


AUCTION DESIGN & BIDDER CONSULTING

OFFSHORE WIND FARM AUCTIONS

Wind farm auctions have become increasingly common in recent years. Many auction formats have been used. This raises the question of which format is best, given which circumstances. Properly designing wind farm auctions is challenging, as governments must balance multiple objectives, including auction efficiency, the amount of renewable energy produced, and revenues. Bidding in wind farm auctions is not straightforward either. Bidders face many uncertainties, such as the cost of building a wind farm, the future price of electricity and production efficiency relative to others. Each auction format requires a different bidding strategy.

Auctionmetrix (a spin-off company of Erasmus University Rotterdam, specialized in auctions) can help governments design optimal wind farm auctions (given the objectives governments have) and help companies prepare and strategize for such auctions. An auction software platform is available to conduct (mock) auctions. Auction simulation and bid-tracking software tools are available for bidders to facilitate interpretation of bidding data and bidding behavior. We have more than two decades of experience in designing high-stakes auctions for governments and in developing and executing bidding strategies for bidders in various sectors worldwide (Europe, Canada, US, Middle East, Asia).



Providing auction consulting services
in offshore wind farm auctions

SERVICES



Auction design

There is no single auction format that is optimal in all circumstances. A format that performs well for one objective may perform poorly for another. Given the objective(s), we design the optimal auction by using relevant theoretical insights and practical experience, while taking into account market factors such as uncertainties about future market prices and cost synergies. It is important to realize that different formats elicit different strategic behavior from bidders and therefore can lead to different market outcomes.

An auction platform is available to implement the auction. We provide tutorials and user manuals explaining how the software works, conduct mock auctions and provide (on-site) support during the auction.



Bidder consulting

Auctiometrix offers a full suite of auction services for auction participants. We tailor our approach to the needs of the bidder. Support is provided during the consultation process, when there is still room to influence the auction rules. Auction workshops are organized to explain the auction mechanics and illustrate the strategic possibilities of the auction design. A robust bidding strategy is developed based on the bidder's information and preferences. Mock auctions are conducted with the bidder's bidding team and senior management. Bid tracking tools are provided to enable detailed round-to-round analysis. On-site bidding support during the auction ensures a smooth strategy execution.



Customized auction software

Auctiometrix offers customized cloud-based auction software for both governments and bidders. The auction software is very user-friendly. No specific non-standard software needs to be installed on users' computers. Users can access the system using standard web browsers.



In-house workshops on auctions

We offer in-house courses on auction theory for both policy makers and consortia considering participating in future auctions. In addition to practical lessons from real auctions, the course provides policy makers with the tools to design optimal auctions and bidders with the tools to develop successful bidding strategies by highlighting the key risks and opportunities of possible strategies.




TEAM

The Auctiometrix team consists of auction experts, energy experts, software developers and leading professors in (energy) economics, game theory and computer science. The team has over 20 years of experience in designing/ implementing auctions and providing bidding strategy advice in high-stakes auctions worldwide (Europe, Canada, US, Middle East, Asia).



CONTACT

Auctiometrix would be happy to discuss potential business opportunities with you. Please contact us via +31 10 408 15 13 or emieli.maasland@auclionetrix.com. For more information, visit our website www.auctiometrix.com.



Developing customized software
for offshore wind farm auctions

