

# ZERO CARBON RUGELEY

## WP2-D3: BUSINESS MODEL PROTOTYPE TESTING RESULTS

Version: 1.0  
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Element	Description
Title	<i>BUSINESS MODEL PROTOTYPE TESTING RESULTS</i>
Creator	<i>EQUANS UK</i>
Subject	<i>Business models transformed into stories</i>
Description	<i>Each B2C business model was transformed into a story to enable WP7 to engage on it with Rugeley residents. This work was then passed on to WP7. It was an essential step to enable us to create a feedback loop for user centric design.</i>
Publisher	<i>EQUANS</i>
Contributor	<i>EQUANS, Connected Places Catapult, SHAP, Conigital, Keele University, Ambassadors from Rugeley</i>
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