



**EnTra Consulting**  
Energy Transition Management

# Strategy Development

Evidence-based strategies for the energy transition:  
from market intelligence to board-ready decisions.



Market Analysis

Growth Strategy

ESG Roadmap

Market Entry

## CORE COMPETENCIES (Excerpt)

New Growth Opportunities	Competitive Repositioning	ESG & Sustainability Strategy
<i>Which opportunities in eFuels, bio-methane or green hydrogen are economically viable – and which are not? C-level executives need evidence-based clarity before committing capital.</i>	<i>Regulatory shifts and new entrants are fundamentally reshaping value chains across power, gas and renewable energies – strategic inaction is itself a competitive risk.</i>	<i>ESG commitments without an implementation architecture remain declarations of intent – lacking measurable targets, clear governance and budget allocation.</i>
We deliver structured market analyses, validated business cases and board-ready decision templates – from TAM/SAM/SOM modelling and scenario planning to investment proposals ready for Board approval.	We analyze competitive landscapes and regulatory frameworks (ETS, RED III, EU Taxonomy) and translate findings into strategic options that are internally consensus-ready and externally differentiating.	We develop sustainability strategies aligned to international frameworks (UN SDGs, GRI, EU Taxonomy, CSRD) and translate them into measurable roadmaps with defined responsibilities, budgets and milestones.

## METHODOLOGY

**Hypothesis-led analysis:** findings are formulated as structured hypotheses, then validated through quantitative market data, competitive intelligence and stakeholder input. All deliverables are board-ready – clearly structured, with explicit decision recommendations and scenario analysis. Stakeholders are engaged early to secure alignment and implementation readiness from the outset.

## SELECTED PROJECT SUCCESSES

eFuels Market Entry Strategy	Biomethane Market Outlook	ESG Strategy & Roadmap
<b>European multi-commodity utility</b> Technology pathways assessed (eMethanol, eAmmonia, SAF); portfolio of market entry options developed; board expert session prepared and facilitated; 100,000 t/a eMethanol project approved.	<b>Leading European biomethane producer</b> 148-page market study covering 12 biomethane marketing segments; 14% CAGR projected across all segments, 28–43% CAGR in high-potential segments; prioritized go-to-market recommendations with investment and benefit estimates.	<b>Hidden Champion, rail industry supplier</b> Board-approved ESG strategy and implementation roadmap with defined budget allocation, role assignments and milestone plan; 42 ESG measures defined across all 17 UN SDGs; completed within 3 months.

**EnTra Consulting value add:** Senior operators, not slide-deck theorists – our judgment comes from having run these exact markets ourselves