

competencies for these values and if they coincide with the interests of the companies and organizations. Then, it defines as entry the own DG and the financial investments of the companies and organizations, and as output the value propositions of the LASSE. In the same way that LASSE seeks to participate in the DG market to increase its value capture, it is necessary to adapt its current characteristics so that it can offer value propositions, for example, training of internal staff, integration of electrical and automation and adaptation of the strategic process to this new way of capturing value.

In addition to internal interactions, the structure of the BM also depends on external interactions. In order to determine which companies or organizations LASSE has external interactions, it is enough to analyze interdependence. Therefore, it defines as external interactions the companies called LASSE partners. Within the partnerships, there are companies that, in the MG environment, carry out the same activities as LASSE as research institutions, and those that act as suppliers, such as the company that offers RTDS® technology. The declaration of the role of research institutions with LASSE requires the training of the skills to provide researchers. In this way, it defines as output the knowledge and expects, as a result, the development of researches. For suppliers, the declaration of the function of these companies for LASSE requires the supply of the technology (equipment) and expects payment as a return. Finally, the key to the BM is the interdependence between the company and the customer. In the application of Canvas identified with potential clients Itaipu, Rural Customers and distribution companies (COPEL). In order to determine the function of the clients in the MG for the LASSE, it associated the inputs and outputs of the MG to their needs. Thus, Itaipu's inputs are socioeconomic values, R&D, GD qualification and power quality, and as an exit the financial investment. The inputs of Rural Customers are power availability, cost reduction, GDs qualification, and power quality, and as outputs the GD itself and the investment. Finally, the inputs of COPEL are R&D, cost reduction and power quality.

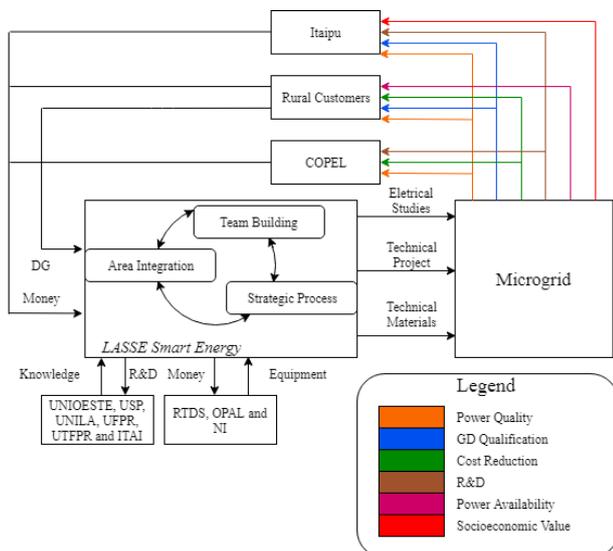


Fig 4. LASSE Smart Energy Systemic Map.

4. Conclusion

To participate in the MG market requires knowledge of the whole system, such as the environment, procedures, and stakeholders, in a concise, clear and conscious way. The MG is known for its complexity and dynamism. These characteristics require the LASSE technology updates and skills training constantly so that it knows how to position itself to obtain value from the environment. Thus, the contribution of this work to LASSE is in the guidelines that the systemic diagram provides and characterizes the nuances of the MG environment. Based on the information obtained through the variables of the company's systemic vision, the BM for the LASSE was developed in the MIG market through the use of the BMG methodology. The main activities were the description of the Smart Grid business model, the description of Lasse Smart Energy, the construction of the Canvas and the construction of the LASSE Smart Energy System Map. Thus, the work also contributes to companies that are interested in developing a business model for any branch, since the division with the body of work is possible to assist in the procedure of creating, capturing and delivering values to other BM.

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