

CASE STUDY – AGL

Renewable Energy + Market Infrastructure

AGL New Energy, the innovation division of a major Australian energy company, asked The Data Guild to explore a new business models that could adapt to Australia's unique energy market and the coming effects of climate change. The immediate goal was to develop scenario-based business model and product concepts against a variety of scenarios.

Longer term, AGL sought to both diversify its revenue streams and leapfrog other energy sector competitors. To meet both longer-term and shorter-term goals, our engagement tied a product-focused strategic consulting phase to delivering and validating a brand new approach to peer-to-peer energy trading.

This project is a good example of The Data Guild's unique ability to map market strategy work with product prototyping and validation.



The Guild provides full-spectrum strategic design, product development, and deployment to advance the state of the art in the energy sector.

Product strategy

Software Arch.

Market Research

Design

Full-stack Engineering

Data Science

User Research