

An Energy Start Up - Some Observations

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Bristol Energy

- **Background**
- **Strategy**
- **Business Model**
- **Programme**
- **Business**
- **Governance**
- **Culture**
- **Summary**

Background

- **Belief in the need for socially responsible energy retailing**
- **Need to develop new revenue streams**
- **Costs/barriers to market entry are falling**
- **Bristol is in a great location for an energy start-up**
- **Bristol – 2015 European Green Capital**

Strategy

Coherent Strategy (5 years +)

- Focus on energy retailing
- Complement other Bristol City Council activities

Full Business Plan Developed with industry expertise

- Scenario planning
- Risk assessment

Energy retail
business

Don't under-estimate resourcing/time

Business Model

- ❖ Risk/Reward Trade off
- ❖ All are viable, proven routes to market

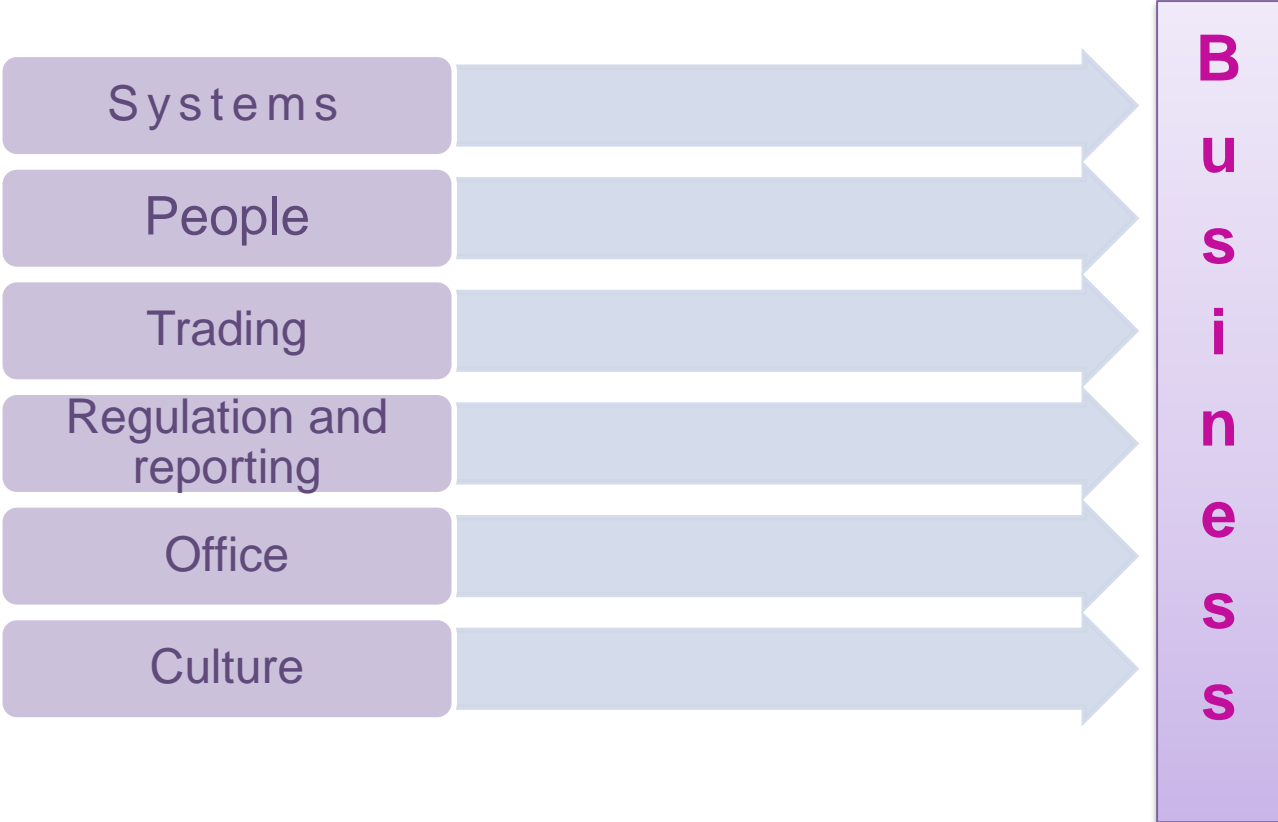


- ❖ How does this fit with other businesses?
- ❖ How does this fit with in/out source strategy?

Programme

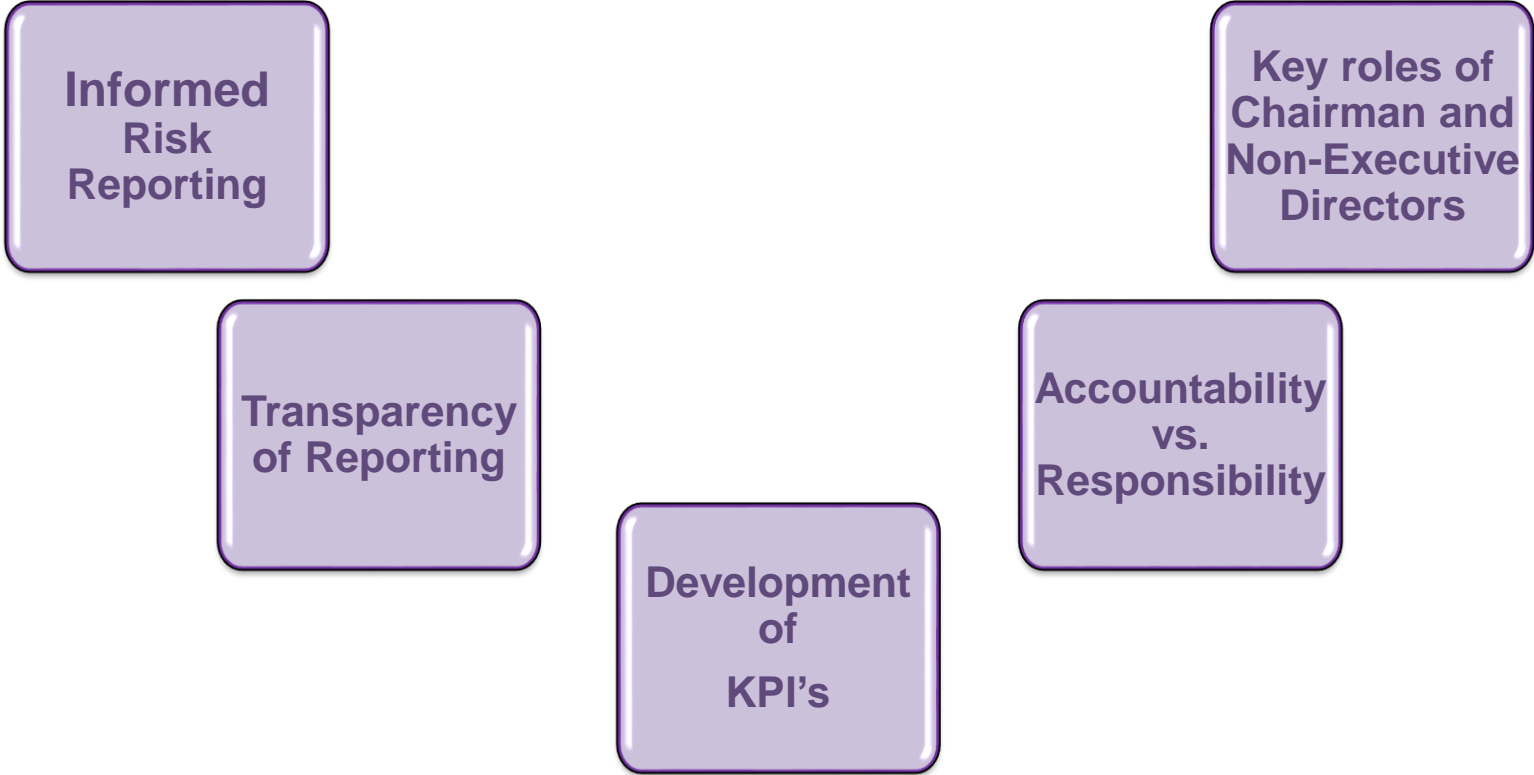
- **Strategy – commercial, systems and people**
- **Programme ownership and reporting – focus**
- **Rigorous programme management from the outset**
- **Positive culture – recognise limitations of existing knowledge and...**
- **Recruit key talent**
- **Extensive use of interim/contractor colleagues ('industry experts')**

Business Work Stream

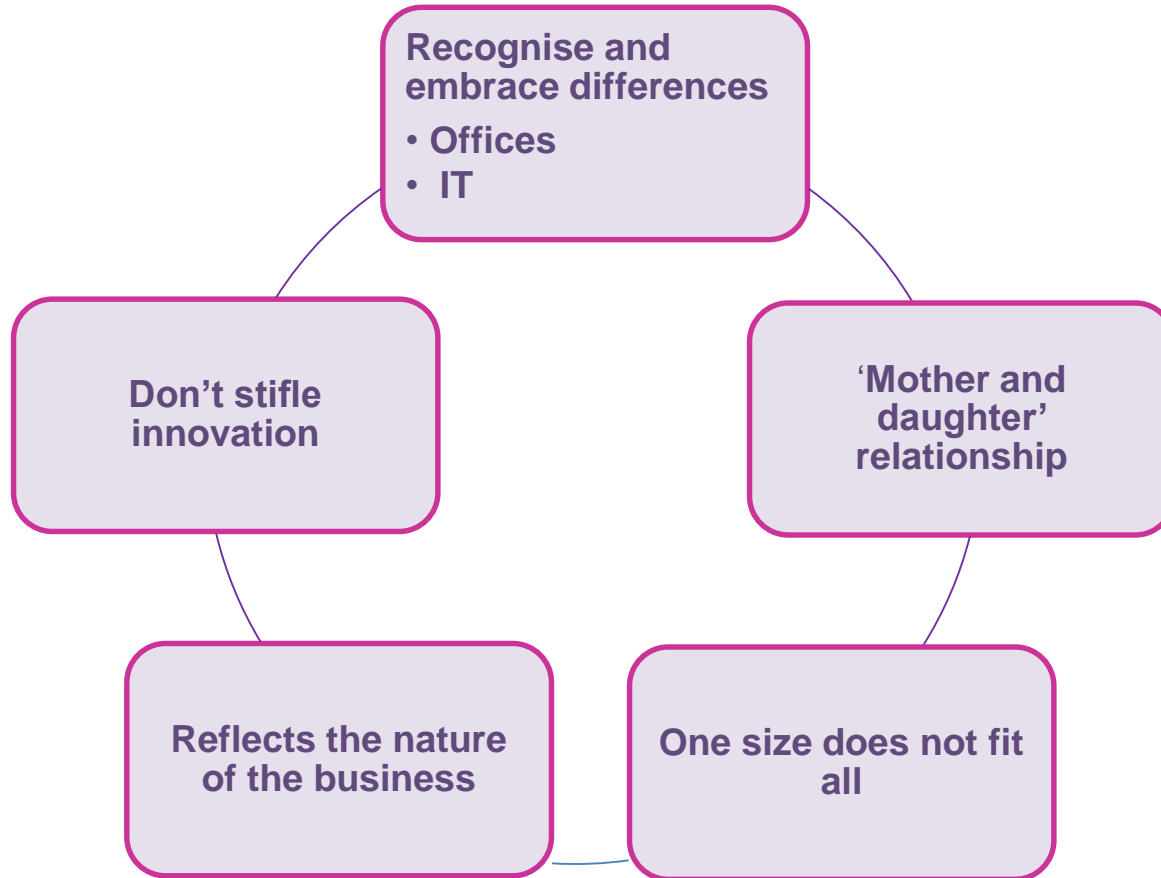


It's a people thing...

Governance



Culture



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