



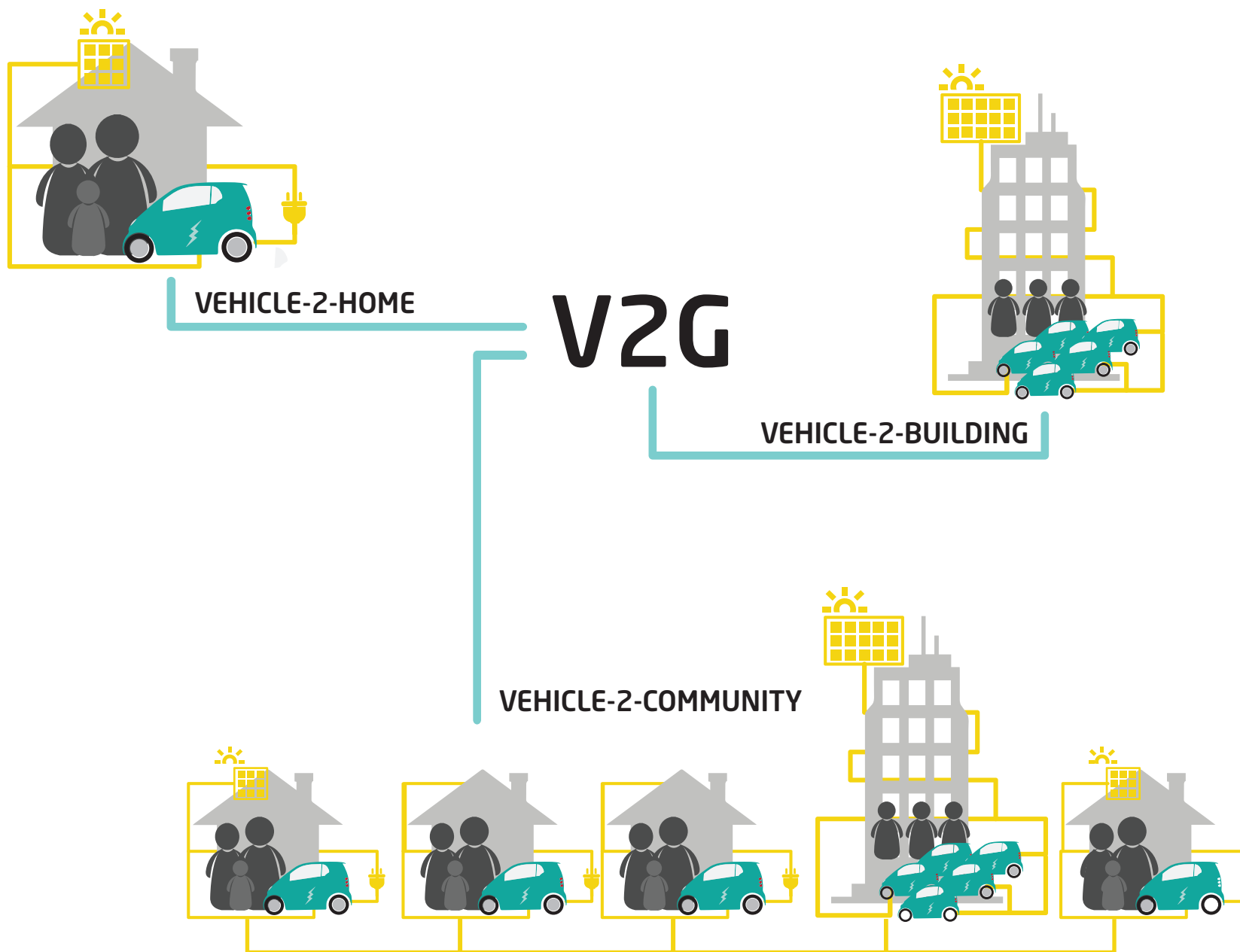
**WELCOME**

## AGENDA

18.00 - 18.20	ARRIVE - DINNER AND DRINKS
18.20-18.30	Warm Up Game
18.30- 18.40	Introduction
18.40-18.50	Exercise 1
18.50-19.00	Draft of the Service
19.00- 19.20	Discussion
19.20-19.30	BREAK
19.30 -19.40	Introducing the added values
19.40 - 20.30:	Exercise 2
20.30 -21.00:	Team Presentations
9.00 pm:	DRINKS

A man and a woman are standing on a stage in front of a large white screen. The woman, on the left, is wearing a grey cardigan over a light pink shirt and dark pants. She is leaning against a black metal chair with a wooden seat. The man, on the right, is wearing a dark button-down shirt and blue jeans. He is also leaning against a similar black metal chair. Both are looking towards the right side of the frame. The background is a plain white wall. The floor is dark wood. The text "INTRODUCTION GAME" is overlaid in large, white, bold, sans-serif capital letters across the bottom of the image.

# INTRODUCTION GAME





# SHARING



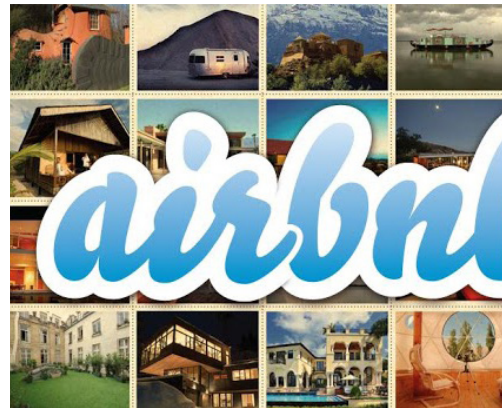
COMMODITY EXCHANGE



NO RETURN / GIFTING

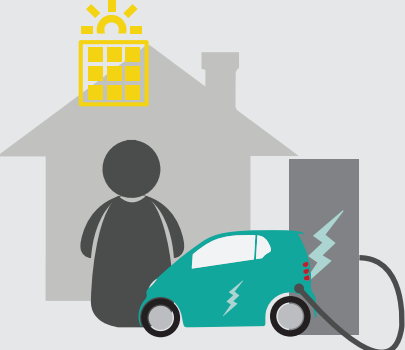


MONETARY SHARING

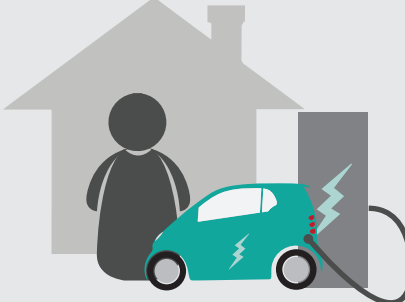


'TRUE SHARING' // FAMILY, COMMUNITY

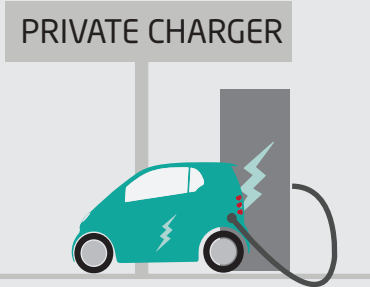

# V2G - USERTYPES



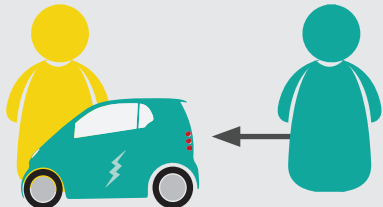
- OWN EV
- OWN CHARGER
- OWN ELECTRICITY PRODUCTION



- OWN EV
- OWN CHARGER

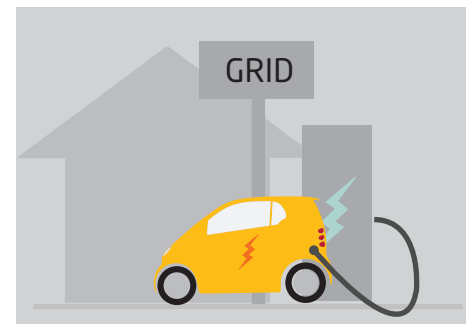
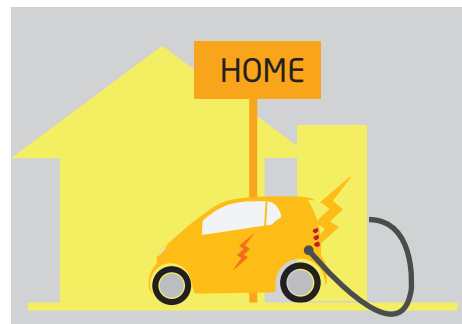
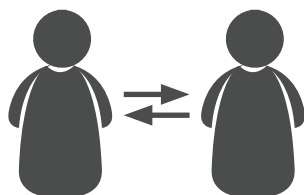
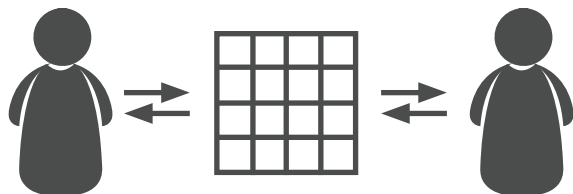
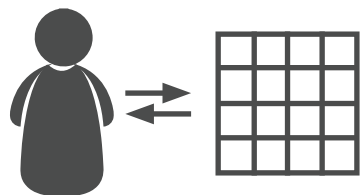


- OWN EV
- PUBLIC CHARGER



- DRIVING THE EV OF SOMEONE ELSE

# MODES OF SHARING IN V2G



**vandebron** Wat werkt het? Vraag & Antwoord Over Vandebron Energie Jobs Vragen f t

### Energie rechtstreeks van de boer.

"Ik koop mijn energie bij Bernard en Karin. Dat is echt duurzaam en veel voordeliger."

Sanne  
Klant in Amsterdam

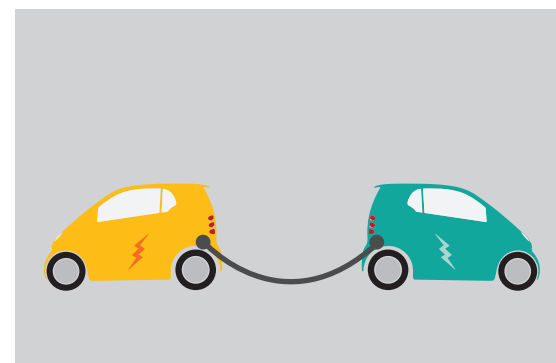
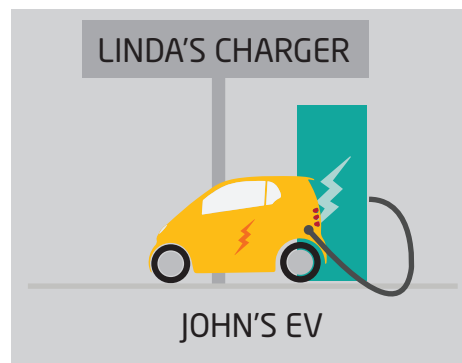
Kies nu jouw boer: **START**

"Energie kun je nu direct bij ons kopen. Energiebedrijven hebben we niet meer nodig."

Bernard en Karin Kadik  
Boer in Middenmeer

**Voordeliger, duurzamer, in 2 minuten geregeld.**

Levensduurboer  
Wolke van der Vlist  
Energievrijheid 2017-2018



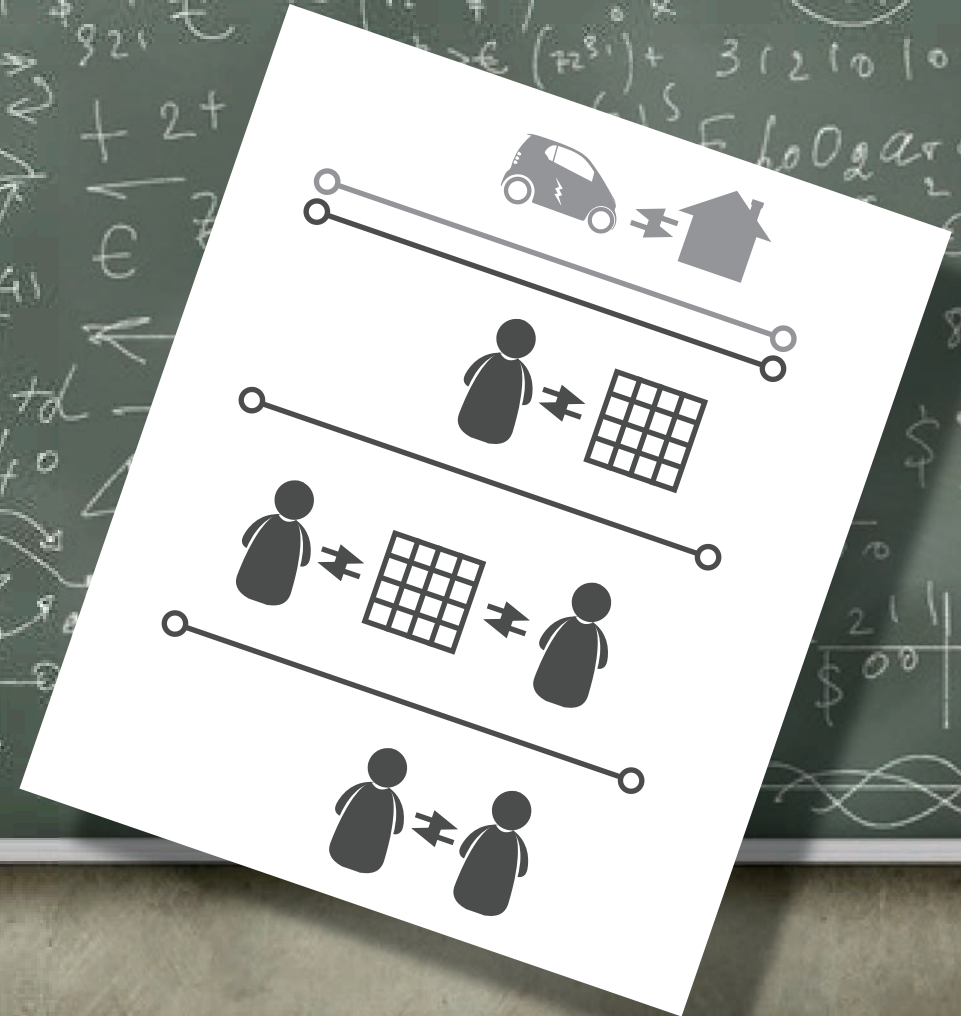
# ENVISIONED ELEMENTS OF THE V2X SERVICE



PROFILE  
ENERGY USAGE  
ENERGY NEED  
SHARING OPTIONS  
CHOOSE ENERGY SOURCE  
BATTERY STATUS  
TRIP PLANNING



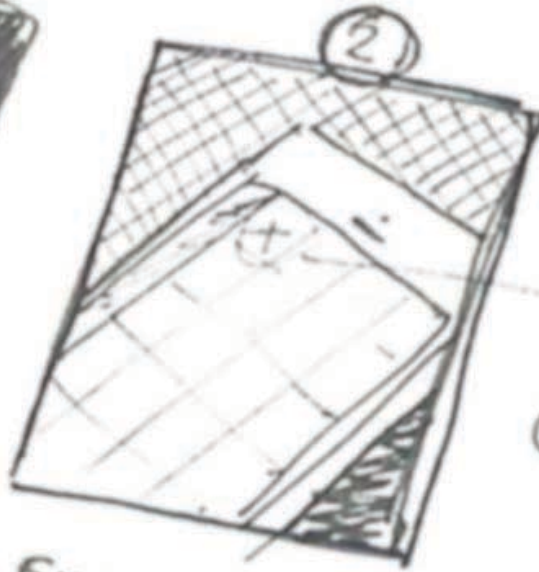
# EXERCISE 1



# FIRST DRAFT OF THE SERVICE



SAVE  
FILTER

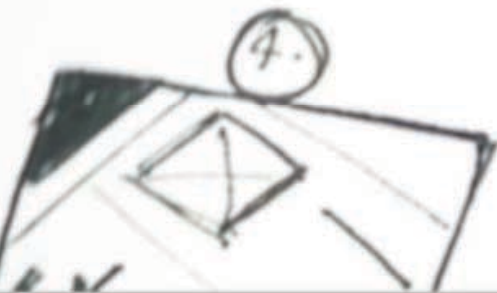


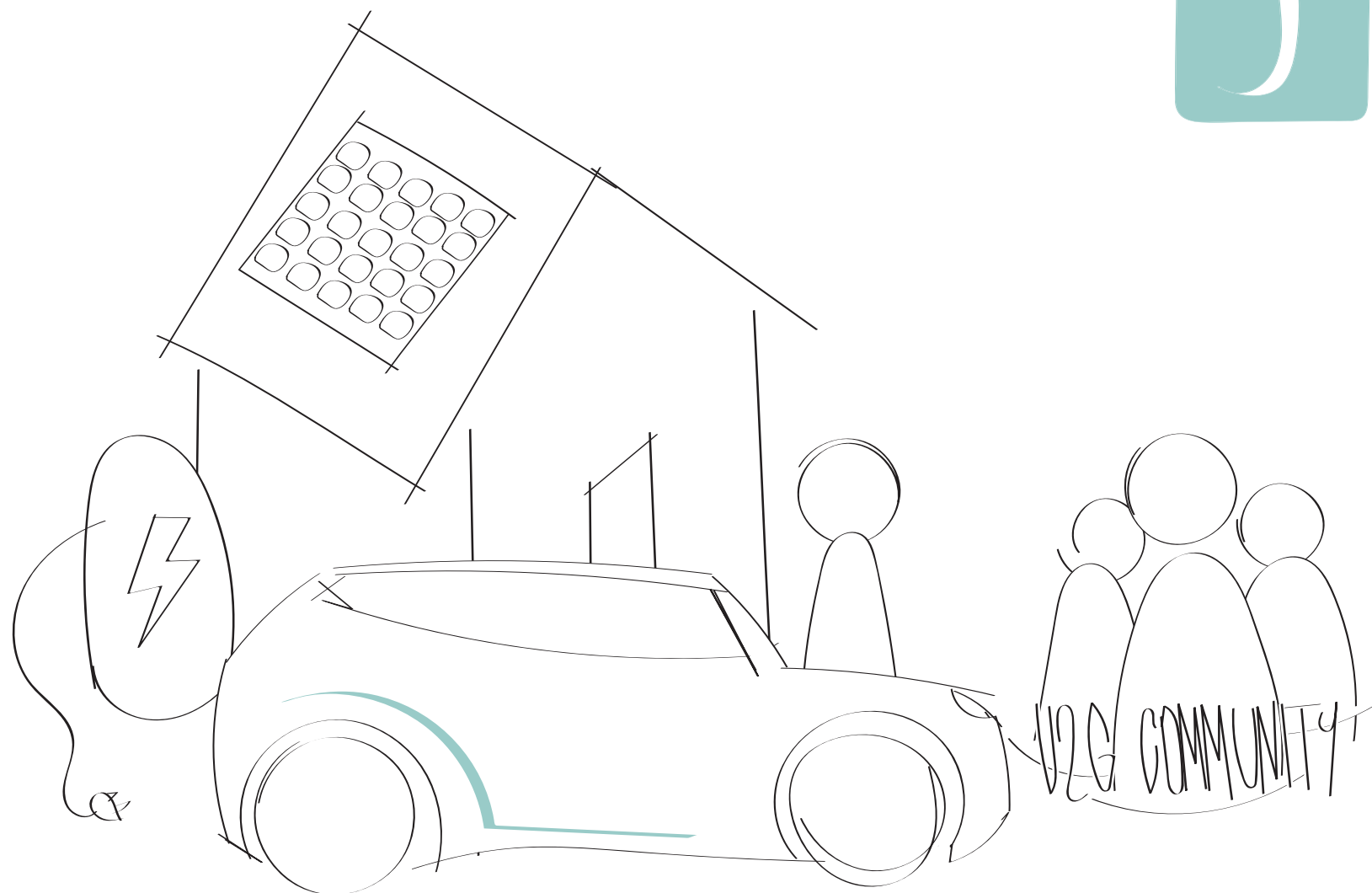
FILTER  
ADDED INTO  
PERSONAL  
FILTER



ICON FOR  
PERSONAL  
FILTER ADDED?

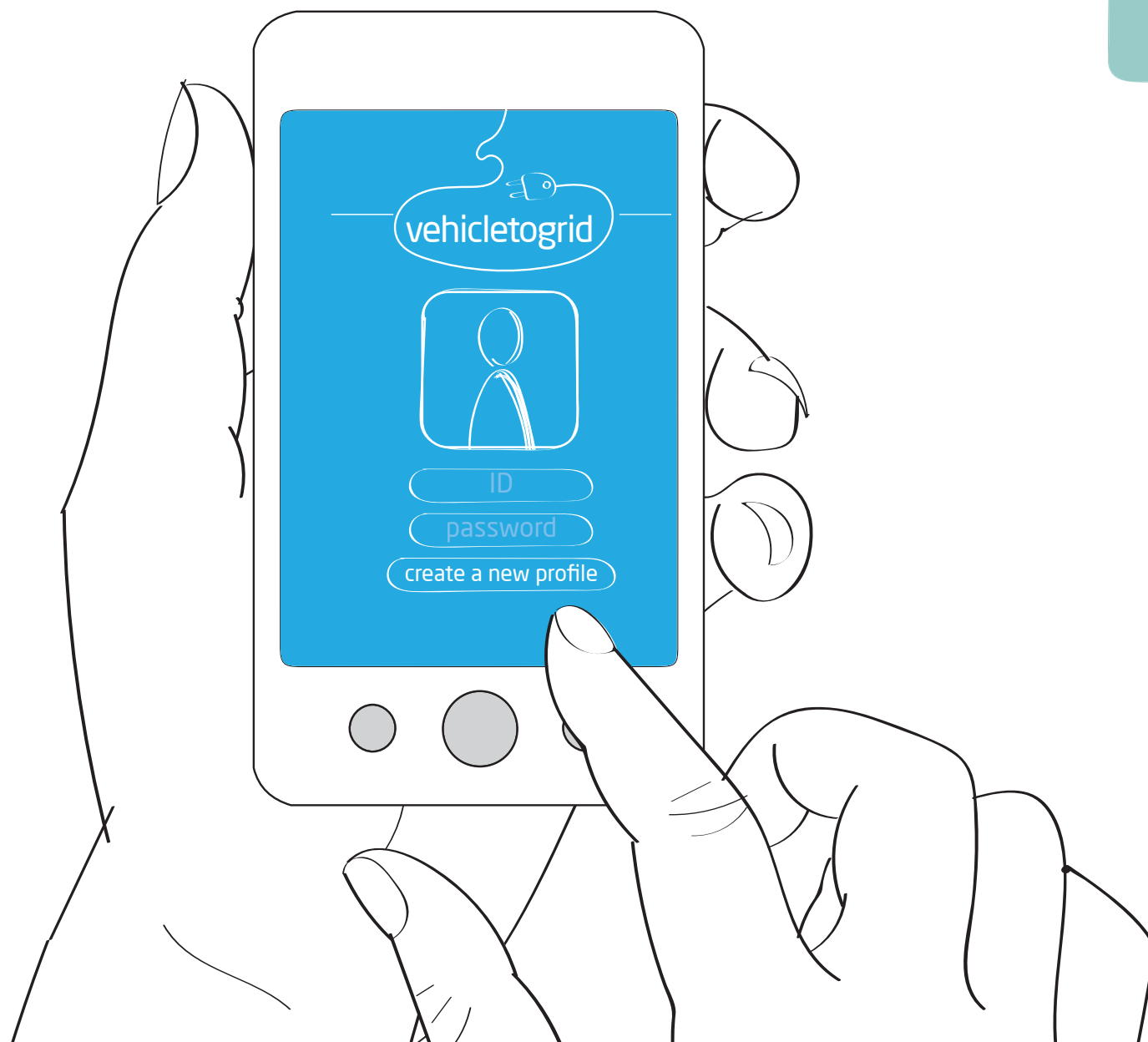
SO MAYBE  
BOXES NEED TO  
BE BIGGER

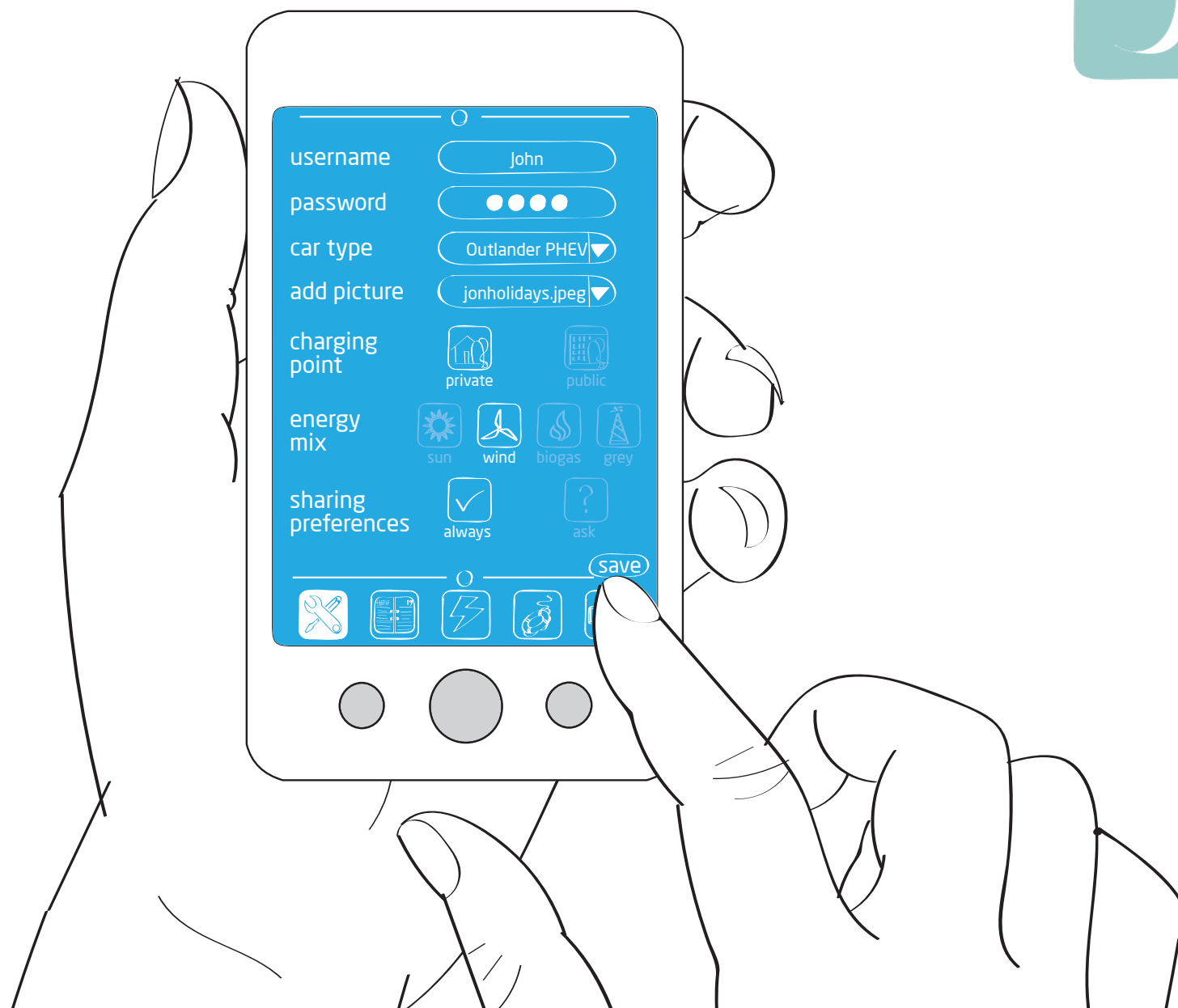


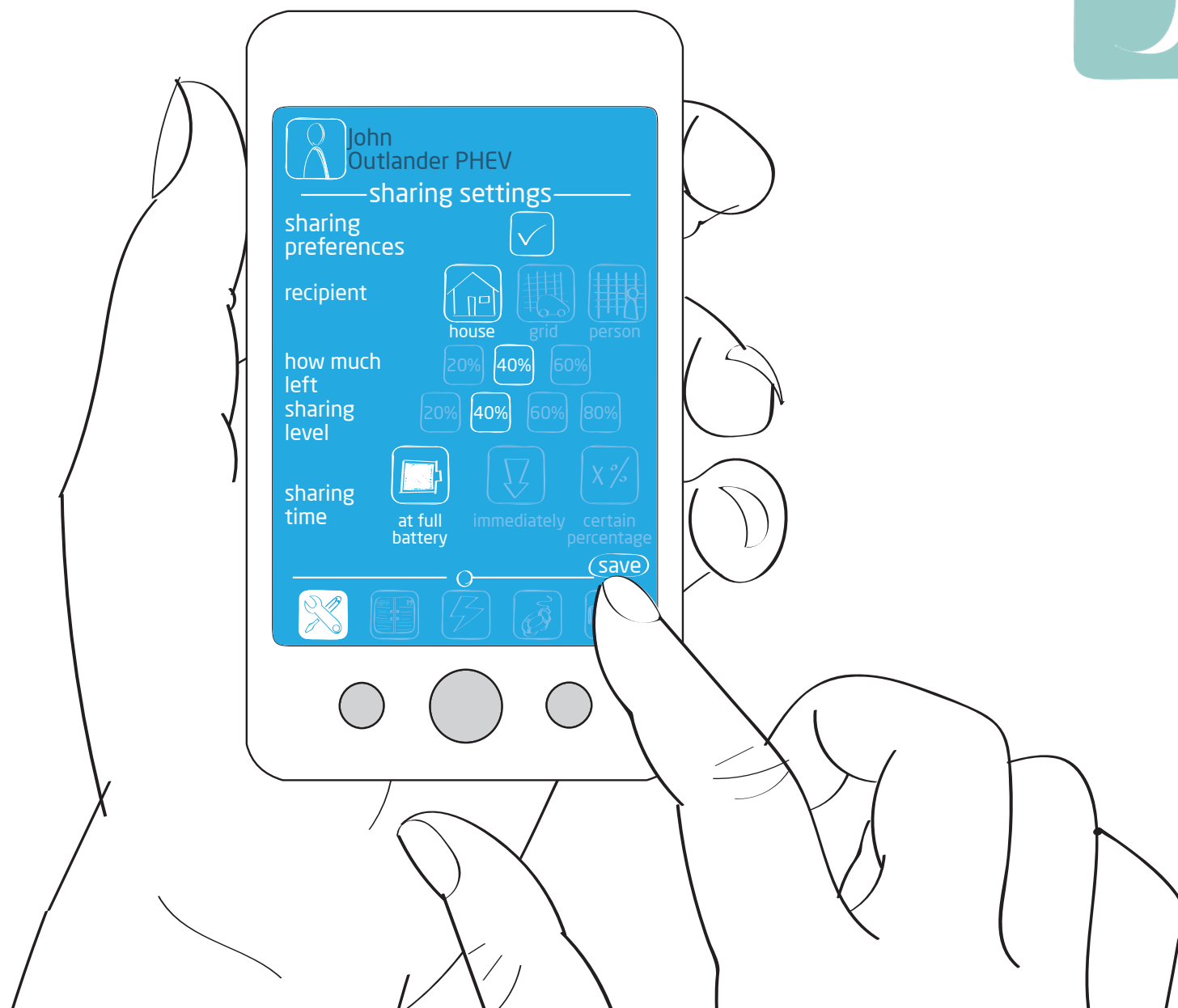


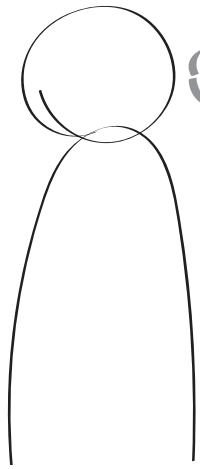




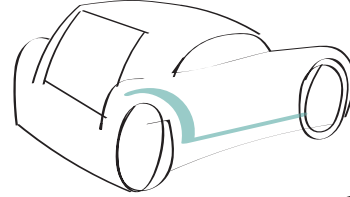








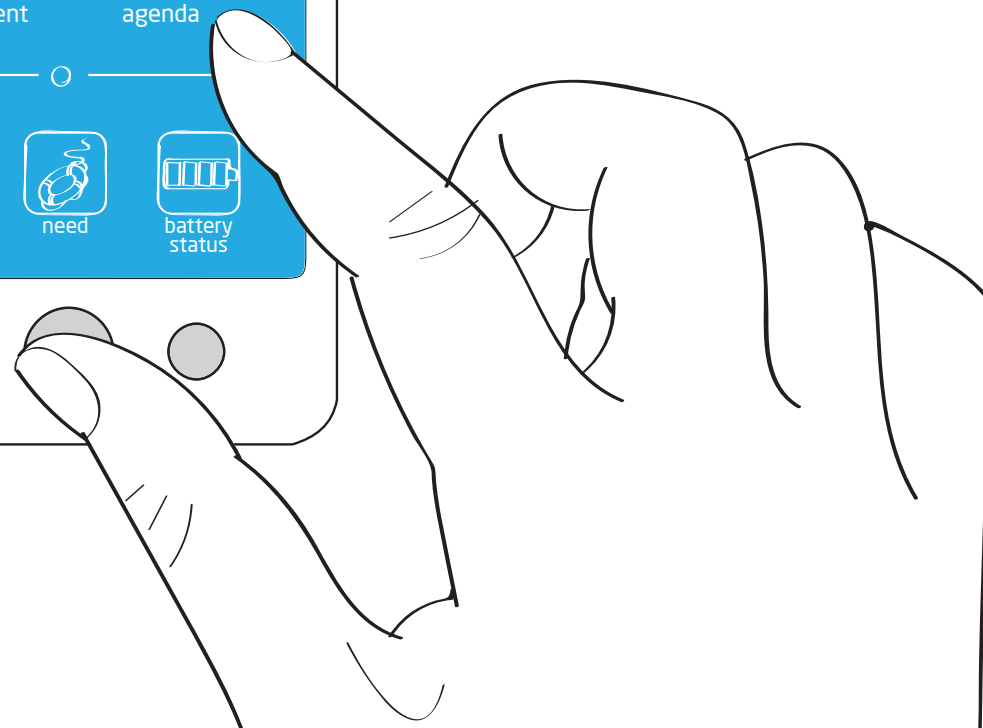
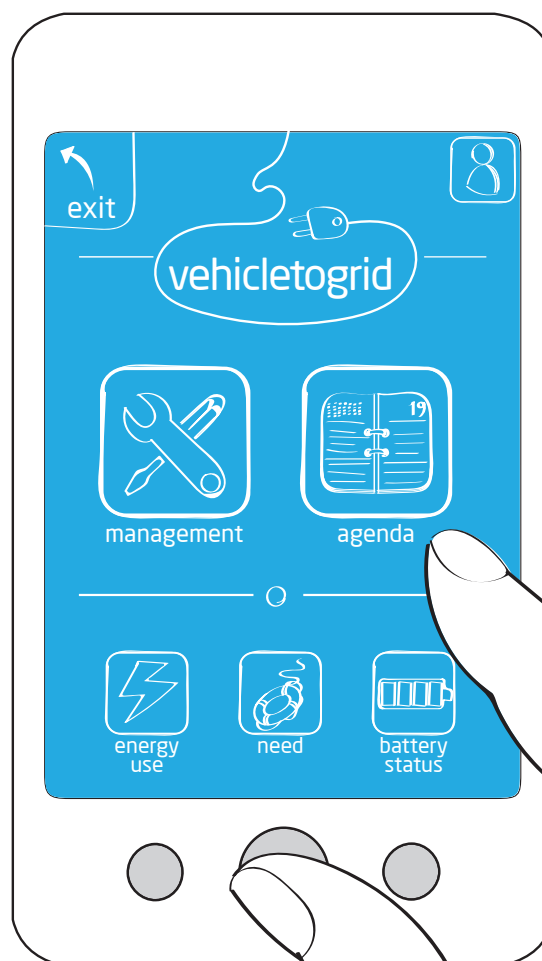
DEN HAAG  
10:00 AM



AMSTERDAM  
15:00 PM





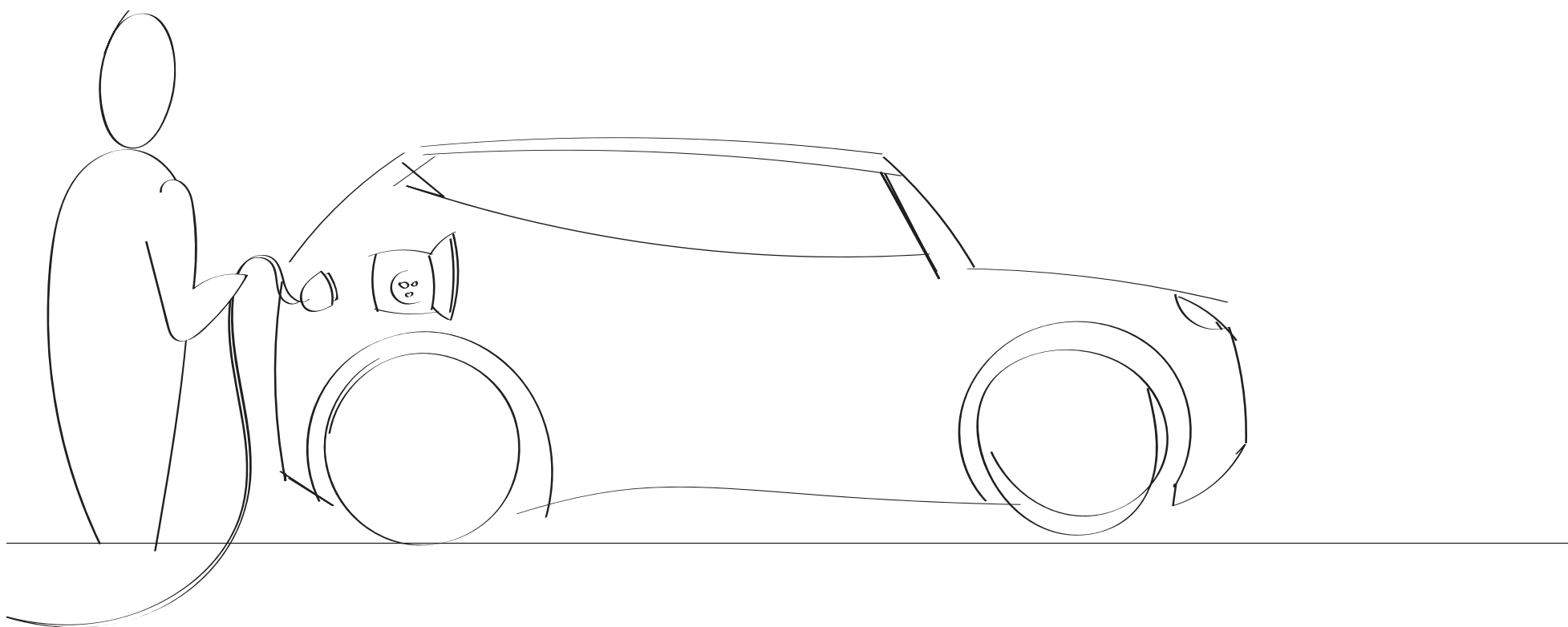




...THE NEXT DAY



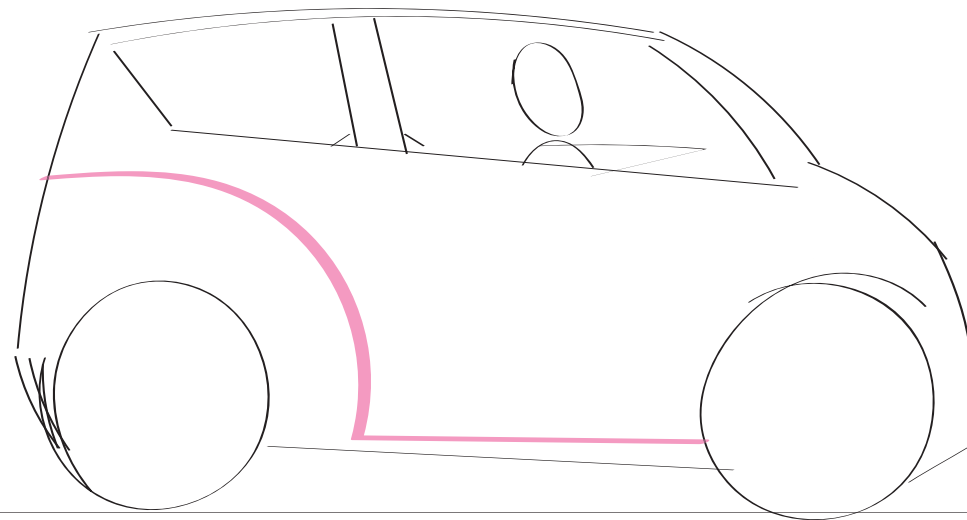
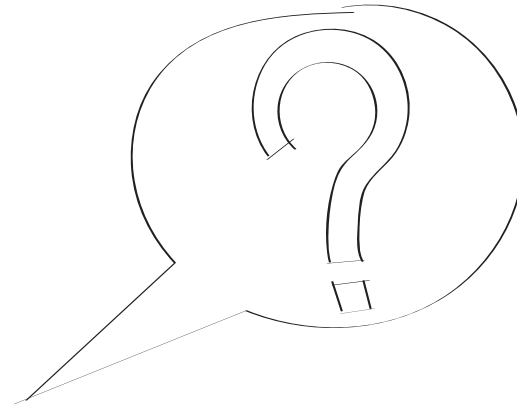
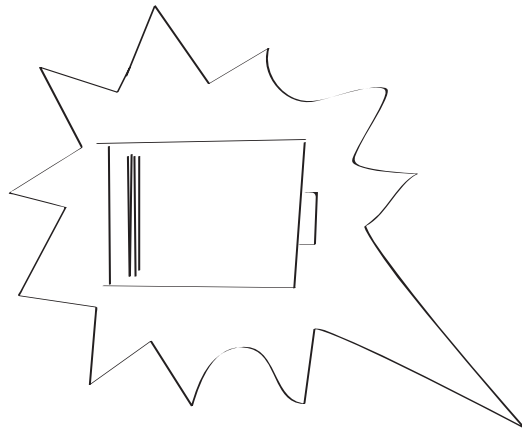
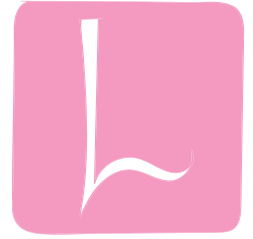




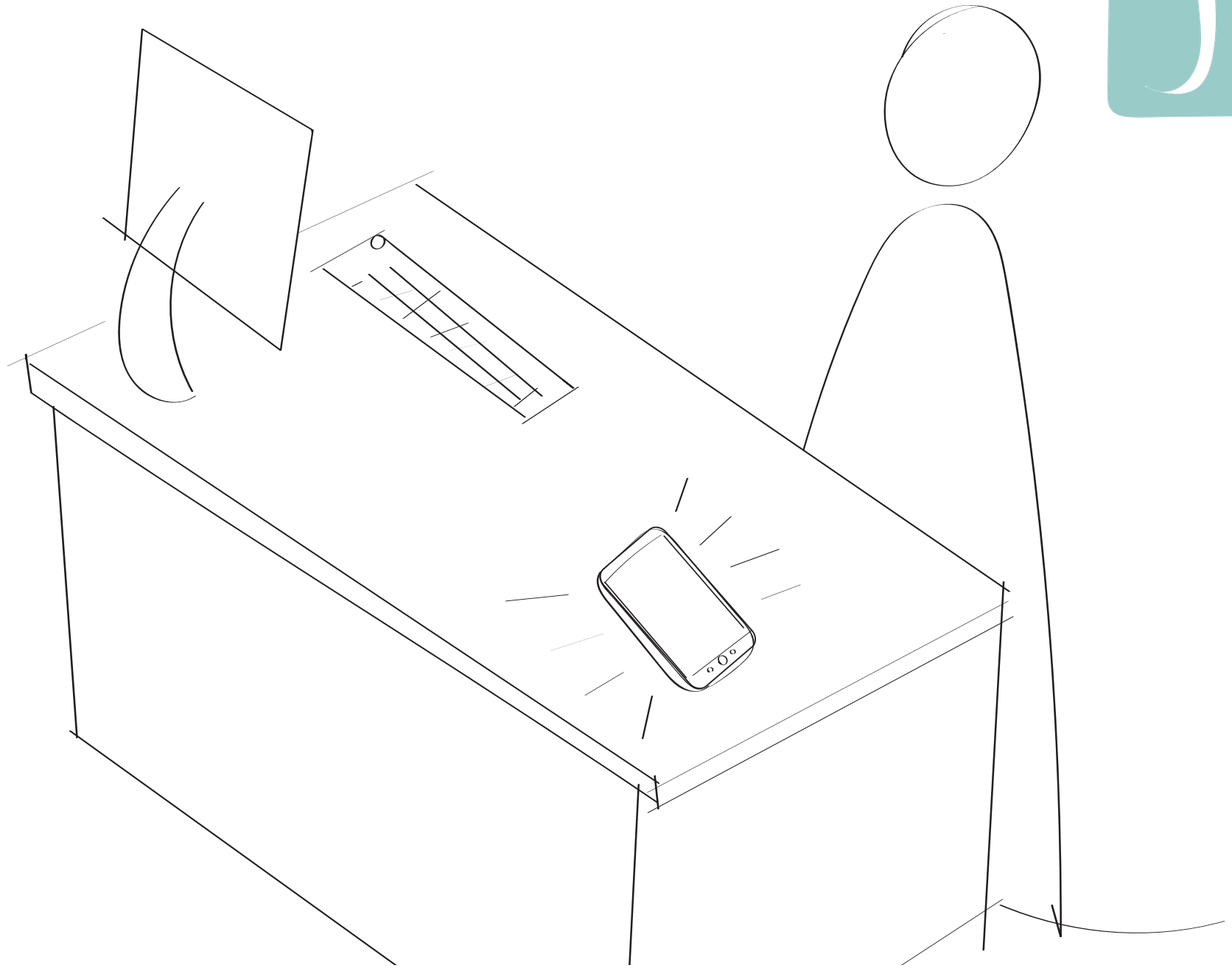


... A FEW HOURS LATER

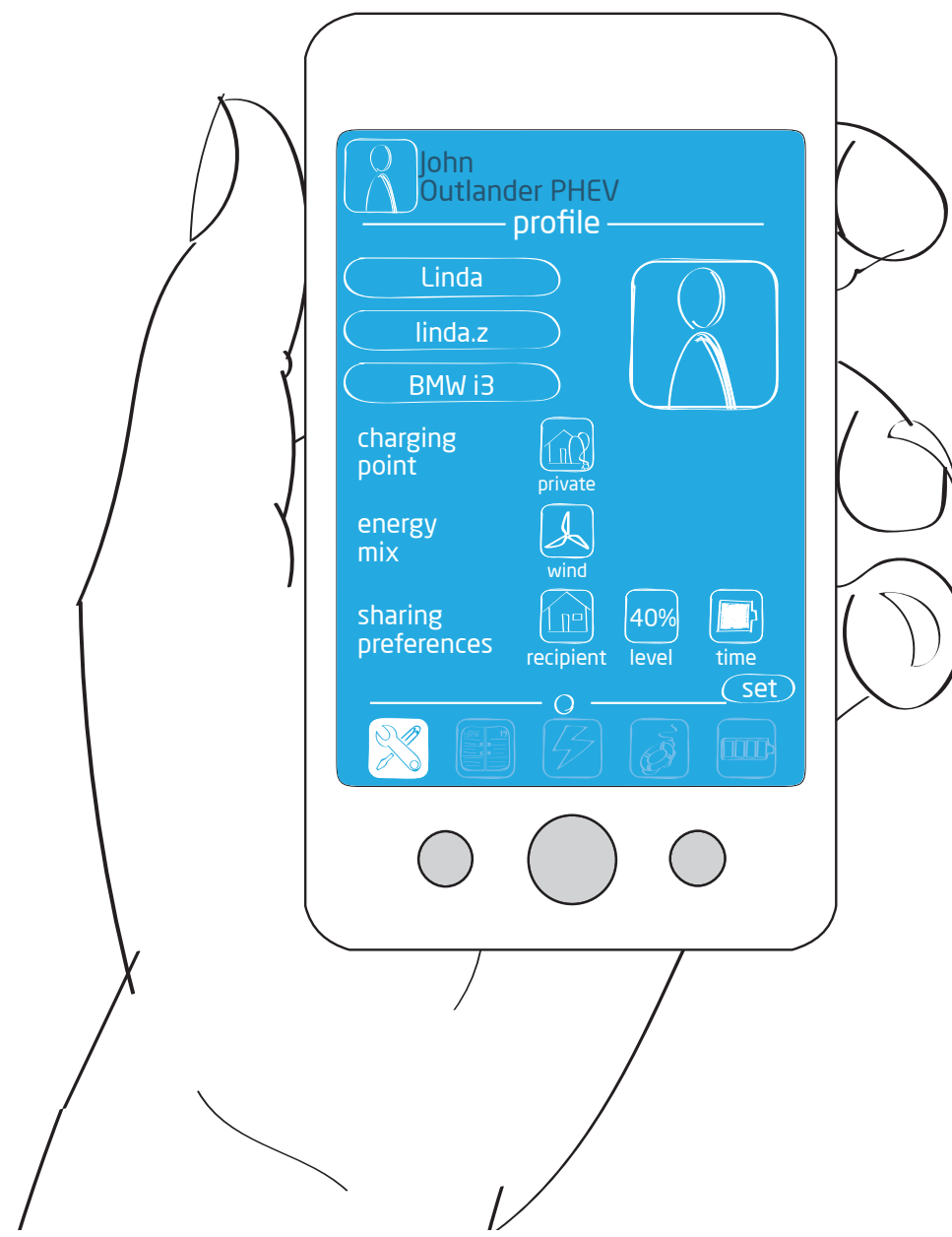
... 2 PM IN AMSTERDAM



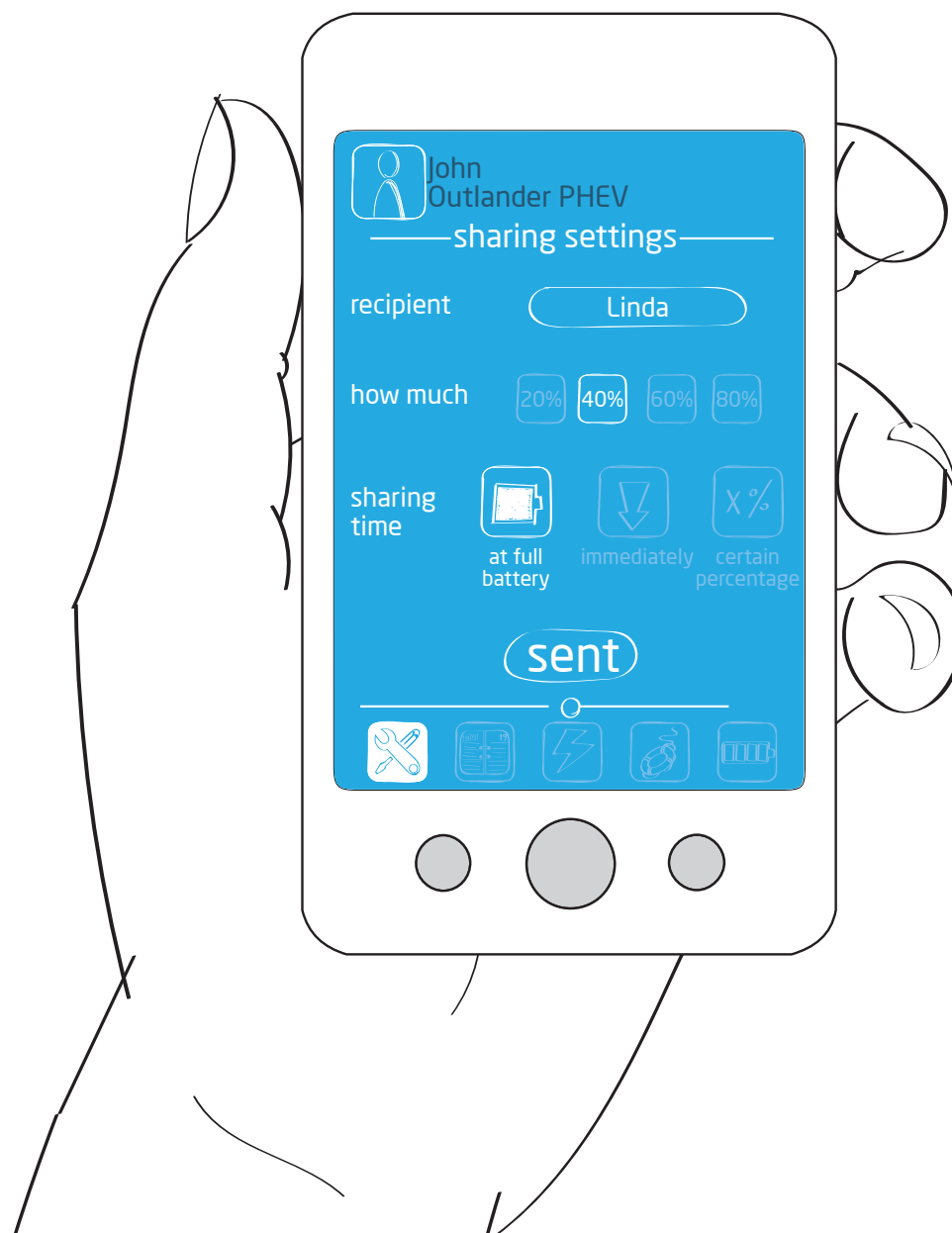


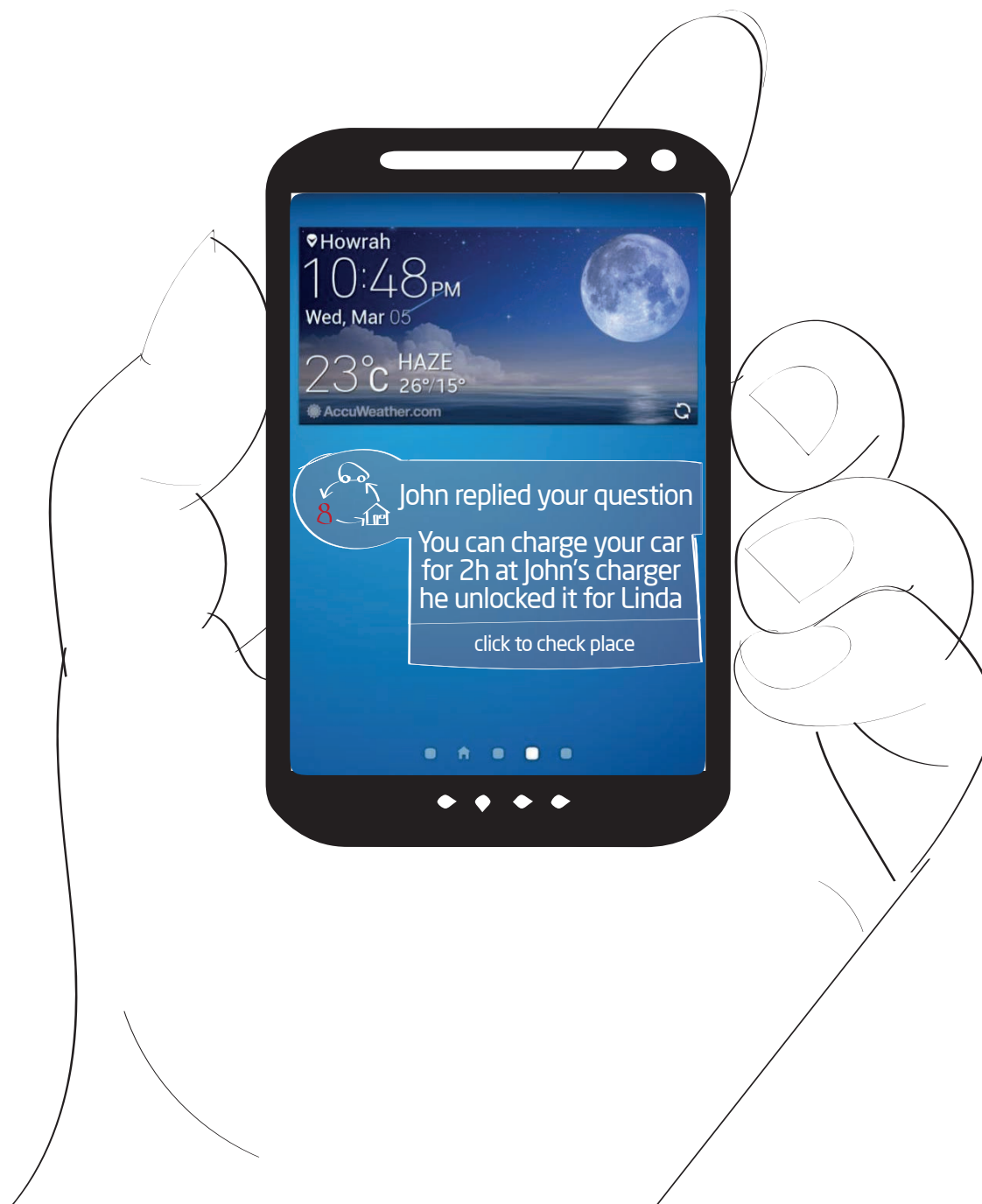


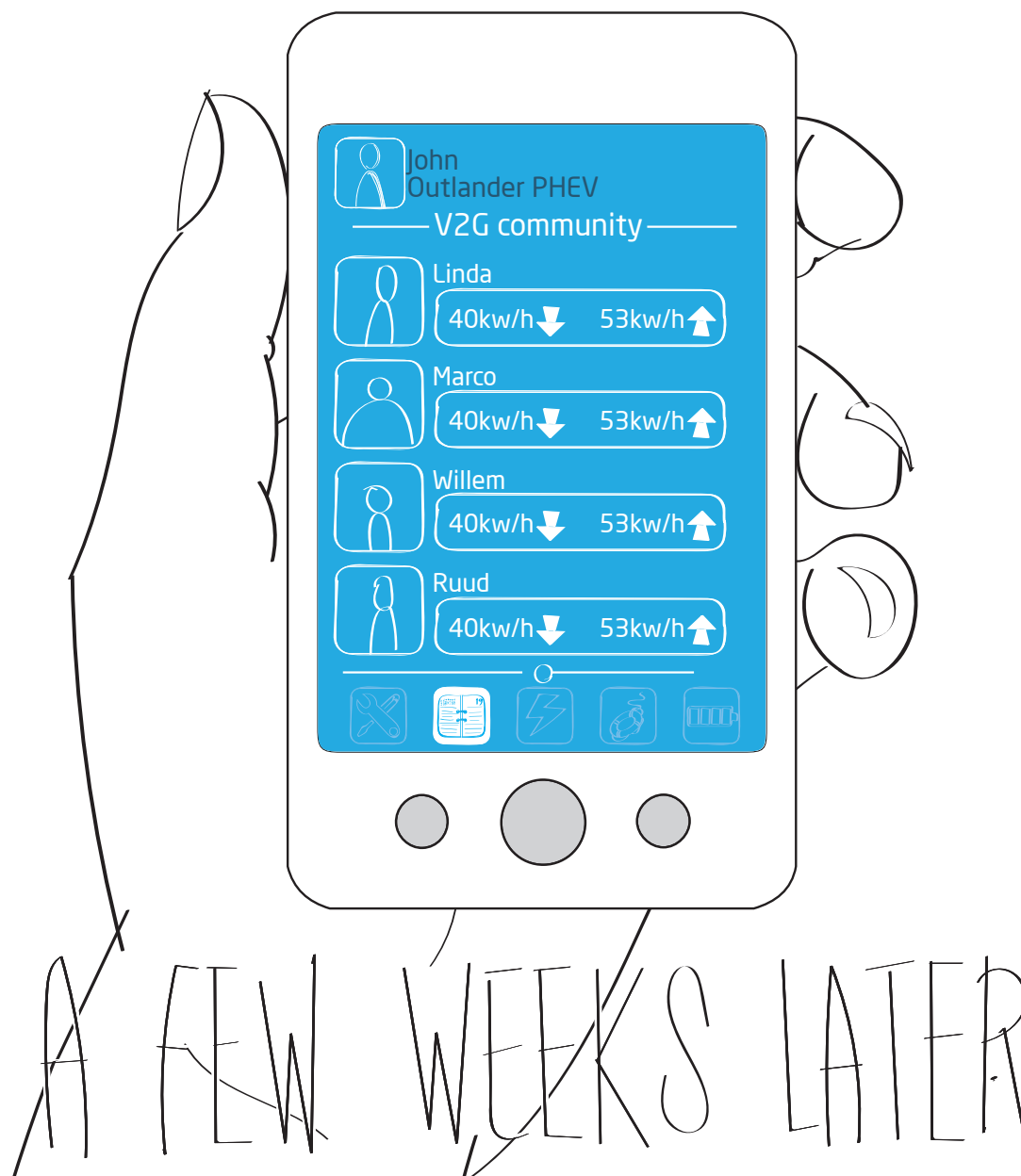






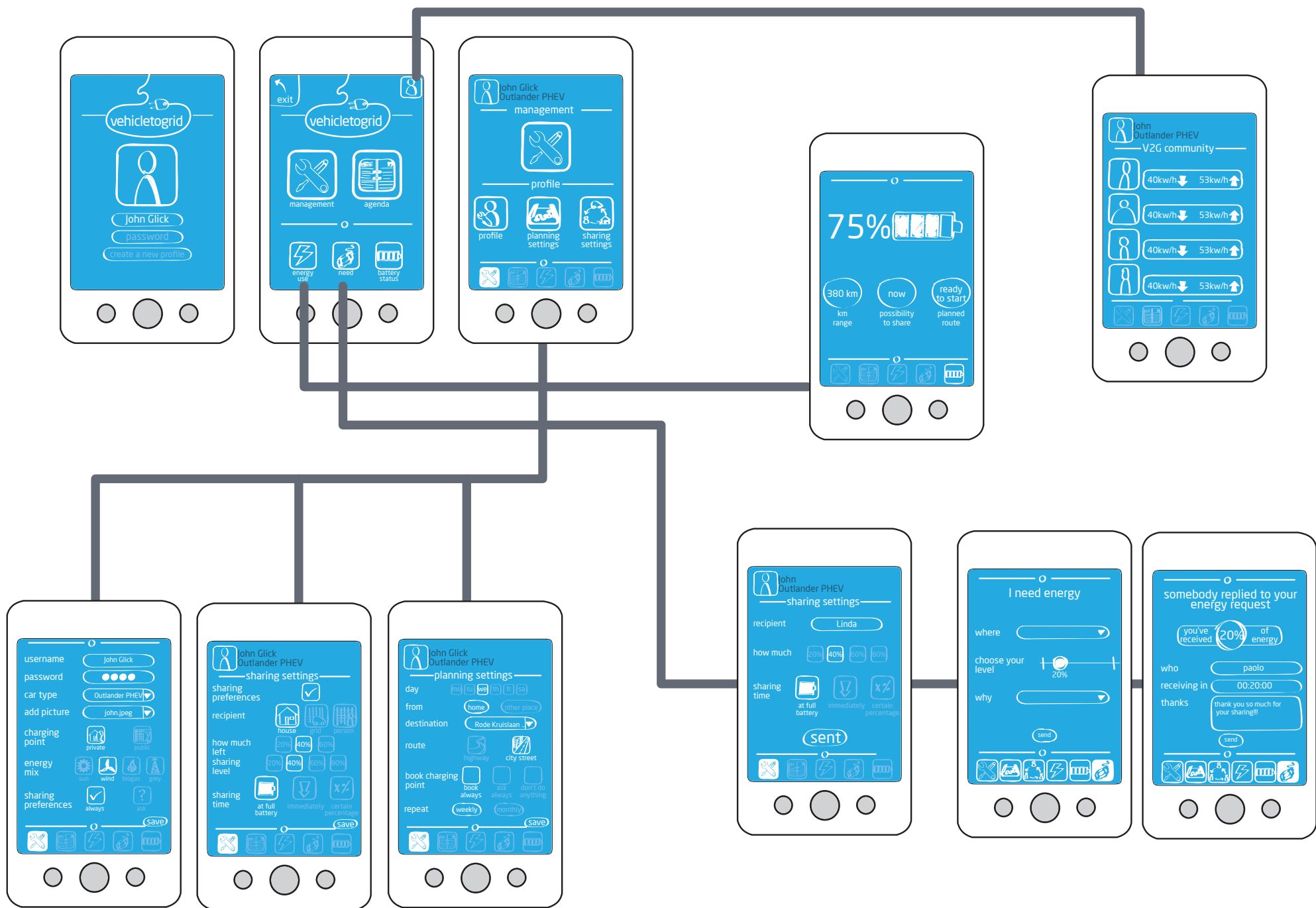







**WHAT DO YOU  
THINK?**





# **TAKE A BREAK**





BUT WHAT  
DOES JOHN  
GET IN RETURN?



# ADDED VALUE FEATURES



*BENEFITS / ALTERNATIVE CURRENCY*

# ADDED VALUE FEATURES



13 Reviews ★★★★★

Summary

Accuracy



Communication



Cleanliness



Location



Check In



Value



Translate reviews to English



Ka Wai

很好的房東，有家的感覺

September 2015

Helpful



Ailean

Very nice couple who were able to take us at the last minute. Good suggestions for food and transport and breakfast also included! Thanks for having us.

September 2015

Helpful

**jordi** ✓  
Athens, Attica, Greece

**Accepting Guests**  
95% response rate  
Last login about 2 hours ago

**VERIFIED**  
Payment Verified  
Phone Verified  
Address Verified

**REFERENCES**  
Positive 157 Neutral 0 Negative 0 From Hosts 10 From Guests 98

**Anna Stavrinos**  
USA  
August 2015  
Friends with jordi - Positive  
I first met Jordi back in highschool! He is an amazing guy, friendly and outgoing! He is very knowled...

**Bastiaan**  
43 jaar  
Expert  
4.5 - 6 beoordelingen  
Goede bestuurder — 3 / 3  
Gecontroleerd nummer  
Gecontroleerd e-mailadres  
Overeenkomst geaccepteerd

**Perfect**  
Shih-Hua L: Bastiaan is really a good man. I joined the ride in a hurry, he already found his riders but still he let me ask other passengers if I could take his car. It's a pleasant and on time ride. I am so glad to take his car.)  
Vandaag - 13:25

**Uitstekend**  
Rusdy Y: Pleasant ride in the cold but with a warm driver and cool car. Highly recommended!



REVIEW / RATING SYSTEM

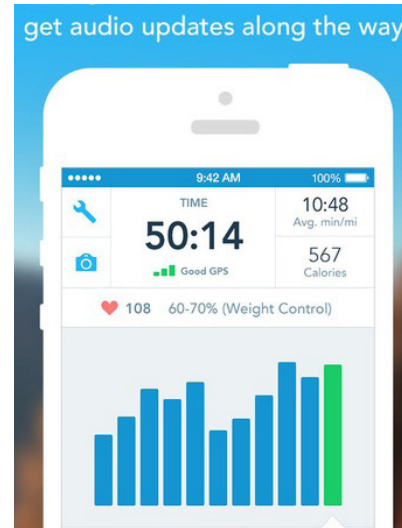
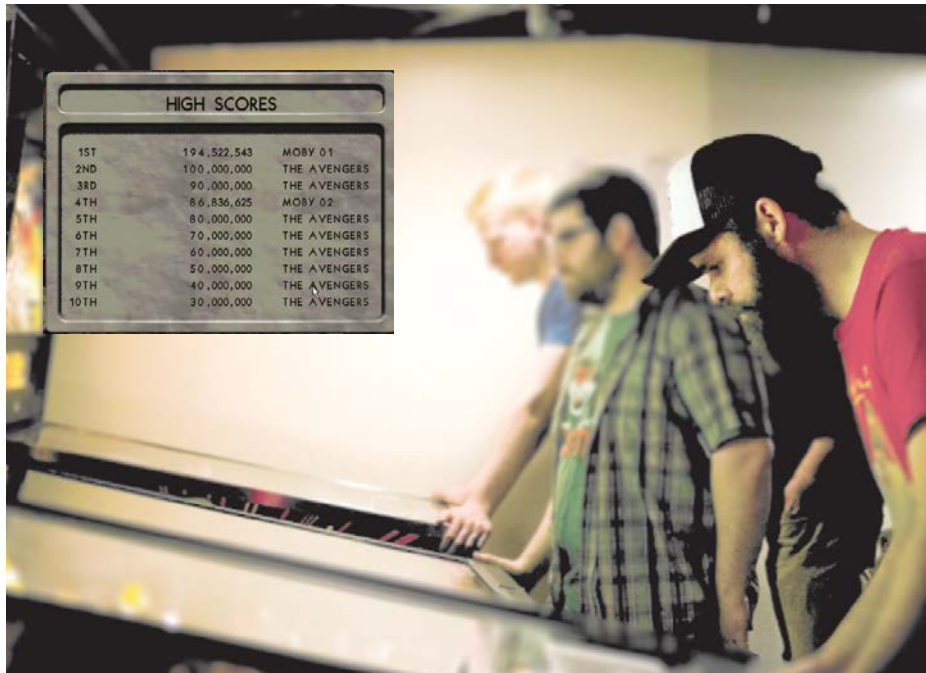


# ADDED VALUE FEATURES



*GIFTING OR DONATING ENERGY*

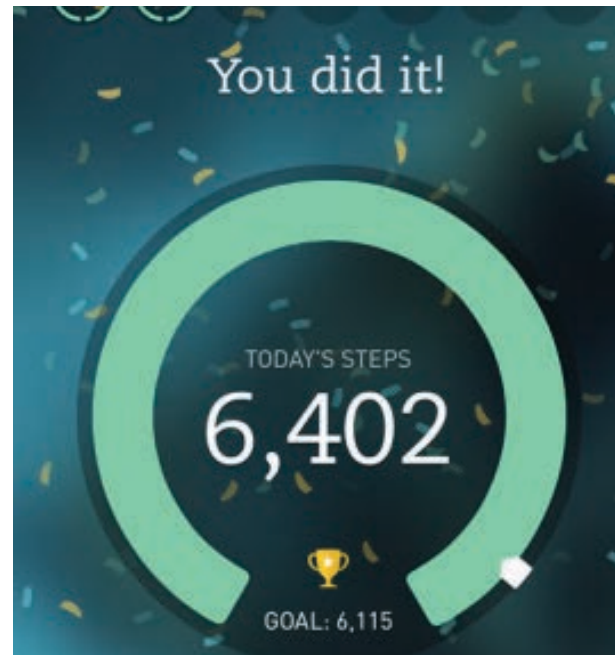
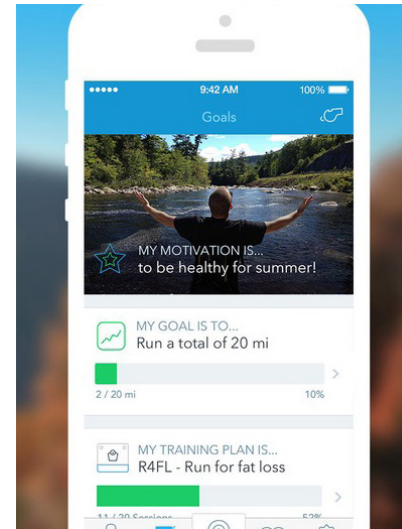
# ADDED VALUE FEATURES



COMPETITION



# ADDED VALUE FEATURES



*SET YOUR OWN ENERGY & SHARING GOAL*

# ADDED VALUE FEATURES



**BENEFITS / ALTERNATIVE CURRENCY**



**REVIEW RATING SYSTEM**



**GIFTING / DONATING ENERGY**



**SHARING COMPETITION**



**SETTING A PERSONAL GOAL**





# EXERCISE 2





Imagine a situation a few years from now, there are more a lot more electric cars on the road, everything and everybody is connected and a lot is possible! Do not limit yourself because you think some thin gs will not work!.

#### TASK 1:

Brainstorm about which features you find relevant which you do not find relevant to use Vehicle-to-Grid and to share your energy? With whom (person/grid) would you like to share? How? Think from side of giving as well as the receiving.

**How would be your perfect service look?**

Document your ideas on the poster!



Imagine a situation a few years from now, there are more a lot more electric cars on the road, everything and everybody is connected and a lot is possible! Do not limit yourself because you think some thin gs will not work!

TASK 2:

Take the best idea and transform it into a concept.

Make a concept poster!



SUSTAINABILITY

SHARE

Track

TO SAVE  
THE PLANET

SCIENTIFIC  
CONCLUSION

CAMPAIGN  
BASED ON  
MORALS

BAD CONSCIOUS

ENERGY  
INSTEAD  
OF POINTS

Discount

PUNISHMENT

MARKET  
EXISTS  
FOR  
EVERYTHING

MARKS  
THE CAR  
NOT WORK  
IN THE  
MARKET

TRANSFER  
TO HOUSE  
→ SAVE  
ENERGY FOR  
OTHERING

ORGANISE  
YOUR  
ENERGY  
YOURSELF

you will  
have  
priority  
some other

IF YOU SHARE  
TOMORROW

SAY IT DOES  
NOT WORK  
OTHER CASE  
IF YOU SHARE

TAKE  
A SYSTEM  
THAT ONLY  
WORKS IF  
SHARE

BENEFIT/REWARD

Discount  
for  
Sharing

Reward

APP thank  
them →  
reward

IF YOU  
SHARE  
FREE

SAVE UP  
POINTS  
which you  
can spend  
eventually

BEHAVIOUR

TAKE  
IT  
NORMAL  
TO SHARE

RULES  
BOOK

GAME  
SIGN UP  
POINTS  
EVERY

LAW/FORCE

NO  
OTHER  
CHOICE

LAW

force  
people  
else high  
prices

COMPETITION

FB  
get king

SATISFACTION

Competition

FUN EXPERIENCE

MAKE  
IT FUN  
campaign  
with  
people  
+ fun  
+ experience  
telling

Information

Inform  
them  
the  
benefit

MAKE  
USERS  
CONSCIOUS  
ABOUT JUST

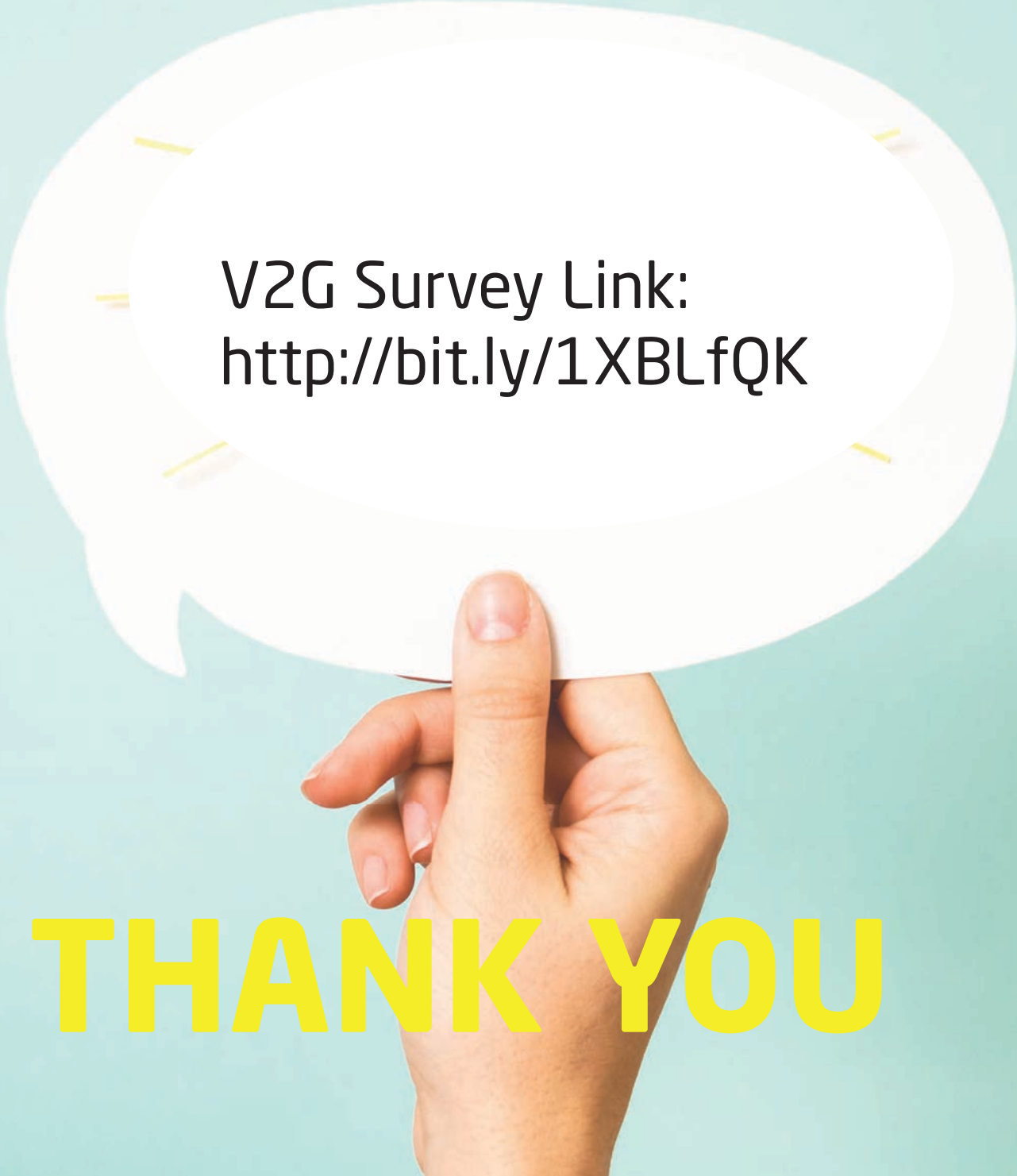
USE SM  
TO INVOLVE  
OTHER  
PEOPLE

RECORD  
what is going  
on and share  
it with other  
people

Games  
education

SHOW  
EXPOSURE

RESULTS?

A hand is holding a white speech bubble against a teal background. The speech bubble contains text about a survey link. The hand is positioned at the bottom of the bubble, with the thumb and index finger visible.

V2G Survey Link:  
<http://bit.ly/1XBLfQK>

**THANK YOU**



**DRINKS**