

How to write an analysis of the solar container field business model

Do scholars and firms understand solar business models?

There is a mismatch in how scholars and firms understand solar business models. The business models of 241 solar firms in Sweden were mapped and analyzed. Policymakers must understand solar business models from a firm perspective. Customers and their needs are central in the business models of solar firms.

How do policymakers understand solar business models?

Policymakers must understand solar business models from a firm perspective. Customers and their needs are central in the business models of solar firms. Capabilities are determinant in the design of solar business models. A worldwide transition towards sustainable energy systems requires the diffusion of renewable electricity technologies.

Are solar business models aligned with existing business models?

More specifically, the paper maps the solar business models adopted by the 30 largest electric utilities in Sweden and analyses to what extent these models strategically fit, i.e. are aligned with the incumbents' existing business, corporate strategies, and external environment in order to answer two research questions:

Are solar business models compatible with the established electricity retailer business model?

The combined analysis of the overall adoption pattern and the horizontal alignment shows that solar business models that are compatible with or complement the established electricity retailer business model are not generally preferred over those that are more different.

Do corporate strategies influence utilities to adopt solar models?

Instead, incentives and pressures related to corporate strategies and external environment induce or block utilities from adopting solar models. By demonstrating the importance of strategic fit, these findings provide a more nuanced understanding of industry incumbent's strategies in relation to emerging technologies.

1. Introduction

How many solar business models are there in Sweden?

The business models of 241 solar firms in Sweden were mapped and analyzed using a framework developed by Richardson (2008) as well as the roles, activities, and applications as highlighted in solar business model literature. This led us to identify six types of solar business models.

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The solar container market value is projected to be USD 0.83 billion by 2030, growing from USD 0.29 billion in 2025, at a Compound Annual Growth Rate (CAGR) of 23.8% during the forecast period.

In order to achieve this, we mapped the solar business models adopted by the 30 largest Swedish electric utilities and analysed to what extent these models were strategically aligned ...

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