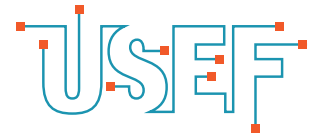


# Kickstart your smart energy demo

To unleash the full potential of your demonstration project and accelerate the market introduction of your smart energy solutions, a generic design for a fully functional smart energy ecosystem is essential. USEF provides a modular design of a smart energy system that can be customized to the needs of your project. It guarantees the essential interoperability of your products and services and it ensures that the solutions become repeatable and future proof thus safeguarding your investment in the demonstration project.

It is far from trivial to develop a complete smart energy ecosystem that seamlessly integrates with the existing energy market and aligns with existing and emerging EU policies. USEF provides a modular design for demonstration projects to create such a system. The templates for the services and propositions provide insight in how to start a new business or expand existing ones. Tasks and responsibilities of the actors in a smart energy system are described in a role model and a business case tool is available to provide you with insight in the value creation on the energy market.

USEF enables you to utilize a shared infrastructure, lowering the costs for innovation and development. This shared infrastructure implements an integrated smart energy market as well as a supporting framework with data collection and analysis services. The former enables you to maximize the value of the flexibility provided in your smart energy system whereas the latter helps you to evaluate the results of your demonstration project and maximize the learning effect. Application of USEF allows you to speed up the development process and reduce the costs of your demonstration project. The same holds for the smart energy products, services and solutions that are applied in your demonstration project. By choosing to adopt USEF as the standard for your demonstration project it becomes more attractive for solution and service providers to participate in as the market size for their products and services directly increases, lowering the costs per unit.



# Improve, rinse and repeat

The validation of USEF in practice is an essential step towards large scale market introduction of smart energy systems. Your demonstration project cannot only support the promotion of the USEF framework but also supports detailing the many aspects of USEF. Technology and implementation choices do have to be made in practice. Your demonstration project will provide insight in what fits best with the aims of the USEF and SEC as a whole in mind.

A full-fledged demonstration of a USEF compliant smart energy system is essential to convince various stakeholders and show how the envisioned smart energy systems look in practice. By actively involving end-users we learn what drives them to become active 'up- and downloaders' of energy and gain insight in their needs and requirements of smart energy products and services. Hence your demonstration project provides a rich source of information and insights for the improvement and perfection of USEF.

Although the USEF design aims to remain implementation and technology agnostic your demonstration project is essential to make the step from the conceptual, functional and logical design level of USEF towards the practical implementation. Technology choices have to be made in the development process of USEF compliant products. Your demonstration project provides a test and demonstration environment for these USEF compliant products and services and allows us to validate their functionality and interoperability.

Large scale demonstration is not only essential to commoditize the USEF compliant smart energy services, products and solutions but also to validate the business case parameters and various hypotheses behind the design of USEF. The validation of the business case is essential for both the commercial success of USEF itself as well as your demonstration project itself. To summarize your demonstration project will pave the way towards future proof, cost effective interoperable smart energy systems.

