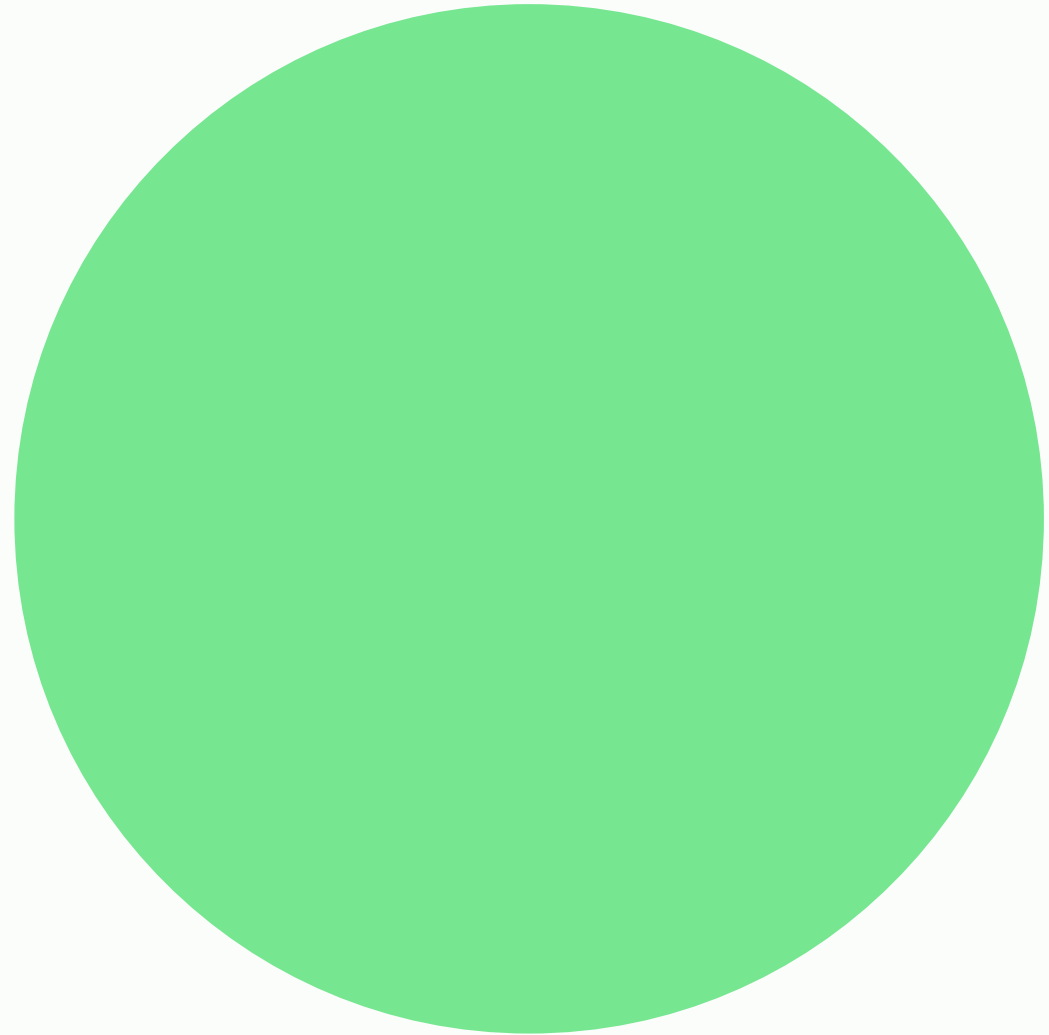




An ambidextrous organization – innovation in Eviny

- Kristin Flornes
Senior Advisor Innovation Eviny
- Tiril Thielemann Try, Tobias Farsund Sydberger, Christian Åsvang
Students at University of Bergen



Eviny in numbers

**7,5 TWh hydro
power production**

1400 employees

**100 % owned by
Statkraft and
Norwegian
municipalities**

**38 hydro power
plants**





Our strategy:
- Creating a sustainable future

Norway's leading
electrifier

Norway's most sustainable
corporation

Taking responsibility for an
emission-free future

The customer at the core
of our development

Profitable growth in our
core portfolio

Organize to innovate

An ambidextrous organization



Established businesses



Innovation

Creating an innovation culture



CLEAR GOAL
SETTING



TOP MANAGEMENT
SUPPORT



ELIMINATE FEAR OF
FAILURE



ABSENCE OF
UNNECESSARY
BUREAUCRACY

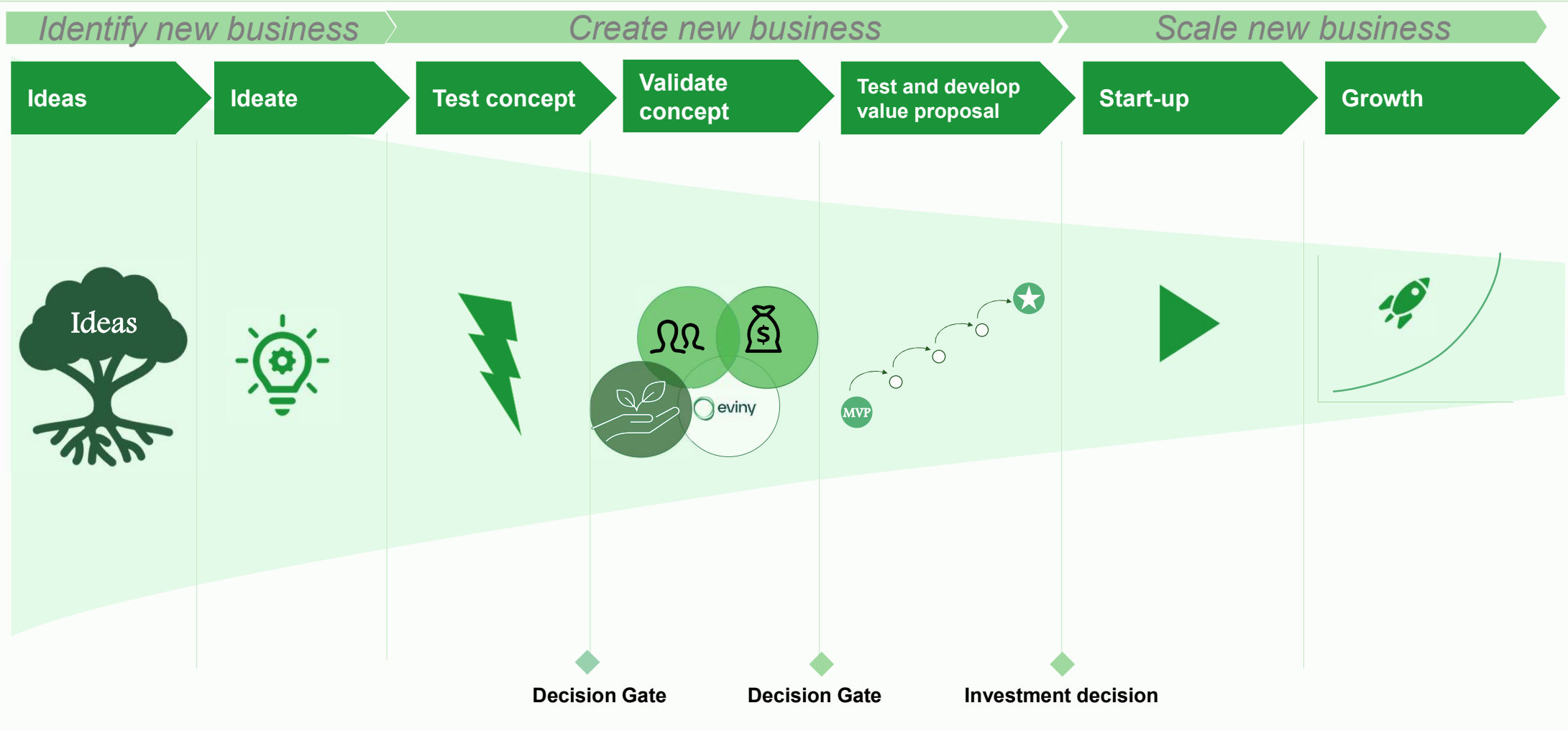


SUPPORTIVE
COLLABORATION



SPEED

From startup to scaleup – innovation funnel



New business
Success stories



Nygårdsparken Construction Site

Mobile Energy

Batteries

Photo by Northvolt



The Procedure

- **Make Hypotheses - based on the case**
- **Contact the market**
Preagreed interview questions
- **Comprehensive overview of those we contacted**
- **Conclude with a presentation and a document so that others can pick up the thread in the future**



Our Case

**Is it profitable for Eviny to
invest in charging stations for
recreational boats?**

Is it profitable for Eviny to invest in charging stations for recreational boats?

4 hypotheses – here are the two main ones

- Because of E-boats, the marinas will need charging stations, fast charging for day guests and slow charging for the regular tenants
- By expanding the charging capabilities for recreational boats, more people will find it easier to buy and own an E-boat.

We contacted people in the field

- Harbormasters
- Bergen, Oslo, Stavanger municipalities
- Marinas
- Pilot experiments

How profitable is it?

- We did some calculations

Risks

- Usage
- Immature market

Our conclusion



- We presented our findings to Plug Shore Power
- Pros and cons

**Our experience
with the
innovation
funnel in Eviny**

Fast,
frustrating,
surprising

Interested
in talking

Honesty

Future
accessibility



Questions?