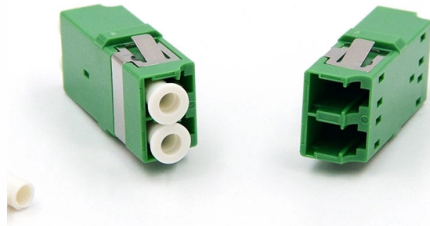


Sales Models in the Energy Internet Industry



AI Overview

Sales models in the Energy Internet industry are evolving from traditional electricity supply to digital, platform-based, and customer-centric approaches, leveraging IoT, smart grids, and peer-to-peer energy trading. Digital and Platform-Based Models Energy companies are increasingly adopting digital business models (DBMs) that integrate technologies like AI, IoT, cloud computing, and energy analytics to create new revenue streams beyond traditional electricity sales. These models allow companies to offer smart metering, demand response services, and electric vehicle (EV) charging solutions, often with dynamic pricing that incentivizes customer participation in energy efficiency and grid balancing. Platform-based models also enable distributed energy resources (DERs) to be aggregated and monetized, creating opportunities for both utilities and prosumers. Peer-to-Peer (P2P) and Prosumers The rise of prosumers—households or businesses that both consume and produce energy—has enabled peer-to-peer trading. Using blockchain and IoT-enabled platforms, prosumers can sell excess renewable energy directly to other consumers, bypassing traditional intermediaries. This model enhances grid flexibility, reduces costs, and empowers consumers to participate actively in energy markets. Subscription and Service-Oriented Models Some energy companies are shifting toward subscription-based or service-oriented models, offering bundled energy services such as home energy management, predictive maintenance, and energy efficiency consulting. These models focus on long-term customer engagement and recurring revenue, rather than one-time electricity sales. IoT-Enabled and Smart Grid Models The integration of IoT devices and smart grids allows for real-time monitoring, predictive maintenance, and dynamic pricing. Companies can monetize data-driven...

Article Content

The Potential of Digital Business Models in the New Energy Economy

This article highlights the potential of digital business models to facilitate clean energy transitions, with a particular focus on how they can enhance energy efficiency and demand-side

Recent advancement of energy internet for emerging energy

Key features of the energy internet such as energy sources, communication technologies, data computation, energy management systems and financial analysis are highlighted to enhance

When digitalization pervades, business models converge: A

We present a conceptual model that offers insights into three key areas: (1) industry structure, (2) end products, and (3) pricing strategies. Our recommendations are tailored to help

Business Models of Energy Internet Companies

Energy Internet companies typically use three business models: “IoT+”, “Internet+” and “Energy+”. The “IoT+” business model is often used in the new energy industry, energy storage

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This paper mainly summarizes the typically integrated energy business models at home and abroad, analyzes their service targets, contents, characteristics, etc., and finally puts forward

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