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# Plymouth Energy **COMMUNITY**

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*White label energy tariffs – key questions to answer  
for interested community partners*



## What is a *white label* arrangement?

- Partnership with a licensed supplier
- Locally branded tariffs
- Keep profits local
- Easy customer acquisition for an existing supplier
- Some control over tariff design (balance of SC/UR)
- Potential to link with PPAs...



# 5 Questions to ask

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1. Who are your customers?

*Members...locals...fuel poor...investors...*

2. How large is your market?

*Your geographical reach (Plymouth 115,000 hh)*

3. How many customers do you need to break even?

*£25 x 1,000 = £25,000... bear in mind challenge of acquisition*

4. What revenue model do you envisage?

*Front-loaded... referral fee...per customer p/a, share margin...*

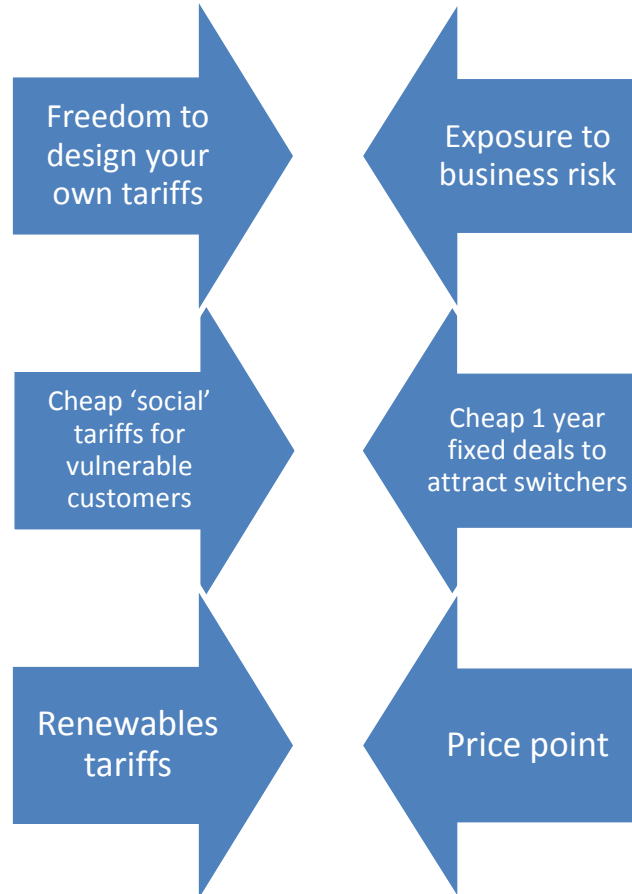
5. What is your pricing strategy? Will it drive uptake?

*Loss leaders... 'social' tariffs... offsetting... who really switches (?)*



# Competing pressures

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Thank you....Questions?

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