

# Technology Strategy Board

## Driving Innovation

### For more information contact:

Victoria Webster for Clean and Cool in the UK, 020 7025 7569, [victoria.webster@grayling.com](mailto:victoria.webster@grayling.com)

Deanna Siste for Clean and Cool in the US, 415-442-402, [deanna.siste@graylingcp.com](mailto:deanna.siste@graylingcp.com)

## Press Release

### Sixteen Best of British Cleantech start-ups head to Silicon Valley

Sixteen of the UK's most innovative and fast growing Cleantech companies have earned a place on an entrepreneurial trade mission to San Francisco, with the aim of opening up their business to the US market.

The week-long event includes a packed itinerary of opportunities to meet with the best of Silicon Valley's investors, customers and supply chain partners, designed to champion British Cleantech innovation on an international stage. The trip is aligned with San Francisco's Cleantech Group's Global Forum, celebrating its 10<sup>th</sup> Anniversary with the theme of 'The Power of Global Partnerships'.

The Mission will boost Britain's growing clean technology sector and drive inward investment into the UK. It's a proven formula as more than \$180m has been raised in private finance by companies attending previous Missions and more than 20 per cent now have a US subsidiary.

The partners that have collectively organised the Mission and selected the winning businesses are the Technology Strategy Board, The Long Run Venture and the Co-sponsorship Agency, supported by UK Trade & Investment (UKTI) and other private sector sponsors.

Speaking at the launch reception held on 14<sup>th</sup> March 2012 at the London Stock Exchange, home to more than 70 listed Cleantech companies, The Minister for Climate Change, Greg Barker said:

"It's a credit to the renewed groundswell in ambition and the confidence for growth among young and enterprising small businesses that so many applied for a place on this Clean and Cool Mission. I'm proud that we've got a delegation, not only of extremely impressive future exports but of such variety, and it's of course due to the collaborative efforts and resources of the public and private sector collective that have made this Mission such a sought after activity. I will follow the Mission with great interest and hope to hear of similar successes to previous Missions as these growing businesses represent the best of Cleantech on the international stage."

The Technology Strategy Board's Director of Innovation and Programmes, David Bott, went on to applaud the strength of the companies that had applied for the Mission, saying: "We're extremely pleased at the variety of Clean technologies represented, spanning transport, agriculture, food, renewable energy, water and energy

storage. The Technology Strategy Board enables innovative businesses to thrive and grow and these companies will do just that - showcasing their businesses and securing interest with an impressive line-up of investors, customers and partners from the US and beyond.”

UK Trade & Investment’s Chief Executive Nick Baird said:

“These highly innovative companies represent the best of British. I congratulate the sixteen companies selected to go on this mission on their achievement, and am sure that their efforts will support the UK’s continuing position as a global leader in clean-technology. This is an exciting and important mission, and we look forward to helping them build their understanding to achieve success in the lucrative US low carbon market, develop partnerships with American companies, and attract the attention of the US venture capital community.”

Gavin Starks, Founder and Chairman of AMEE, a successful company from last year’s Mission, explains just how successful these delegations can be:

“Quite simply, AMEE found the Mission useful because it generated revenue. Through a meeting with Silicon Valley investors we met a multinational company that later became a client. The Mission highlights that face-to-face meetings through credible, trusted channels is absolutely critical to growing an international business.”

The 16 Cleantech companies will depart for San Francisco on the 24<sup>th</sup> March, returning on 31<sup>st</sup> March after a week-long agenda packed with investor meetings and networking opportunities, created by the Mission partners.

These companies represent the best of the UK’s energy storage, agriculture and food, water, renewable energy, transport and energy efficiency enterprises. The chosen companies are:

- *Aeristech* <http://www.aeristech.co.uk/>
- *Cella Energy* [www.cellaenergy.com](http://www.cellaenergy.com)
- *Energy Deck* [www.energydeck.com](http://www.energydeck.com)
- *Green Structures* [www.greenstructures.co.uk](http://www.greenstructures.co.uk)
- *G-Volution* [www.g-volution.com](http://www.g-volution.com)
- *Highview Power Storage* [www.highview-power.com](http://www.highview-power.com)
- *Moixa Technology* [www.moixatechnology.com](http://www.moixatechnology.com)
- *Naked Energy* [www.nakedenergy.co.uk](http://www.nakedenergy.co.uk)
- *Oxford Photovoltaics* [www.oxfordpv.com](http://www.oxfordpv.com)
- *RE Hydrogen* [www.rehydrogen.com](http://www.rehydrogen.com)
- *SAVortex* [www.savortex.com](http://www.savortex.com)
- *SEaB Energy* [www.seabenergy.com](http://www.seabenergy.com)
- *Seawater Greenhouse* [www.seawatergreenhouse.com](http://www.seawatergreenhouse.com)
- *VerdErg Renewable Energy* [www.VerdErg.com](http://www.VerdErg.com)
- *Whitefox Technologies* <http://www.whitefox.com/home/index.html>
- *Zeta Controls* [www.zetaled.com](http://www.zetaled.com)

- Ends -

**Notes to editor**

**The selection**

CCmission /CB/Mar12/

UK's best, high growth potential Cleantech companies were invited to compete for the opportunity to take part in the 2012 mission. More information is available at <http://cleanandcoolmission.com/> and you can follow the progress of the 16 companies during their visit by following the social media pages on this site. We plan to include: an RSS feed, profiles of mission attendees, twitter fountain, video blogs from businesses, and a daily web log.

## **UK Clean Technology Know How**

The UK continues to be globally recognized as a hub for developing clean energy and supporting low-carbon innovation. The nation rose to #5 on a recent index of the world's most attractive countries for renewable energy investment by Ernst & Young. Great Britain was also recently acknowledged as a top ten location in the world to produce clean technology start-up companies, according to a study by Cleantech Group.

### **Additional information**

**The Technology Strategy Board** is a business-led government body which works to create economic growth by ensuring that the UK is a global leader in innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting and accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy. For more information please visit [www.innovateuk.org](http://www.innovateuk.org)

**UK Trade & Investment (UKTI)** is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit [www.ukti.gov.uk](http://www.ukti.gov.uk) or telephone +44 (0)20 7215 8000. For latest press releases, visit the online newsroom at [www.ukti.gov.uk/media](http://www.ukti.gov.uk/media). You can also keep in touch with developments at UKTI through [www.blog.ukti.gov.uk](http://www.blog.ukti.gov.uk), [www.twitter.com/ukti](http://www.twitter.com/ukti) and [www.flickr.com/photos/tags/ukti](http://www.flickr.com/photos/tags/ukti).

**Orrick, Herrington & Sutcliffe LLP** is an international law firm with more than 1,100 lawyers in 23 offices located in the major commercial centres of Asia, Europe and North America. Our technology practice is highly recognized and currently features more than 800 emerging company clients worldwide and some of the world's largest and most successful technology companies. Orrick is dedicated to counselling emerging technology and life sciences companies, as well as the venture capital and investment banking firms that serve them. For more information, visit us at <http://www.orrick.com/emerging>.

**The Long Run Venture helps businesses and technologies deliver long-run returns and impact today. We combine three capabilities:** Data and Intelligence – through partnerships with world-leading technologies and institutions to anchor long run thinking.

Storytelling and Behaviour Change – leveraging award winning campaign experience to build long run purpose and mobilise people-led change.

Finance and Business Model Innovation – fostering multi-disciplinary collaboration to accelerate growth for early-stage businesses through to MNCs. For more information please visit [www.thelongrunventure.com](http://www.thelongrunventure.com)

**CoSpA (the Co-Sponsorship Agency) delivers cross-sector projects that make money and make a difference.** We work with brands, causes and governments to create on-the-ground activity. From people fixing their own community buildings (with Wickes), to inspiring thousands of schools to make films (with Apple and MTV), we bring people together in interesting ways. CoSpA's Oli Barrett will be joining the Clean and Cool Mission. He is a co-founder of StartUp Britain and started 'Tenner' (a challenge to 60,000 school pupils to see what they can turn £10 into in just one month). For more information please visit [www.cosponsorshipagency.com](http://www.cosponsorshipagency.com)

**London Stock Exchange Group** (LSE.L) sits at the heart of the world's financial community. The Group operates a broad range of international equity, bond and derivatives markets, including London Stock Exchange; Borsa Italiana; MTS, Europe's leading fixed income market; and Turquoise, offering UK and Russian derivatives trading, pan-European and US lit and dark equity trading. Through its markets, the Group offers international business unrivalled access to Europe's capital markets.

The Group is a leading developer of high performance trading platforms and capital markets software and also offers its customers around the world access and an extensive range of real-time and reference data products and market-leading post-trade services. The Group is also home to a world leading index provider FTSE, which creates and manages of over 200,000 equity, bond and alternative asset class indices.

Headquartered in London, United Kingdom with significant operations in Italy and Sri Lanka, the Group employs around 1,850 people.

Further information on London Stock Exchange Group can be found at [www.londonstockexchange.com](http://www.londonstockexchange.com)

1. To see all press releases from the Technology Strategy Board please visit: [Press Releases](#).
2. To subscribe to the Technology Strategy Board's RSS newsfeed please visit: [RSS newsfeed](#).