



# Utility Strategy Simulation

Experience the energy transition to 2030 in one day.

Disruptive technologies, distributed generation and new customer-facing services are transforming the utility sector. The Advanced Energy Centre is inviting C level executives from utilities across Ontario to this unique session, to explore alternative business models, and new ways to remain competitive and build new revenue streams in this changing landscape.

How will your utility adapt to the changing dynamics of the electricity sector?

How can utility executives adapt their business strategy to meet these changes?

Newtonian Shift is a new kind of collaborative workshop, providing utility leaders the opportunity to experience a realistic simulation of over 15 years of utility sector transformation in less than a day. This intimate business strategy game has already been successfully used by multiple utilities from across Europe, to prepare for a transformed electricity sector. Combining evidence based analysis, we have customized this session to give thought leaders from the Ontarian electricity industry an opportunity to explore the changing dynamics of our electricity system over the coming decades, and the unique opportunities this presents to utilities.

This business strategy game allows participants to experience the energy sector transition from multiple perspectives: private customer, large energy consumer, supplier, grid operator, investor and government. Participants will experience the complexity and dynamics of a shifting market landscape over a 15 year period, delivering new insights and setting the stage for a dialogue around innovation, new alliances, and how to meet the evolving needs of customers.



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## Agenda

**8:30-9:00** - Breakfast & Networking

**9:00-9:45** - Introduction

An in-depth, data-driven look at the drivers of change for Ontario utilities, how the business landscape is shifting, and the challenges and opportunities that lie ahead.

**9:45-12:30** - Newtonian Shift

The business strategy game simulates 15 years of changes in the energy sector as disruptive technologies interact with the traditional business model.

**12:30-1:30** - Working Lunch

**1:30-3:30** - Newtonian Shift

Continue to experience the energy transition and observe what outcomes unfold.

**3:30-5:00** - Debrief, Closing, Next Steps

**5:00-7:00** - Reception

