



**Thursday 25 June, 2015**

**Eindhoven, the Netherlands**

### **KIC InnoEnergy launches The Business Booster 2015**

*Event aimed at facilitating transactions between start-ups, SMEs and the energy industry, will showcase the best innovation in European sustainable energy*

KIC InnoEnergy, the innovation engine for Europe's energy industry, has today announced that its TBB event, **The Business Booster (TBB)**, will this year be held in Berlin, Germany, from 21 – 22 October. TBB is a unique event aimed at achieving a sustainable energy future in new and creative ways. Showcasing over 100 sustainable energy start-ups and SMEs supported by KIC InnoEnergy, the event provides a platform that brings innovators together with international energy companies and venture capitalists, to solve the difficult challenges in sustainable energy. The event, now in its third year, will leverage on last year's success and will build on its position as the must-attend event for energy innovation in Europe.

This year's edition will see noted author and visionary thinker, Jaideep Prahbu deliver a keynote speech on *'Frugal Innovation: what lessons and opportunities can corporations learn from frugal innovators and their successes?'* Alongside Prahbu, attendees will also get a glimpse into how big energy corporations address the need for innovation with talks from both Valery Prunier, Innovation Director Europe EDF R&D, and Dr. Inken Braunschmidt, Head of Group Innovation, RWE. The programme also includes an on-stage debate on trends within the energy sector and their implications with exciting and influential speakers from the industry, the debate will be moderated by Karel Beckman, Editor-in-Chief of the Energy Post.

Diego Pavía, CEO, KIC InnoEnergy comments: "KIC InnoEnergy is a very unique long term energy micro system, with partners all across the value chain. Over the last 5 years we have built a track record of meaningful successes, and we are contributing to shape the future EU energy landscape. In terms of business creation we are today, benchmarked with US, the largest accelerator in the world in sustainable energy. Our endeavour has also mobilised the financial world, and the top 10 European Cleantech Venture Capitals have developed a preferred relationship with KIC InnoEnergy.

TBB is our main event showcasing all the early stage start-ups we support: companies with high potential as they have already raised together external funding worth € 17.4M. TBB is the only event to bring together the best and most creative minds from across the field of sustainable energy to tackle vital real-world problems in areas such as energy production, storage and distribution.

"This combination of talent and dynamic thinking is key to showcasing the increasingly important role that innovation has to play in addressing some of the industry's biggest



challenges. I would encourage people to come along and see how new ideas can have a tangible impact on their organisation,” he continued.

During the two day event, attendees will have the opportunity to meet a variety of breakthrough start-ups or SMEs, as well as attend panel debates and keynote conferences covering some of the most pressing issues in sustainable energy today. In addition, exhibiting entrepreneurs from Europe’s most exciting energy start-ups, will have five minutes to convince a panel of judges that their business should win €10,000 in cash and a nomination to represent KIC InnoEnergy at the EIT Venture Award 2016. The winner and two runners up will be announced during an awards ceremony at 3pm CET on Tuesday 22 October.

More information, as well as the full agenda and opportunity to register, can be viewed here: <http://tbb.kic-innoenergy.com/>.

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### **About KIC InnoEnergy ([www.kic-innoenergy.com](http://www.kic-innoenergy.com))**

KIC InnoEnergy is the European company dedicated to promoting innovation, entrepreneurship and education in the sustainable energy field by bringing together academics, business and research institutes. KIC InnoEnergy’s goal is to make a positive impact on sustainable energy in Europe, by creating future game changers with a different mind-set, and bringing innovative products, services and successful companies to life.

With its headquarters in the Netherlands, KIC InnoEnergy develops its activities across a network of offices located in Belgium, France, Germany, the Netherlands, Spain, Portugal, Poland and Sweden. More than 200 partners contribute to KIC InnoEnergy’s activities, forming a first class and dynamic network that is always open to new entrants. The company’s 27 shareholders are committed to a 7 year industrial plan in which they pledge to mobilise €700 million of resources during the period 2011-2015 alone.

KIC InnoEnergy is financially supported by the European Institute of Innovation and Technology (EIT) and, while a profit-oriented company, has a “not for dividend” financial strategy, reinvesting all its profits back into the organisation’s activities.