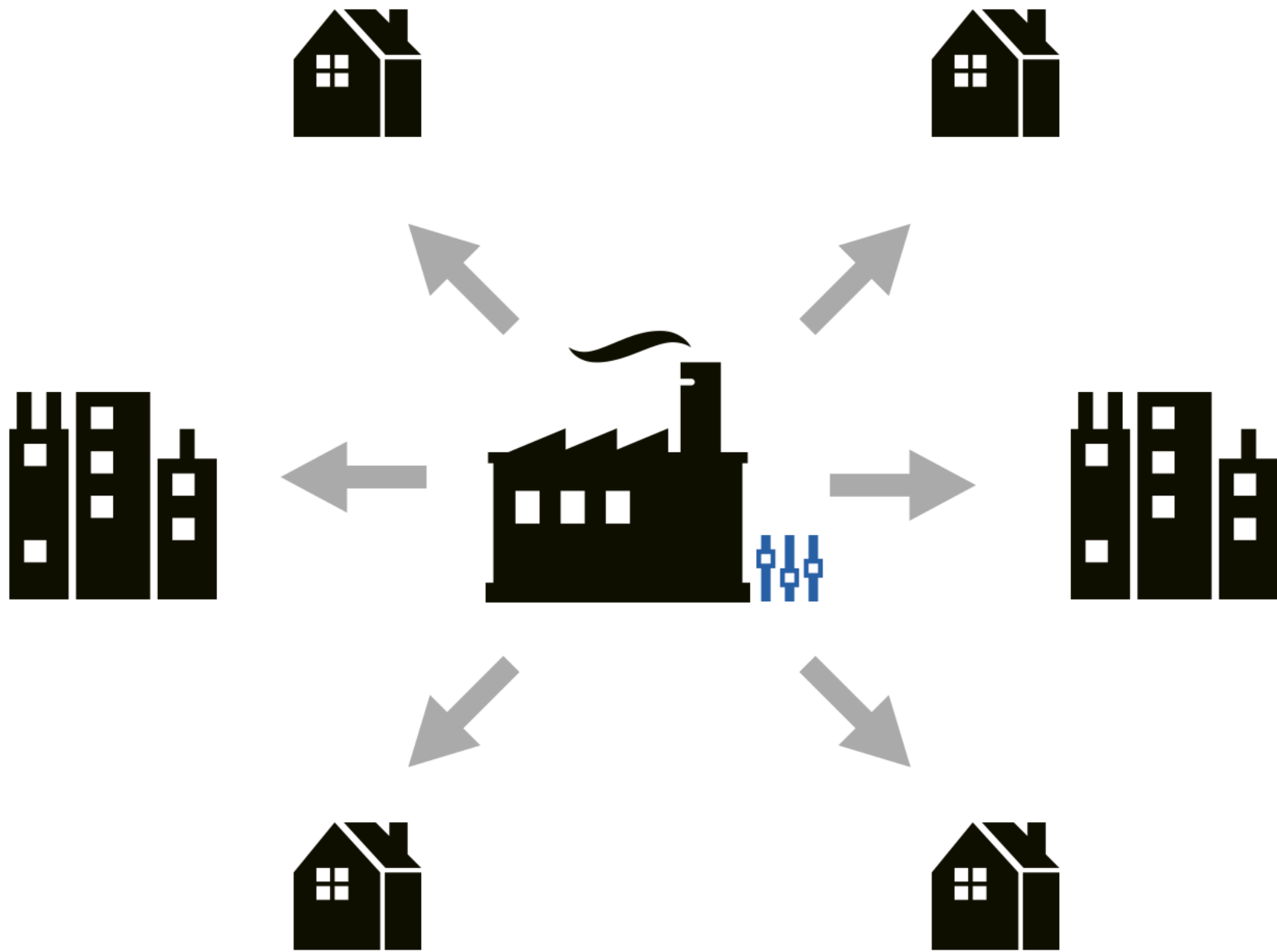
### CONCEPT

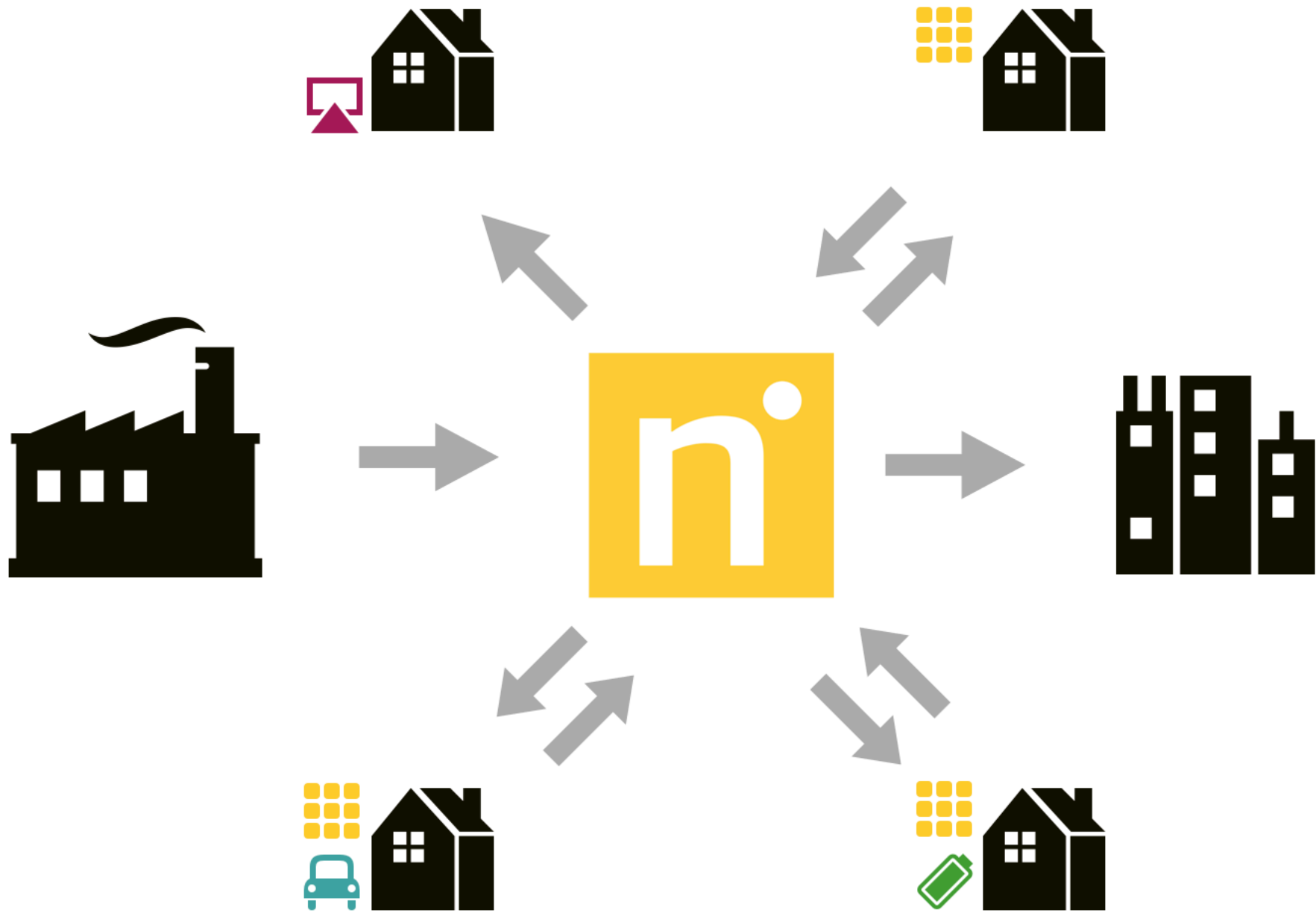
co-design  
prototyping  
customer validation

### DESIGN

product development  
interface design, visual design  
validation + metrics











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