

MORITZ GLETTENBERG

H2UB @ Clusters Meet Regions

#HYDRO
GENTTEAM
WORK

NOV 2023

H2UB

A woman with long brown hair, wearing a dark top and a lanyard with a badge, is smiling and looking to her right. The badge has 'Digital Day 2023' on it. The background is a blurred indoor setting with other people.

“In 2050, almost half the reductions in CO₂ come from technologies that are currently at the *demonstration* or *prototype* phase.”

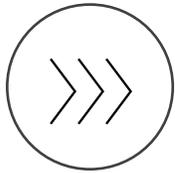
“Hydrogen applications play a fundamental role in sectors where emissions are hard to abate”



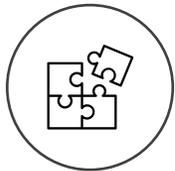
#HYDROVERSE

The hydrogen economy currently faces a hen & egg problem

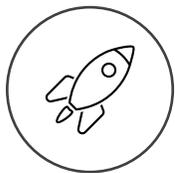
Start-ups are critical to overcome this & to unlock innovations urgently needed



They have a different approach to radical innovation



They bring new/better solutions faster to the market

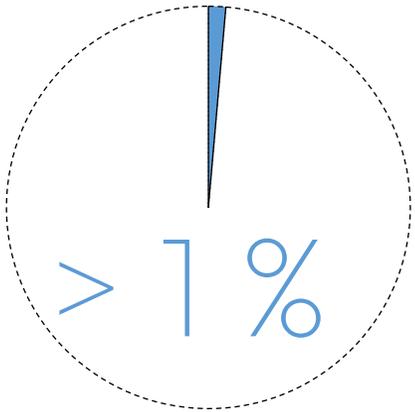


They exert competitive pressure on big/established players

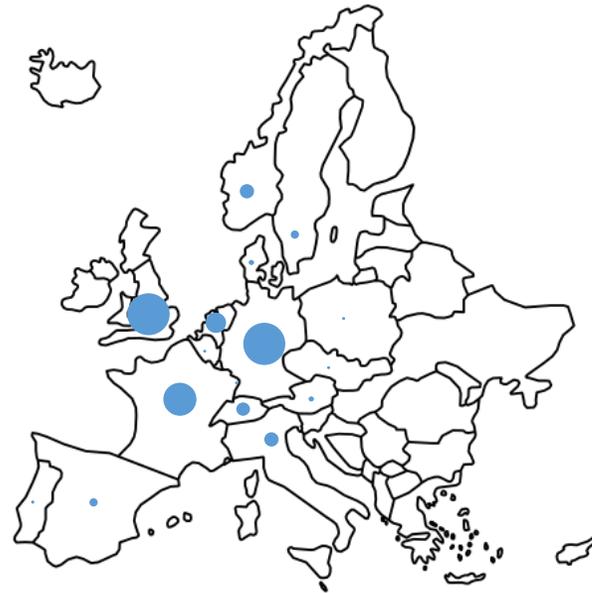


Photo source: [Law Ahead](#)

BUT: The H2-ecosystem is different from the 'classic' start-up game



number & density of H2-start-ups is low (about 558¹ in Europe, grown-ups included)



they are spread across regions and countries



hardware takes time, deep pockets & risk-takers



strong industry partners are needed to scale



WHAT
IS
NEEDED?



A European platform
for H2 start-ups!



Ecosystem Builder



Matchmaker



Start-up Accelerator



Think Tank

WHO

IS

SUPPORTING

US AND WHY?

Partners/
Members



ESSEN
WIRTSCHAFT

westenergie

BROCKHAUS
HYDROGEN



uni
per

Dräger



grounded

Microsoft

MSA

P3

RWE

VORWERK

H₂UB

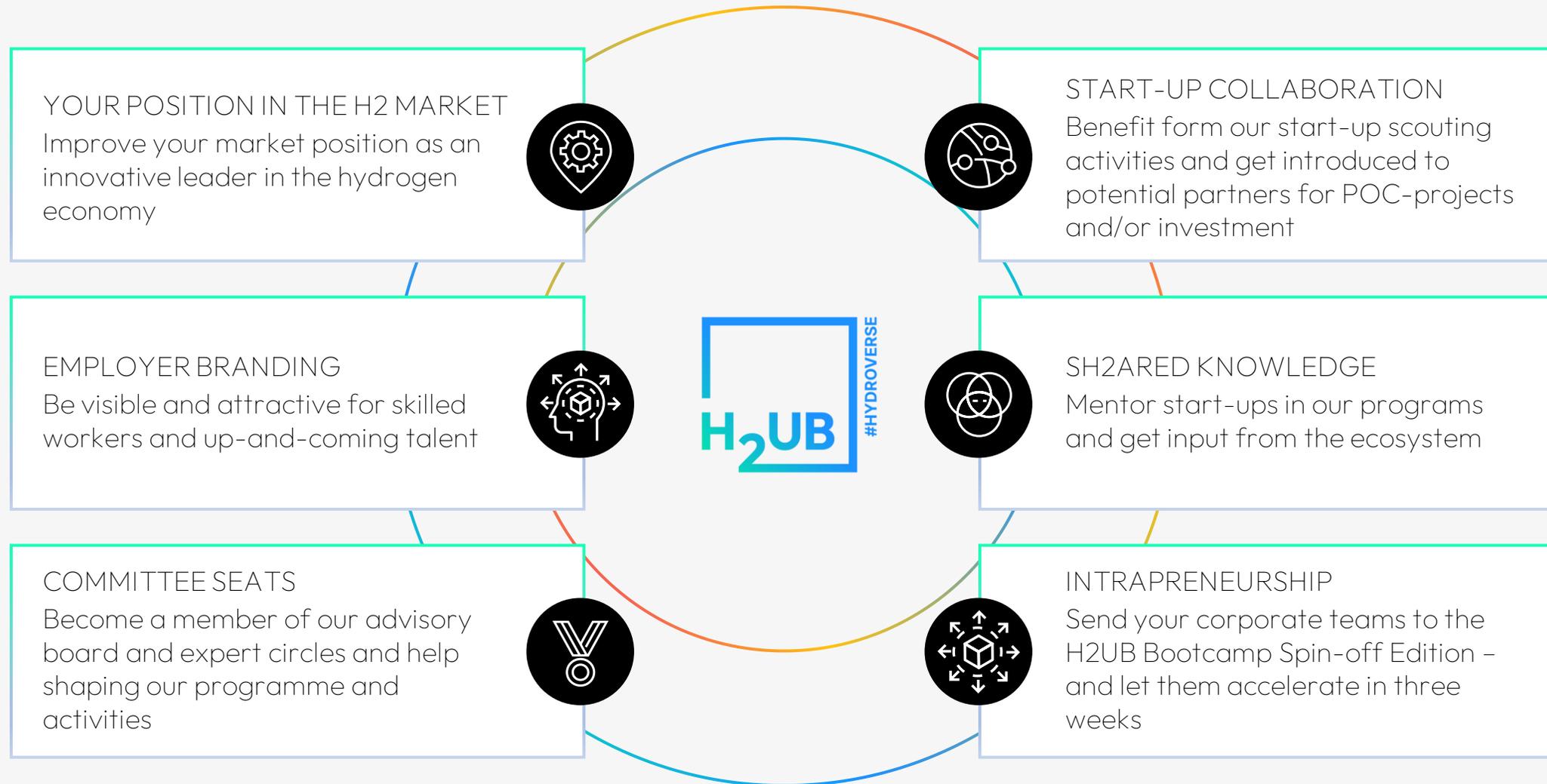
#HYDROVERSE

... and some more to join us soon.

H2UB x

Corporate Partners

Circle of Benefits



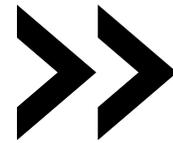
WHAT
ARE WE
DOING?



H2UB x STARTUPS

Startups

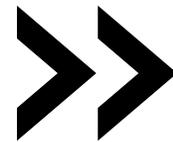
What's the value added by H2UB?



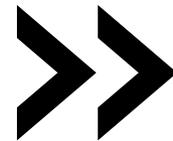
Incubation & acceleration until from idea stage to scaling up



Access to an H2 ecosystem of innovators & pioneers enabling peer-learning



Intros & matching with potential partners, customers & investors



Visibility & image creation through events & marketing



H2UB x STARTUPS

H2UB SPRINT in a nutshell

10 WEEKS
H₂UB SPRINT

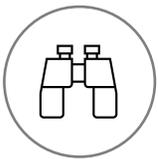


Individual & challenge driven 10-week program for Seed/Series A start-ups; 2 batches/year



Access to business mentors + high-level industry experts; focus on PMF, go-to-market strategy, sales & funding; access to R&D infrastructure if needed

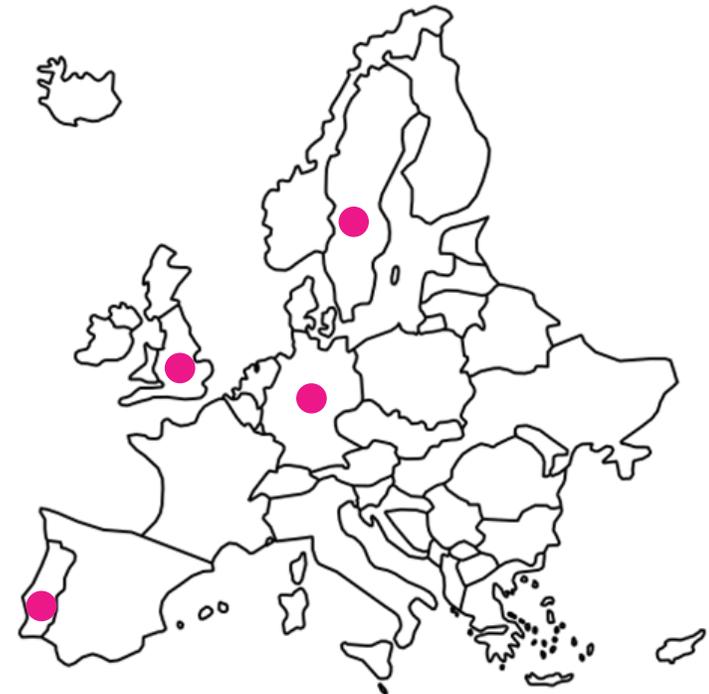
>>> Reconciling geographical distance & value-chain proximity



European scouting scope: 5 teams from 5 different European countries in current batch #4



10 weeks program, but only six days on-site. Mentor sessions mostly remotely; all travel costs are reimbursed after program completion



H2UB x STARTUPS

The H2UB ecosystem grows continuously

THE H₂UB BOOTCAMP

10 WEEKS H₂UB SPRINT

THREE-LAYER-MODEL

Inner-circle (Accelerator)
24 Start-ups (+9 in Q3/4 2023)

Mid-circle (Events)
60 Start-ups

Wider- & Outercircle
558 Start-ups



Fundraising & Valuations (last 12 months) – 6 hot Start-ups in the H2UB ecosystem to watch

START-UP 	H2 VALUE CHAIN 	STAGE 	FUNDS RAISED (IN MIO €) 	VALUATION (IN MIO €) 
ARTHUR	Mobility	Series A	 8,5	 40
 CibusCell	Digital solutions	Series A	 1,2	 12
 Greenlyte Carbon Technologies	H2 production // Direct-Air-Capture	Seed	 8,4	 35
 JOLT	H2 production // Materials	Series A	 6	 30
 .12 Point Twelve	Digital solutions	Seed	 1,3	 6
 TURN2X	H2 production // Methanation	Seed	 4,6	 20

WELCOME

TO THE

#HYDRO

VERSE!



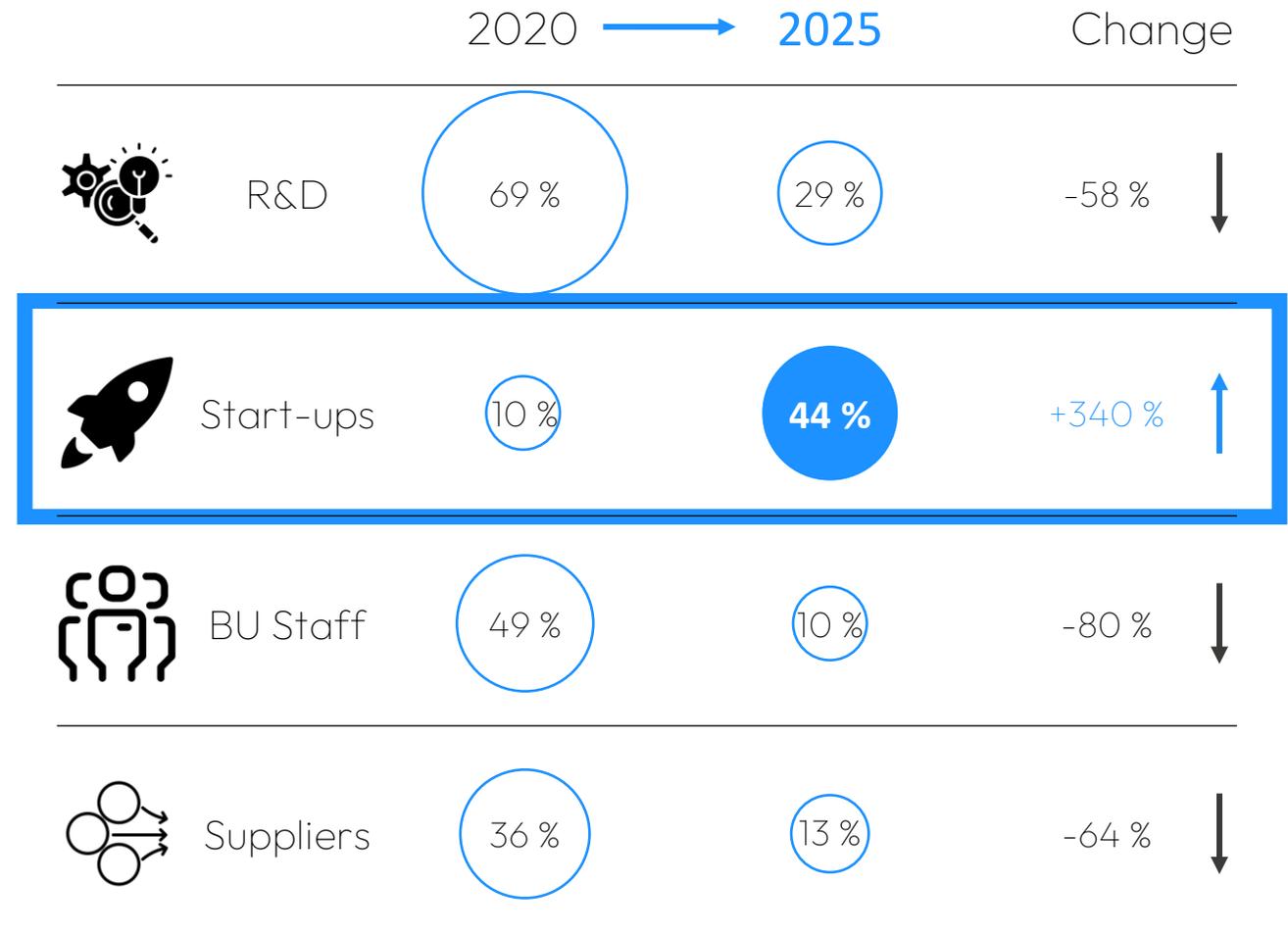
Start-ups gain importance for corporate innovation

44 %

of corporates will source innovation from start-ups in 2025

working with start-ups enables...

- ❖ access to innovative solutions,
- ❖ expanding existing ones,
- ❖ reducing risk,
- ❖ attaining quick & tangible results.



Source: Top innovation sources for companies and evolution overtime (Capgemini Invent & MIT, 2020).