Vak: New Business Development — credits: 5

Vakcode	RWVM23NBD	**Werkvormen**	Onderwijs
Naam	New Business Development	**Toetsen**	New Business Development - Opdracht
Studiejaar	2026-2027		
ECTS credits	5		
Taal	Engels		
Coördinator	O.J. Teerling		

Leeruitkomsten

After completion of this module the student is able to:

1. Evaluate the economic, technical, legal and social feasibility of renewable fuel systems for mobility applications
2. Analyse the environmental impact of renewable fuel systems
3. Apply a common tool to develop a sustainable business plan
4. Succesfully pitching this business plan based on of the presented methods
5. Create a realistic value chain related to the business plan

Inhoud

Different sustainable fuel systems can be developed, each with its own characteristics and thus its own market, depending on the requirements that certain consumer segments will have.
In this module we will study two sustainable fuels systems based on gaseous sustainable fuels: bioLNG and hydrogen. Reference systems can for example be electric or fossil fuel based transport.
The final goal of this module is to investigate and present one of these sustainable fuel systems in the form of a business concept, including advantages and disadvantages when compared to other fuel systems.
To be able to develop such a concept, the following program has been developed:

1. Introduction on business models and recap LCA
- Chain analysis:
o Chain efficiency
o SCBA
o Financial analysis
- Stakeholder involvement
- Business Models
2. Introduction on two sustainable fuel chains
- Bio LNG
- Hydrogen
3. Value chain new business development
4. Business tools
- Business Model Canvas
- Financial parameters (ROI, NVP, CAPEX, OPEX)
- Partner analysis
- Competition analysis
5. Business development plan based on the tool from point 2 and 3 for one of the cases presented
6. Presentation and defense of own concepts based on one of the cases presented
- Pitch (who, what, how , why)
- Consultative selling technique SPIN
- Pyramid principle reasoning

Opgenomen in opleiding(en)

European Master in Renewable Energy

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