

INTERNATIONAL PROJECT WORKSHOP – PROJECT ASSIGNMENT	
NAME OF THE COMPANY	Siemens Energy
NAME OF THE PROJECT	Market entry into the field of Small modular reactors
PROJECT DESCRIPTION	
<ul style="list-style-type: none"> <li>The nuclear market is under huge transformation, e.g. new offerings are coming into the market such as small nuclear reactors (SMR). SMRs are small, modular solutions based on nuclear fuel with an power output up to 250 MW. We believe that SMRs are an exciting option, to provide electricity without emissions, to stabilize the grid and make use of nuclear waste. Siemens Energy has longstanding experience in the nuclear business and offers products, solutions and services for conventional islands.</li> <li>The challenge we want to invite to is to analyze the market potential of the countries United Kingdom, France, Czech Republic, Slovakia, Sweden, Norway, Finland, Germany, Bulgaria, Romania, Poland            In detail we would like to see           <ul style="list-style-type: none"> <li>Approval rate of nuclear energy in the named countries</li> <li>Legal boundary condition and legitimacy of nuclear fuel usage</li> <li>The likelihood to build SMR in the country in the next 10 years</li> <li>What factors would need to be changed to speed up / ramp up SMR (geopolitical factors, gas prices, etc.)</li> <li>Is difference between reactor designs (Generation III vs. Generation IV) discussed or at least known to the public</li> <li>Who would be building SMR plant (Government, local Utility company, major industrial (for instance chemical) company, etc.?</li> <li>List of SMR companies doing active marketing in the country, signing Memorandum of Understanding, etc.</li> <li>Likelihood the awarded SMR developer will be from (please estimate the percentage based on the research):               <ul style="list-style-type: none"> <li>USA (Canada)</li> <li>EU (+UK)</li> <li>Korea</li> <li>China</li> </ul> </li> </ul> </li> <li>Current LCOE (Levelized Cost of Electricity) for other major sources of electricity – Large Nuclear (if applicable), combined cycle, wind, solar, coal, etc</li> </ul>	
PROJECT SPECIFICATION	
Goal	<i>Get an understanding for the market readiness in named country to further plan our market entry. Mirror the students results against our own findings in the strategy department.</i>
Methods	<i>Marketing analysis, media &amp; press monitoring, interviews.</i>
Tools	<i>Office tools, partly access to Siemens Energy Data and Tools (Microsoft Teams)</i>
Inputs/Sources	<i>Briefing by strategy team, market insights, technical insights</i>
Expected output	<i>Detailed presentation about findings, analysis and outlook, management summary</i>
Acceptance criteria	<i>Analysis covering all defined tasks</i>

Project boundaries	<i>Not in scope: technical advisory, product development, In scope: intensive research of accessible sources</i>	
Milestones	<i>no</i>	
Other important information		
REQUIREMENTS FOR PARTICIPANTS ( <i>What are the key abilities students should have in order they can handle with the project</i> )		
Must have	Good to have	Additional advantage
<i>Abilities and knowledges which are necessary for your project</i>	<i>Abilities and knowledges which you find useful and/or should be present by at least one student in the team</i>	<i>Something which could be additional value</i>
NAME OF CONTACT PERSON IN THE COMPANY	Karen Göpfert, Pavel Reznicek, Rico Scheider, Sven Werner	
CONTACT		