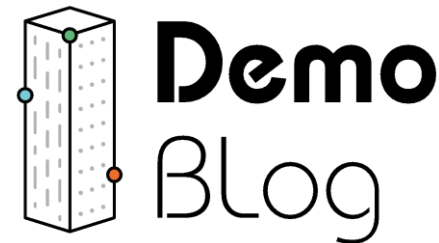


# Business Models for DBLs

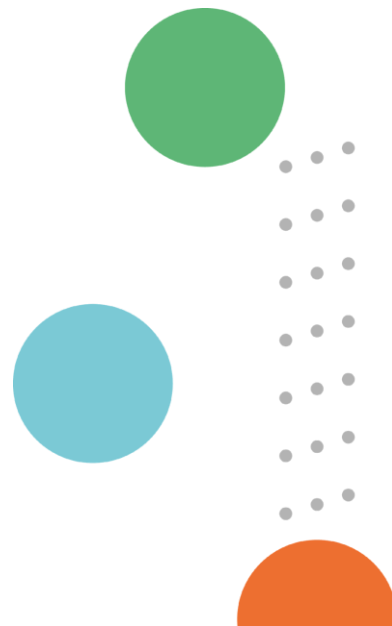
WEBINAR: DBLs understand and unlock their potential

**Rachel Desmaris (R2M Solution)**

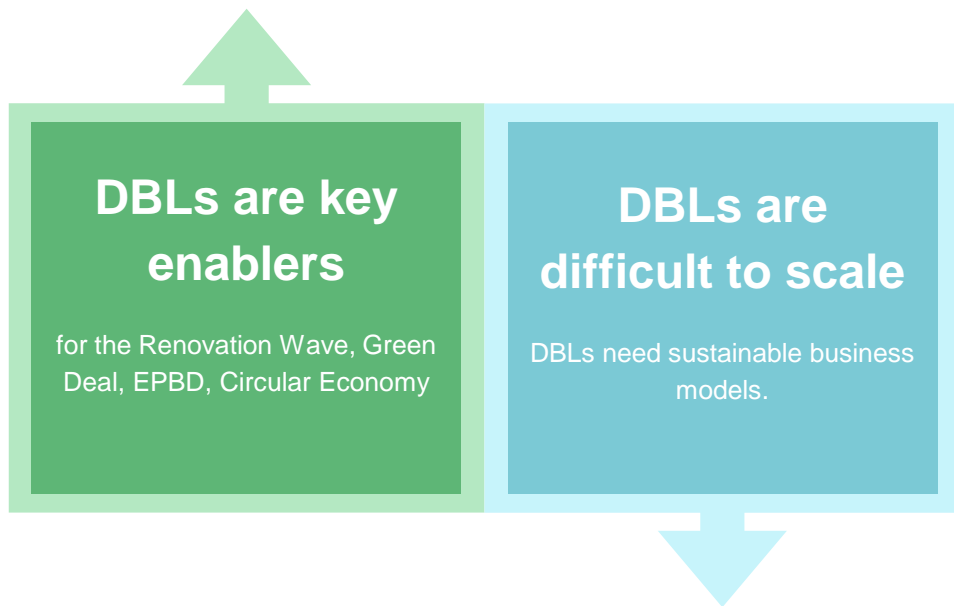
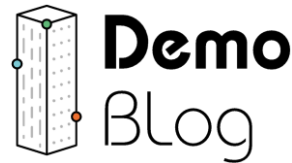


**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749



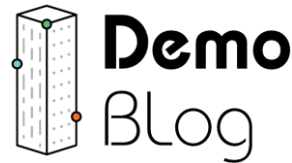
# Why business models matter for DBLs?



**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

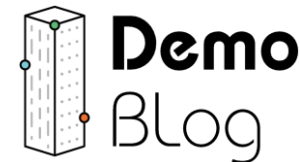
# Core value proposition of DBLs



**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

# Who pays? who benefits ?



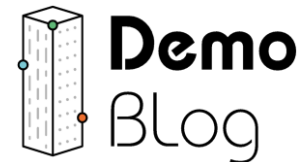
Stakeholders	Benefits	Potential payment role
Homeowners	Insights, renovation aids	B2C / via public scheme
Public bodies	Policy data, compliance	Funder / client
Real estate	Asset management, ESG, added value	Client (B2B)



**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

# Who pays? who benefits ?



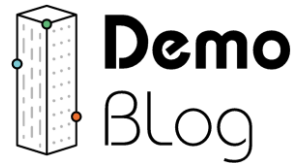
Model	Revenue source	Example
B2B	License / Subscription (API connectors)	CLEA, CHIMNI
B2C Freemium	Free basic + premium add-ons	CLEA (future), CHIMNI (UK)
Publicly funded	Government budget or public tender	Woningpas



**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

# Case snapshot - CLEA (France)



**Led by:** Qualitel

**Model:** Evolving from B2B to Freemium / B2C

## Financial flows

- CLEA is 100% privately funded, with revenues from social landlords and industry partners.
- Indirect revenue through commission fees from industry leads.

## Data and technology

- Integration of API connectors from local administration databases.
- Data validation and trust issues exist; blockchain considered but not implemented.
- Integration with smart meters (Linky/Gazpar) and French national databases (BDNB).

## Challenges and opportunities

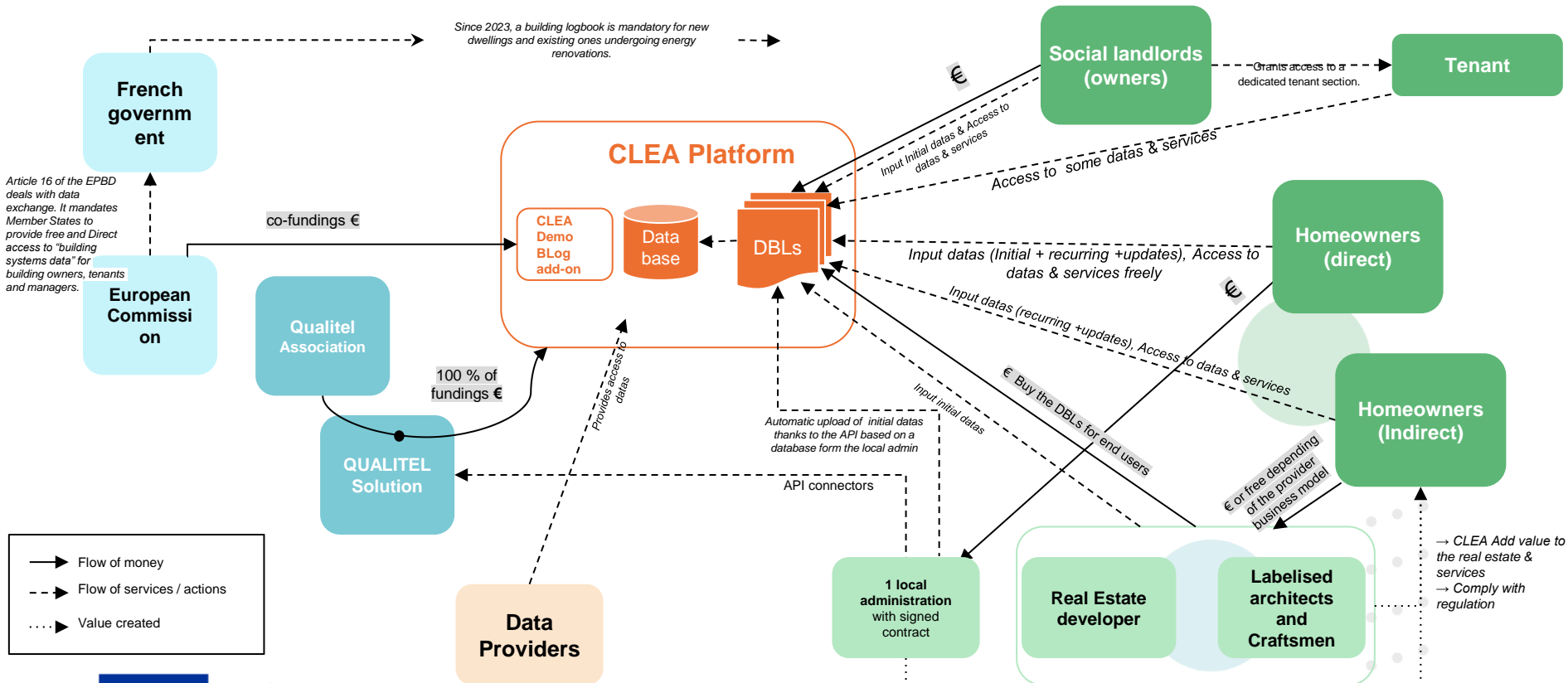
- Challenge: Data validation, trustworthiness.
- Opportunity: Expanding industry partnerships and governmental data collaborations.



Co-funded by  
the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

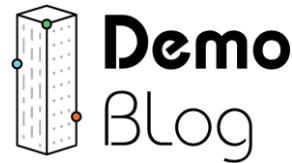
# CLEA Business Ecosystem mapping



**Co-funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

# Case snapshot - Woningpass



**Led by:** Flemish Energy and Climate Agency

**Model:** Publicly funded, government-operated DBL

## Financial flows

- Predominantly government-funded with minimal EU support.
- Free for end-users; financial sustainability relies on continued public funding.

## Data and technology

- Minimal internal data storage; integration of extensive government data sources.
- Offers clear visualisation for renovation pathways.

## Challenges and opportunities

- **Challenge:** Long-term funding sustainability and reaching "sleeping homeowners."
- **Opportunity:** Enhancing user interaction through interactive features (maintenance reminders, energy meter integration).
- Planned expansion to non-residential buildings and new data themes (e.g., heritage, materials).

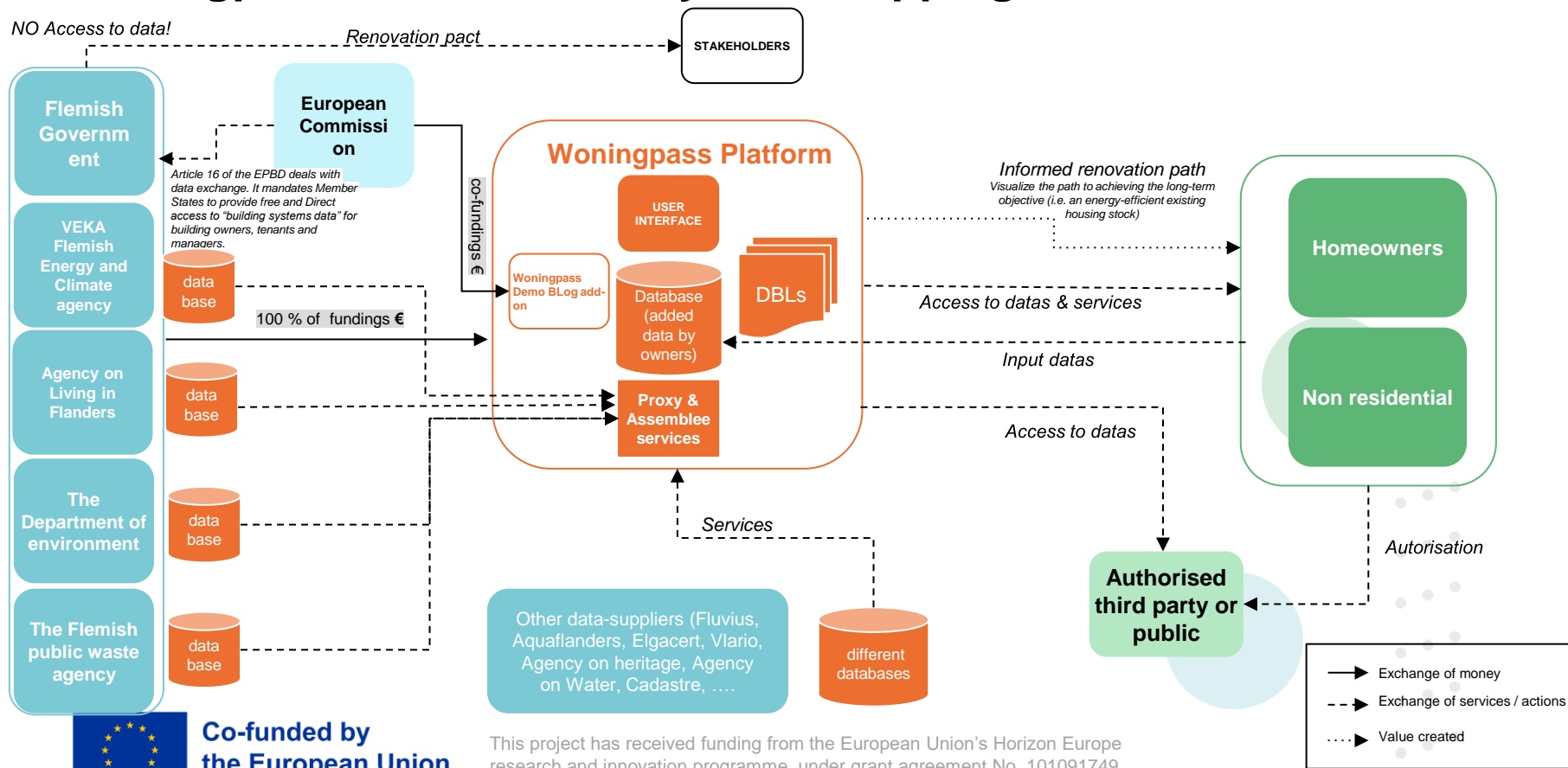


**Co-funded by  
the European Union**

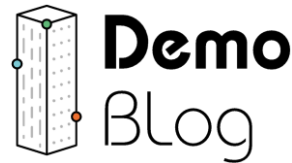
This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749



# Woningpass Business Ecosystem mapping



# Conclusion: key enablers for viable business model



- **Legal mandates:** e.g. DBL for every building sale or renovation.
- **API access** to EPCs, public data, BIM.
- **Data privacy and control** (trust matters, blockchains, DBLs passing from one owner to the next one).
- **Public-private partnerships.**
- **Interoperability:** avoid vendor lock-in.

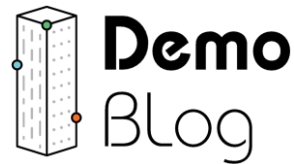


Co-funded by  
the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749



# R2M Solution



**Thank you for your attention**

Rachel Desmaris

