

# Smart Metering and Energy Sourcing for Real Estate

Ecosummit Berlin 19-20 May 2015 @ Radialsystem

Oliver Hoffmann, CEO



Gesellschaft für Energieeinkauf mbH & Co. KG

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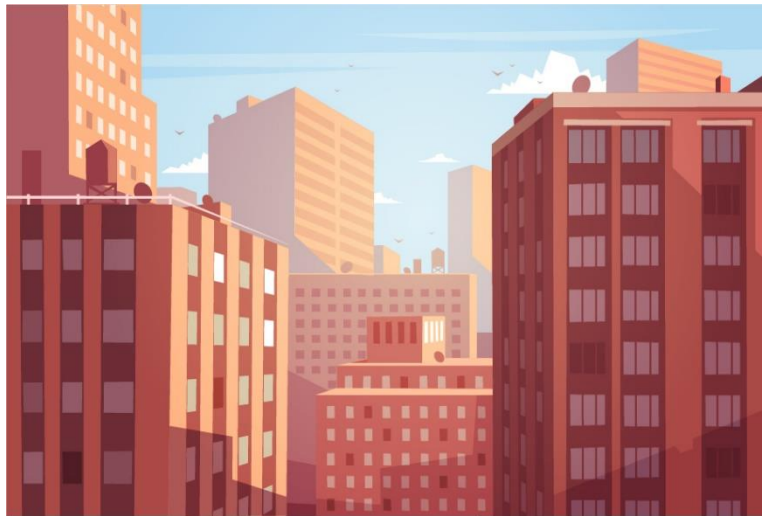
# Introduction: GENEK & Speaker

<b>Company name</b>	<b>GENEK Gesellschaft für Energieeinkauf mbh &amp; Co. KG</b>
<b>Key Facts</b>	<ul style="list-style-type: none"><li>▪ <b>Founded in 2011</b></li><li>▪ <b>50.1 % share of ista Deutschland GmbH</b></li><li>▪ <b>19 Mio. € revenues in 2014</b></li><li>▪ <b>16 employees</b></li><li>▪ <b>Based in Duisburg</b></li></ul>
<b>CEO</b>	<b>Oliver Hoffmann</b>
<b>Short CV</b>	<ul style="list-style-type: none"><li>▪ <b>M. A. in Communication Science   MBA</b></li><li>▪ <b>&gt; 12 years in the energy industry</b></li><li>▪ <b>01/2015 start with GENEK</b></li><li>▪ <b>Prior start-up experience with E WIE EINFACH (E.ON)</b></li></ul>

**GENEK focuses entirely on the housing industry and fulfills the job-to-be-done with an innovative business model.**

**Target  
Customer**

**Housing  
industry/real  
estate**



**Job-to-be-done**

**Reduce  
complexity and  
workload**



**GENEK follows a customer-centric business model as the CVP is consequently based on the customer needs.**

### Smart Metering



+



### Equity Model



+



### Energy Trading/Sales



+



+



**Renewable  
energy**

**Thank you for  
your attention!**

