



# Business Modelling

From concept to commercial launch: scalable business models, built for board approval and market impact.



Business Case

Financial Model

Scenario Analysis

Investment Planning

## CORE COMPETENCIES (Excerpt)

New Revenue Models	Market Entry & Launch Excellence	Green Gas Business Models
<i>Energy companies identify attractive markets but lack a structured business case to secure internal approval and investor commitment – analysis alone does not unlock capital.</i>	<i>First-mover advantage in emerging energy markets is lost when market entry is delayed by unclear sequencing, missing partner frameworks or incomplete operational setup.</i>	<i>The biomethane, e-methane and green hydrogen economies are evolving rapidly – assessing and prioritizing the right business models from a complex landscape of options requires deep sector expertise.</i>
<b>We develop detailed financial models (NPV/IRR, P&amp;L, cash flow), revenue model designs and board-ready investment proposals – across eFuels, biomethane, green hydrogen, power direct marketing and PPA products.</b>	<b>We design go-to-market strategies, define channel and partner models, manage operational build-up and oversee launch execution – from market feasibility and sizing to full commercial readiness.</b>	<b>We develop and evaluate business models across the green gas value chain (production, logistics, trading, sales, end-use), apply multi-criteria prioritization frameworks and deliver board-ready implementation plans.</b>

## METHODOLOGY

**Customer-back design:** each business model starts from target-customer willingness to pay and the regulatory framework, then builds backwards to asset requirements, cost structures and risk profiles. All business cases are stress-tested through scenario and sensitivity analysis. Go-to-market plans are sequenced for early wins and scalable growth – with implementation ownership clearly assigned from day one.

## SELECTED PROJECT SUCCESSES

Build-Up Power Direct Marketing	Develop H <sub>2</sub> -Business Model Portfolio	Establish Biomethane Business Unit
<b>Regional power and gas utility</b> Business case developed and go-to-market strategy executed for PV and biogas CHP power direct marketing; fully operational business launched on time and within budget; service partners onboarded; master contracts for PV and CHP asset operators established.	<b>National agricultural and energy group</b> Portfolio of 12 green hydrogen market entry models developed; each model elaborated including strategic rationale, business case and action plan; 5 models prioritized; Senior Expert Session with directors and top management conducted.	<b>European multi-commodity utility</b> Board-approved concept for a fully integrated biomethane business unit (upstream, midstream); organizational design completed; lead funnel and midstream portfolio management established; successful market entry within 12 months.

**EnTra Consulting value add:** Financial models built by practitioners, not templated by theorists - we combine quantitative rigor with hands-on market knowledge, so business cases hold up under real investor and lender scrutiny