

Start Up Energy Transition Award – The nominated companies



GreenSync

- Founded: 2010 in Melbourne, Australia
- Founders: Phil BLYTHE, CEO
- Product: smart software solutions to control electricity assets and integrate renewables into the grid
- Website: www.greensync.com.au

GREENSYNC

The idea

GreenSync is a technology company specialised in demand management and energy efficiency. Its Cloud based platforms leverage real-time analytics and smart automation to enable smart grid capabilities, from basic real-time monitoring through to automated demand response for networks and large industrial energy users.

The software planning tool for utilities enables planners who make multi-decade, \$100millions decisions to model and consider non-network solutions to demand growth. This means they can price and compare distributed generation such as solar and wind alongside building larger transmission and distribution assets to existing, centralised fossil fuel generators.

To address constraints in the electricity grid, network companies have previously just built more infrastructure (poles and wires). Constraints in supply have resulted in more fossil fuel generation, and problems with peak demand addressed by gas-fired peaking plants. In the past it has been argued that intermittent renewables have to be backed by a large proportion of base-load power and controllable peaking power plants. With modern technology and sophisticated software algorithms, load and generation can now be better matched at a local level.

Award Category: Platforms and Communities

Can we make the energy system of the future sustainable but also more efficient and cost-effective than it is today? New technologies come onto the scene to reduce costs and make contracts smart.



Phil BLYTHE
CEO

“ While the need for renewable energy resources is well understood, the infrastructure to integrate them into the electricity grid is less open. The platform built by GreenSync enables the fast-growing number of ‘prosumers’ to control their own energy use. This technology is vital for eventually eliminating dirty coal generation. ”

The Award

The Start Up Energy Transition Award is the international competition for start-ups and young companies worldwide, who are working on ideas affecting global energy transition and climate change. For the 2017 edition, more than 500 candidates from 66 countries applied for the six different categories. The Start Up Energy Transition is an initiative launched by the Deutsche Energie-Agentur – the German Energy Agency (dena).

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