



**Europe's biggest energy start-up competition for funding and growth has opened for Romania's companies**

*Seed investment can reach 150 000 euros for each selected project*

Reducing costs of heating buildings due to the use of solar energy, heat pump and a patented heat exchanger, or a project allowing to reduce the consumption of energy by cooling devices. Sounds innovative? These are only a few winning projects of last year's edition of PowerUp! by InnoEnergy\*. The call for proposals starting now is the third edition of the largest competition designed for start-ups operating in the sector of sustainable energy in 23 countries in Central and Eastern Europe, in the Baltics and parts of the Mediterranean. People interested in taking part can submit their ideas starting on 19 June 2017 at [powerup.innoenergy.com](http://powerup.innoenergy.com).

The Competition has created a huge opportunity for Eastern European innovators for executing and developing their projects, and for becoming present on the global market.

*"The PowerUp! Competition is a platform for presenting ideas that could be left unnoticed otherwise. It is a big contribution in developing innovation in the sector of sustainable energy in Central and Eastern Europe. Winning technologies and other ideas that will be possible to be implemented will help Europe in protecting the environment and also, after commercialisation, can have a global impact with the help of InnoEnergy", says Jakub Miler, CEO InnoEnergy Poland Plus, organiser of the Competition.*

PowerUp! creates multiple opportunities and opens many doors. This fact can be confirmed by last year's winners: PolarSol from Estonia PleioneEnergy from Greece, GreenerGizer from Hungary as well as Bin-E from Poland.

Winners will receive financial prizes as well access to a prestigious accelerator called Highway® by InnoEnergy, transforming ideas and projects into a market reality. It offers young entrepreneurs access to knowledge and large support in the area of developing and protecting

a product, entry on the market, team-building or access to seed funding. It also enables permanent access to 150 biggest partners operating in the power industry, simplifying fast entry onto the global market.

**The Grand Finale in Budapest and fifteen regional finales (the Polish one taking place in Warsaw), will be preceded by intense workshops.** The teams will have an opportunity of working on the details of their projects and presenting them to experts and investors. **Such meetings are a one-of-a-kind chance for establishing business contacts, attracting attention of media while contributing to building a strong position on the market of sustainable energy in this region of Europe.**

*“Our primary aim is to support innovation in the sector of energy. We provide such support at each level of development – starting with the idea to delivery of the final product to the recipients. Thanks to our partnership network, we build connections in the entire Europe, uniting graduates with employers, inventors with the industry and researchers with companies”* explains Jakub Miler.

The Competition has been growing dynamically. New countries join it every year. InnoEnergy invites start-ups and entrepreneurs from 23 countries of Central and Eastern Europe to take part in the third edition of PowerUp! 2017 (Bulgaria, Albania, Croatia, Armenia, Bosnia and Herzegovina, Czech Republic, Estonia, Macedonia, Greece, Georgia, Hungary, Moldova, Montenegro, Latvia, Serbia, Lithuania, Turkey, Ukraine, Poland, Cyprus, Slovakia, Slovenia and Romania). **To take part in the competition, you have to submit a project that regards sustainable energy, create a team, have the prototype and fill out the form on the competition site.**

You can submit your ideas from 19 June 2017 to 11 September 2017. To participate in the Competition, please fill out the form found at [www.powerup.innoenergy.com](http://www.powerup.innoenergy.com)

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\* In 2015 and 2016, the Competition was organised under the following name: KICkoOff by Inno Energy. Feel free to follow us on social media: [Facebook](#) and [Twitter](#), and to watch the summary of the [Grand Finale 2016](#).

### **About InnoEnergy**

InnoEnergy is the innovation engine for sustainable energy across Europe.

We support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

*InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology (EIT).*

