

August 2015

Research Success Story



PARTNERING TO STRENGTHEN COMPETITIVE ADVANTAGE

Karl Werlen, CEO of Misurio AG, joined the SEMIAH project (Scalable Energy Management Infrastructure for Aggregation of Households) to further strengthen his young company's competitive advantage, push its product development and create new business opportunities. The project aims to develop a scalable ICT infrastructure to control electricity consumption from household appliances in an incentive-based demand response programme.

One of the founders and CEO of the young company Misurio AG, Karl Werlen sees many opportunities with regard to energy transition. To stay ahead of global competitors, the company searched for opportunities to further strengthen its competitive advantage by refining its products and creating new applications for them. Due to previous experience in FP7 projects, he knew that if there were a proposal that matched, this would be a unique opportunity to "broaden our horizon, expand our network and gain access to know-how to accelerate the company's development".

Win-win situation

Werlen was informed about SEMIAH by his contact at the HES-SO, University of Applied Sciences and Arts Western Switzerland. When he saw the focus of the project and the work package for his company, he realised he had found

the match he was looking for. "Due to the parallels between the SEMIAH project and our own developments, we saw a win-win situation that would enable us to push our own products, get information from business partners and benefit from the outcomes of the project".

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New business opportunities

In SEMIAH, 12 partners from 4 different countries work together, representing all levels in the energy value chain. Misurio brings to the project its Best Bid product, a simulator for the estimation of financial benefits for energy trading, to define potential business models. "By applying

our own product, we have the opportunity not only to refine it but also to further develop it with new applications". In addition, Werlen sees other advantages: "We hope to obtain more information from other partners, in particular the participating electricity grid operators. We aim to get a good understanding of their requirements in order to discuss business opportunities with them and to further expand internationally".

Challenging collaboration

"Collaboration with universities and other businesses offers the possibility to sharpen your profile, check ideas and develop new products", Werlen says. However, collaboration with universities is also a challenge due to their different approach and interests. "The challenge for us is to get universities to help turn scientific results into feasible business cases".

About SEMIAH



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Karl Werlen
CEO Misurio AG

CONTENT SUMMARY

Through the SEMIAH project, Misurio, along with other Swiss and European partners, aim to develop a scalable ICT infrastructure to control electricity consumption from household appliances. The incentive-based demand response programme will enable a shift of energy consumption from peak to off-peak periods. It includes improved integration of electricity generated by renewable energy sources. In addition, new business models to quantify costs and benefits for all players in the value chain are being developed.

Euresearch is the Swiss network mandated by the State Secretariat for Education, Research and Innovation providing targeted information, hands-on advice and transnational partnering related to European research and innovation programmes.

FACTS AND FIGURES

Project Name
SEMIAH – Scalable Energy Management Infrastructure for Aggregation of Households

Research Area
ICT, Telecom. & Energy

Organisations
Aarhus University, Denmark (Coordinator) and 11 partners

Start Date – End Date
01.03.2014 – 28.02.2017

Duration
3 years

Project Cost
€5.38 million

Project Funding
€3.76 million

Programme
FP7 ICT

More Information
semiah.eu

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