

The Rising World Complexity *And What It Means For Greek Energy Startups*

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STRATEGY TECHNICS

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The Day After...



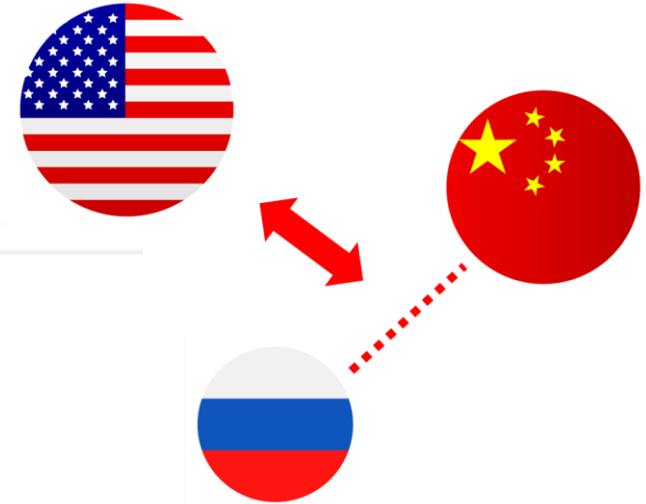
Nikos K. Kokkalakis • You
Principal at STRATEGY TECHNICS
7mo • Edited •

The raging geopolitical crisis is bound to make the energy markets of tomorrow:

You can see how people vote. [Learn more](#)

Less complex

More complex



13%

87%

Greek Energy Startups (Elevate Greece)

A2Z Energy Solutions
Cyrus PC
ENERCA
ENEXAN
EV Loader
Ex Machina
HAM SYSTEMS
HOLISTIC
Incotech
INNORA
Joule

Nefton Group Hellas
NK ENGINEERING
NVISIONIST
Optechain
Pleione Energy
Rhoé
SPIN ELEKTRIK
THERMODRAFT
THRUWIND TECHNOLOGIES
WINNER BATTERY HELLAS

Elevate Greece database (11/2022):

669 companies listed

84% 'IKE'

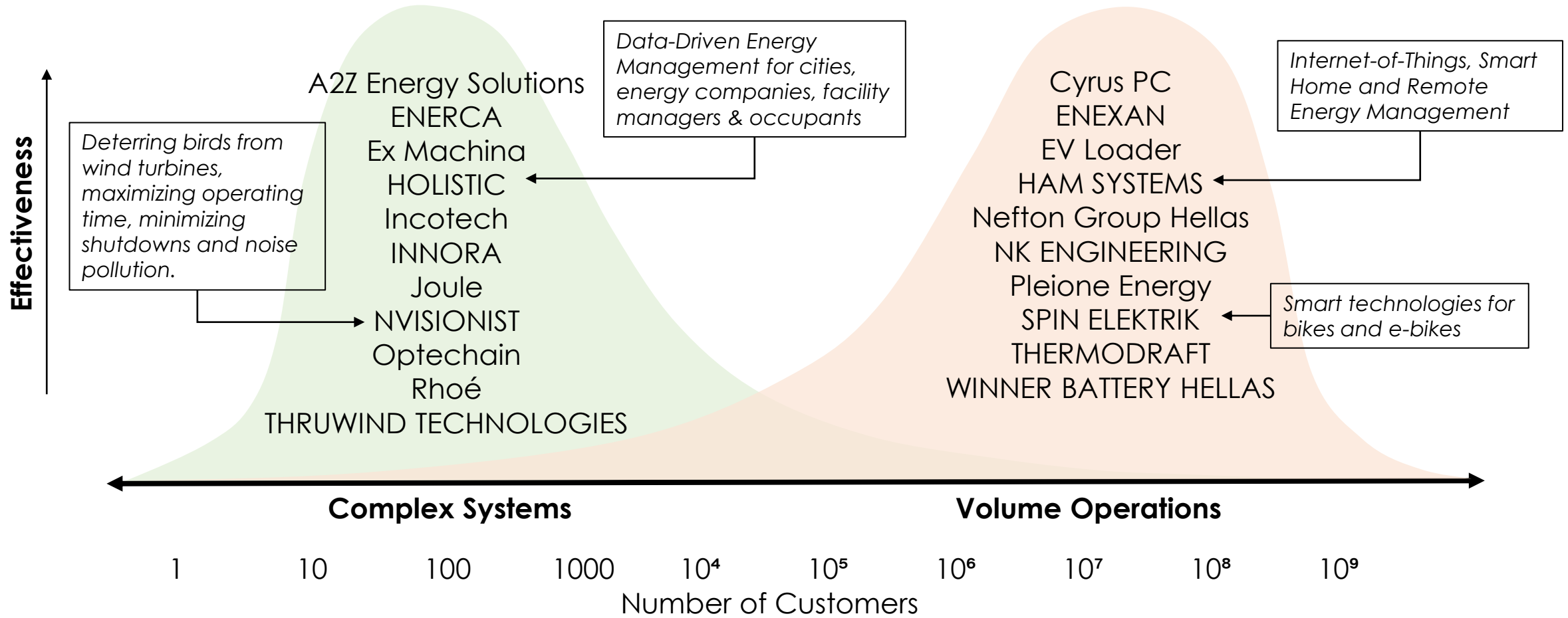
92% registered in Greece

*ca. 21 entities considered fully relevant to energy markets
of which, ca. 70% software solutions - 30% physical products*

<https://elevategreece.gov.gr/el/eggegrammenes-startups/> Accessed 13-11-22

The Landscape of Greek Energy Startups

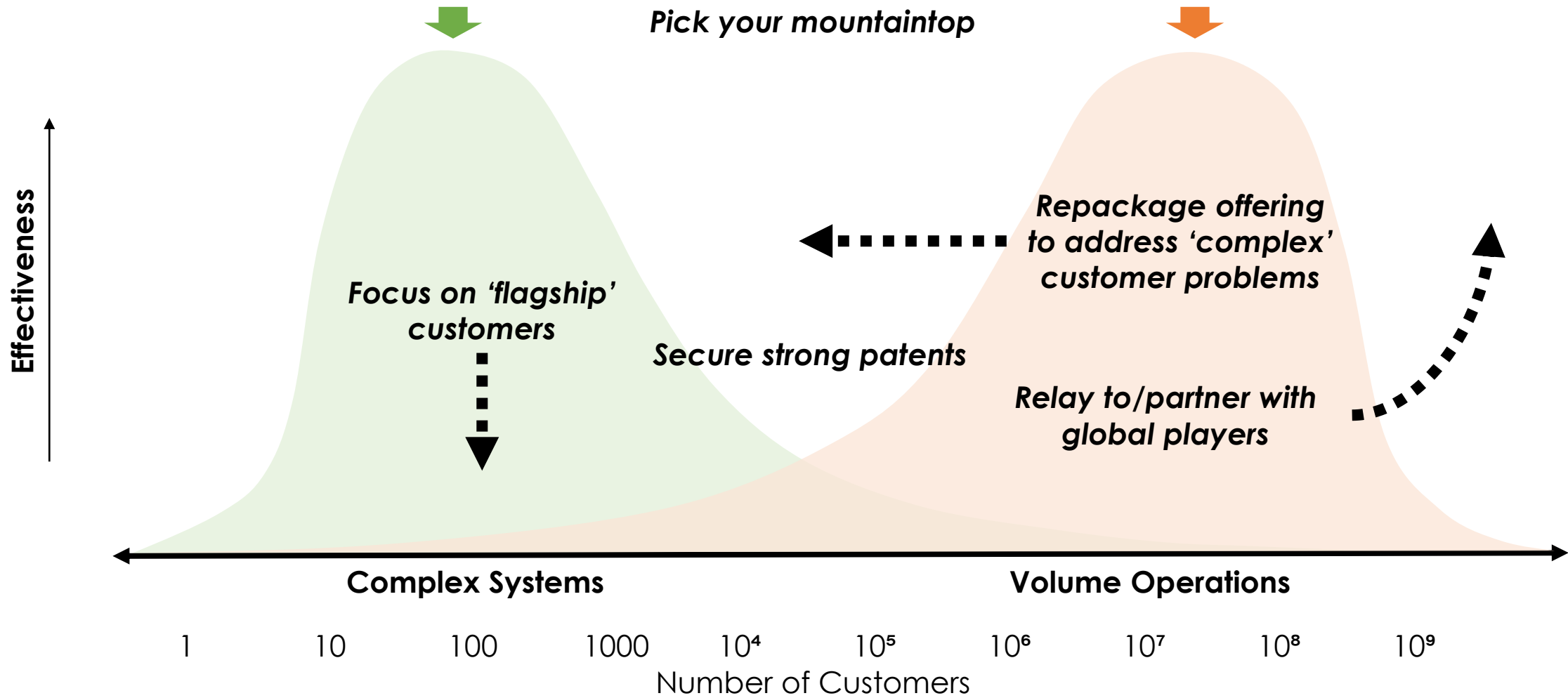
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Adapted from *Dealing with Darwin*, Geoffrey A. Moore, 2005
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Viable Strategies for Greek Energy Startups

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Thank You!

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