

ACHMED JUNUSOV

NEED FOR SPEED IN HARD-TO-ABATE INDUSTRIES

#HYDRO
GENTTEAM
WORK

FEBRUARY 24

H₂UB



“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”

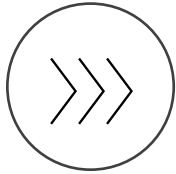


#HYDROVERSE

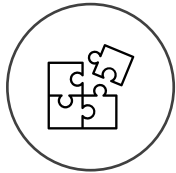
Source: [Net Zero by 2050 \(IEA, 2021\)](#)

The hydrogen economy **STILL** faces a hen & egg problem

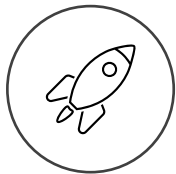
Start-ups are critical to overcome this & to unlock innovation urgently needed



They facilitate technology transfer from lab to market



They foster innovation by bringing new/better solutions to the market

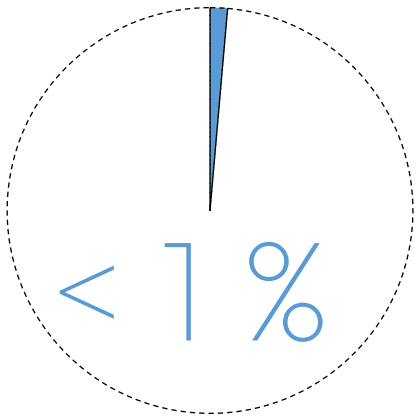


They have a different approach to irradical innovation and exert competitive pressure on big players

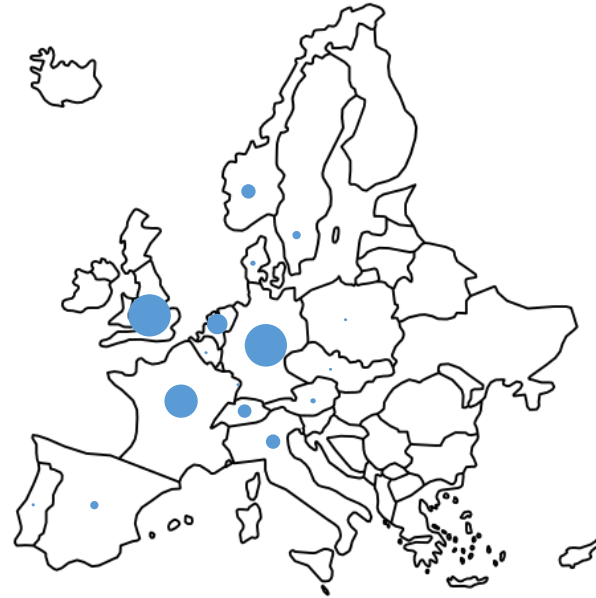


Photo source: [Law Ahead](#)

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



their number is limited
(about 678¹ in Europe)



they are spread across regions
and countries



hardware takes time, deep
pockets & risk-takers



strong industry
partners are needed
to scale

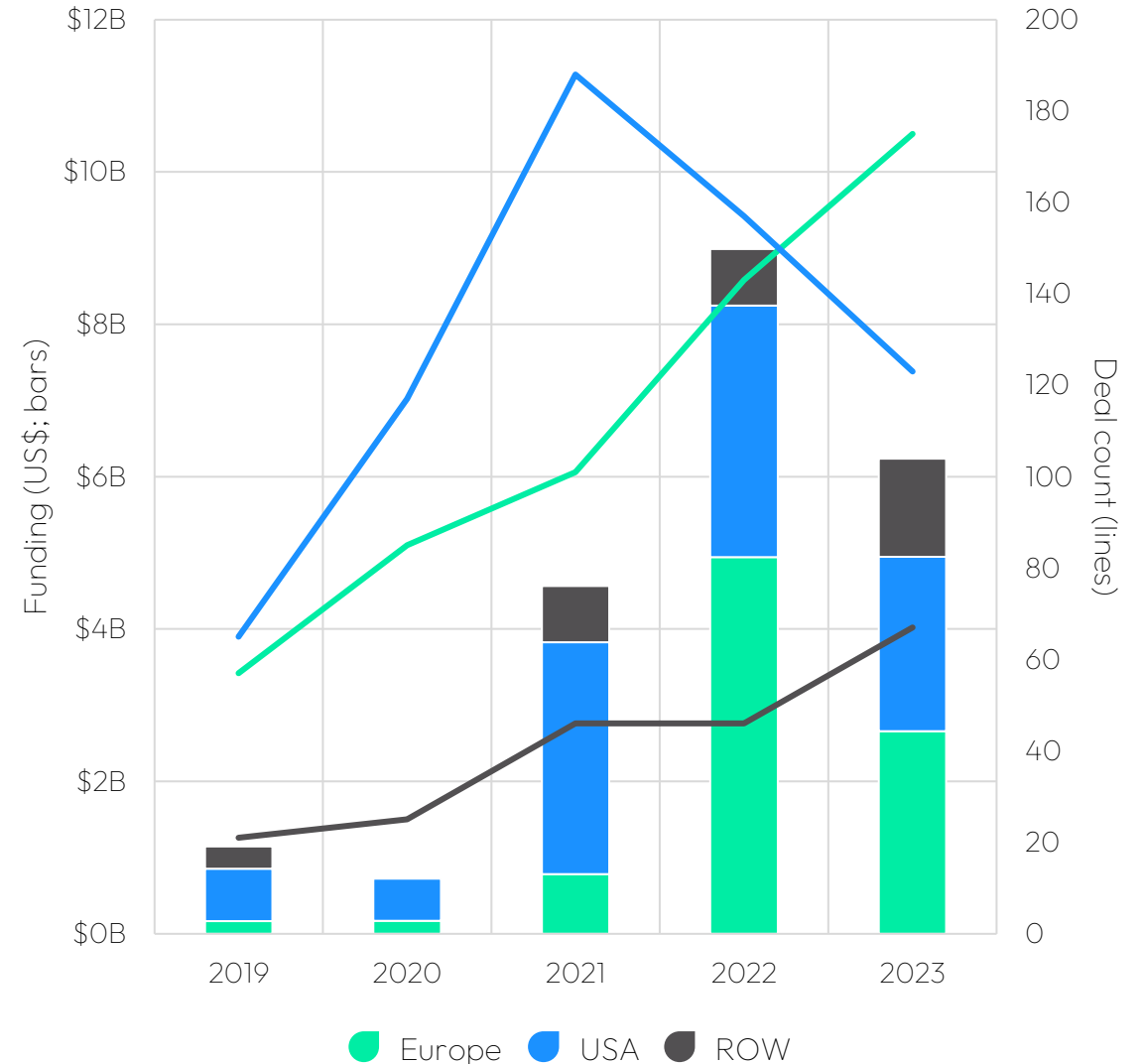


Policy incentives & external shocks drive growth

US takes the lead in Hydrogen Funding, Europe follows

- While hydrogen represented only 4 % of the climate tech market in 2019, this share doubled in 2023.
- In Europe, funding took off in 2022. The largest chunk of funding was allocated to a single deal in the form of venture debt (H2 Green Steel). The growth of hydrogen funding in Europe was partly driven by policy incentives (e.g. CBAM, EU Green Deal), but was also driven by Russia's invasion of Ukraine.
- In 2023, funding decline was less pronounced in Europe in relative terms than the US. Deal activity continued to rise in Europe but was characterised by high activity in smaller deals. In contrast, in the US big deals in particular declined.

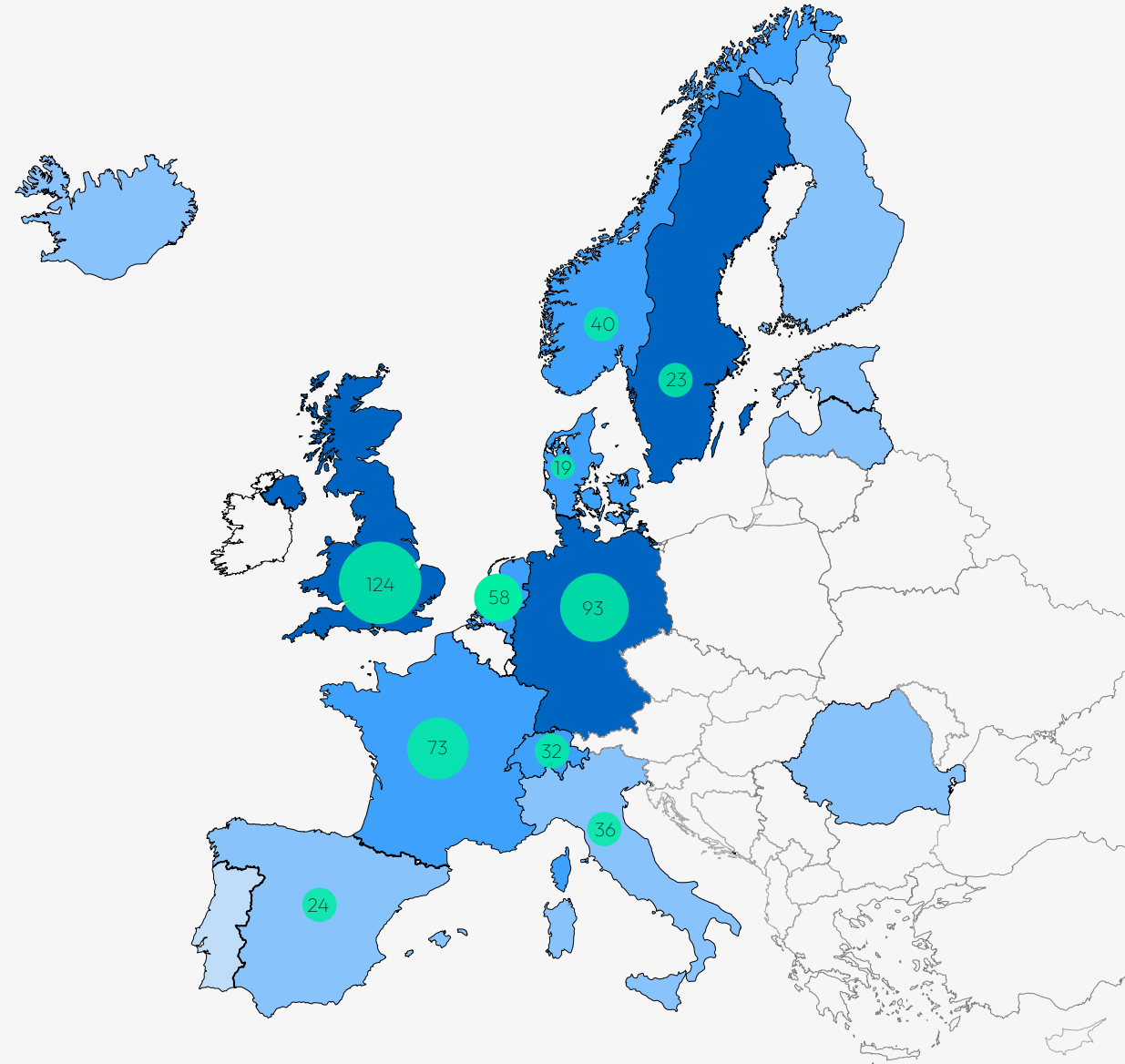
Hydrogen Funding & Deal Activity



Central & northern countries dominate European funding

The map shows the European hydrogen funding (colours) and the deal count (bubbles) across European countries from 2019 to 2023.

- Central and northern countries dominate the hydrogen funding landscape : The highest funding volumes are allocated to start-ups from Sweden, Germany and the UK. In southern countries, funding volumes are much lower.
- Although the deal activity in the UK is quite high, average funding allocated is comparably low. The broad approach to pre-seed financing by Innovate UK contributes to this pattern.
- The tremendous funding volumes allocated to H2 Green Steel make Sweden an outlier, in statistical terms. Average deal size is 15 times higher than in Switzerland or about 20 times higher than in Germany, which are ranked 2nd and 3rd for average deal size.
- Additionally, funding intensity shows funds invested in proportion to GDP (see page 33; annex). That metric indicates that hydrogen investment is of high priority in the northern countries Estonia, Denmark and Finland.



An underwater photograph of a young boy and a young girl swimming in a pool. The boy is in the foreground, wearing blue and red goggles and a striped shirt, looking towards the camera with a slight smile. The girl is behind him, wearing purple goggles and a blue swimsuit, also looking towards the camera. The water is clear and blue, with light filtering through from above, creating a bright and cheerful atmosphere.

WHAT
IS
NEEDED?

A European Platform for Hydrogen



Ecosystem Builder



Matchmaker



Start-up Accelerator



Think Tank

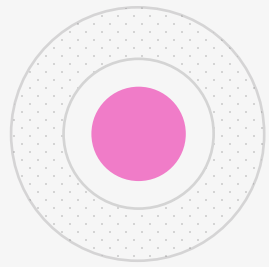
H2UB x STARTUPS

The H2UB ecosystem grows continuously

THE H₂UB BOOTCAMP

10 WEEKS H₂UB SPRINT

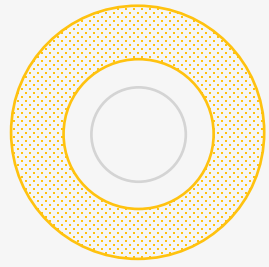
THREE-LAYER-MODEL



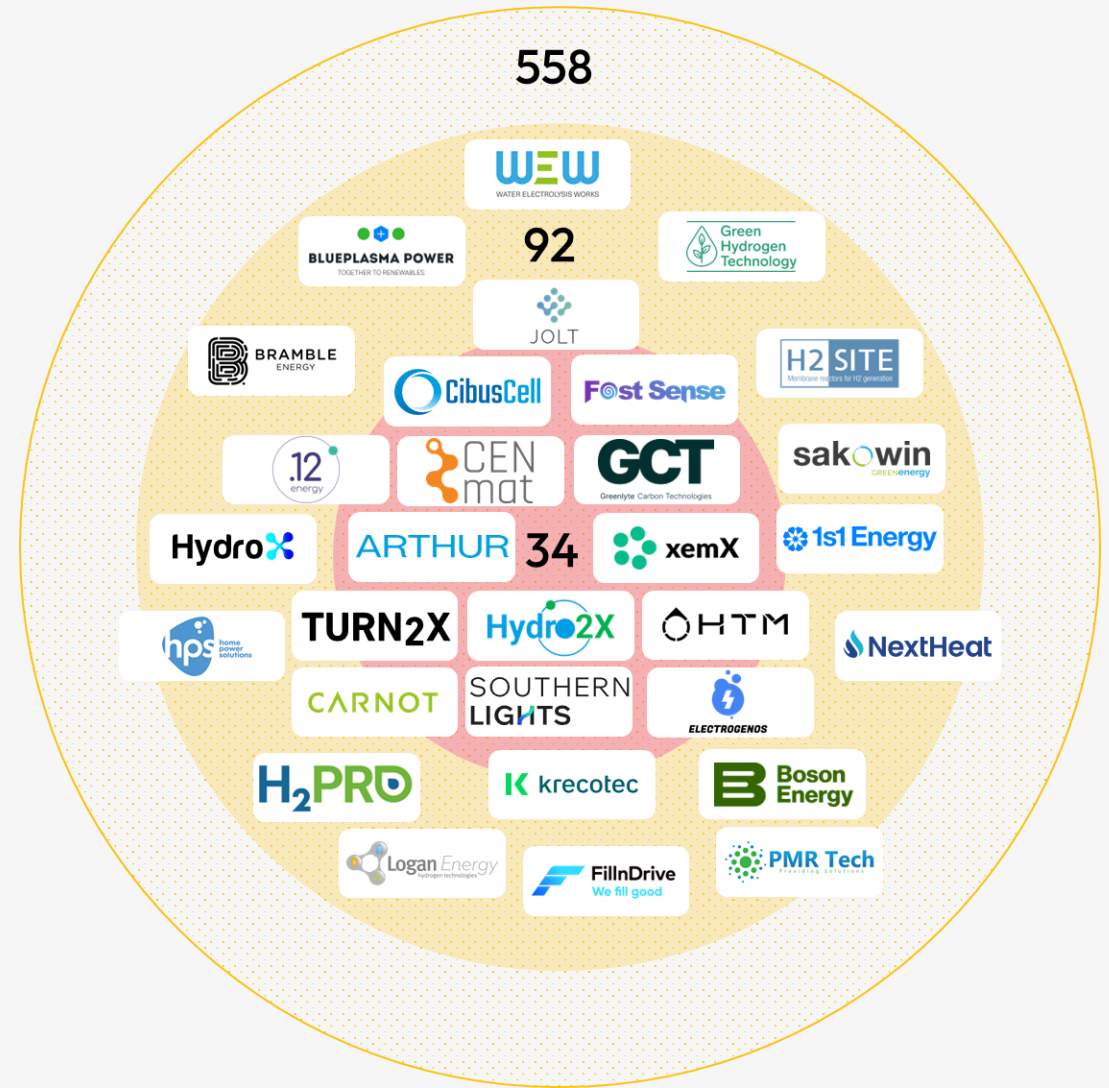
Inner-circle (Accelerator)
34 Start-ups (+9 in Q1/2 2024)



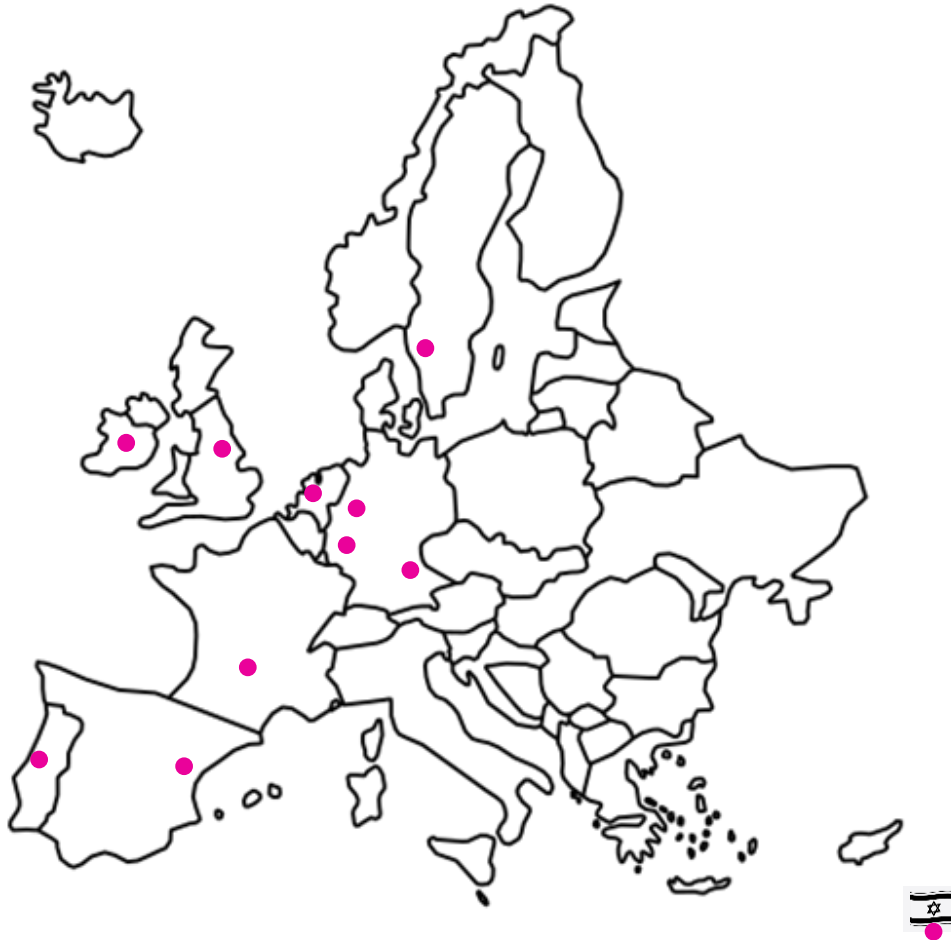
Mid-circle (Events)
92 Start-ups



Wider- & Outercircle
678 Start-ups



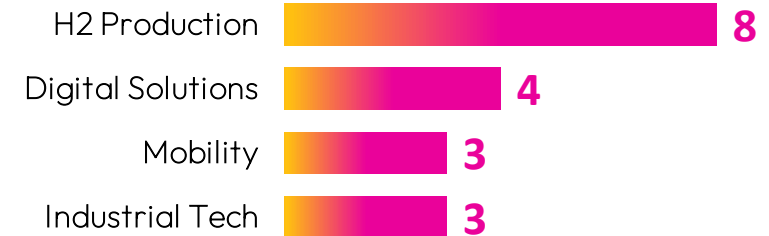
Start-up Programs – KPIs



34 TEAMS

IN H2UB BOOTCAMP & SPRINT

H2UB SPRINT VALUE CHAIN

























91.9 Mio. EUR

EXTERNAL FUNDS RAISED

NPS Score 9.5

Fundraising & Valuations of the last 12 months– Excerpt of Start-ups in the H2UB ecosystem

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

H2UB x

Corporate Partners

What's the benefit for corporate partners?



Gateway to the H2 landscape, with the opportunity to **network** with industry players at various **events**, to support and collaborate with **start-ups**



Build **relationships** with a diverse network of stakeholders, **contribute** to strategic discussions and decision-making



Stay ahead of the curve with **up-to-date** information and intelligence



Actively shape the hydrogen economy, through participation in **high-profile events** and increased **visibility** as innovation leaders



Active involvement in the H2UB ecosystem and exclusive access to **start-up scouting** and **valuable innovation intelligence** resources

WHO

IS

SUPPORTING

US?



Partners/
Members



RWE

ESSEN
WIRTSCHAFT

west**energie**

BROCKHAUS
HYDROGEN



uni
per

CGI

Dräger



Hydrogen
Metropole
Ruhr

MSA

P3

VORWERK

H₂UB

#HYDROVERSE

... and some more to join us soon.

Network partners

#HYDROVERSE

HYDROGEN IS TEAMWORK.

BECOME PART OF THE #HYDROVERSE!



To become a partner
or for other inquiries,
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Funded by:

Ministry of Economic Affairs,
Industry, Climate Action and Energy
of the State of North Rhine-Westphalia



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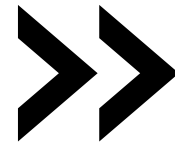
H2UB BACK- UP



H2UB x STARTUPS

Startups

What's the value added by H2UB?



Incubation & acceleration from idea stage to scale-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

Start-up Programs

THE ^{H₂UB} BOOTCAMP



3-weeks idea/early stage program for future founders; 2 batches/year



Start-up essentials : business model development, pitching, story telling, 1st funding etc

10 WEEKS ^{H₂UB} SPRINT



Individual & challenge driven 10-week program for Seed/Series A start-ups; 2-3 batches/year



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

HYDROVERSE CONVENTION 24

500 participants (corporate decision makers, startups, investors)

40 European H2 startups + grown-ups (pre-seed to unicorn)

c-level panellists, scaleup pitches, exclusive pre-evening evening event



2024
SAVE THE DATE

THE EUROPEAN HYDROGEN START-UP EVENT OF THE YEAR

June 18, 2024



[www.hydroverse-
convention.com](http://www.hydroverse-convention.com)

