

## **CORPORATE ENTREPRENEURSHIP STORIES #1**

A conversation between Pioneers and ANDRITZ Green Hydrogen

#### **GREEN HYDROGEN**



#### **DESCRIPTION**

A leading provider of Green Hydrogen production solutions, offering services from consulting and engineering to plant construction, maintenance, and digital solutions.

**FOUNDED** 

2021

**EMPLOYEES** 

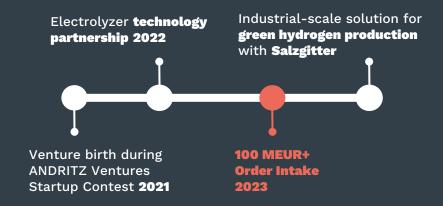
**LOCATION** 

Vienna & Graz

**WEBSITE LINK** 

www.andritz.com/green-hydrogen

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"Thanks to ANDRITZ's core assets and market trust, we had a strong edge with our venture over hydrogen startups."

Peter Eisenköck, VP Global Sales and Service, ANDRITZ Green Hydrogen



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### **4 KEY LEARNINGS**

ANDRITZ Green Hydrogen



1.

# MARKET VALIDATION IS KEY

Early validation through customer interviews, market data, and technological feasibility assessments proved the venture's potential early on. 2.

# LEVERAGE CORE STRENGTHS

ANDRITZ's large-scale manufacturing experience gave it a competitive edge over hydrogen startups, highlighting the importance of utilizing competitive advantages in venture building.

3.

# STRATEGIC PARTNERSHIPS ACCELERATE GROWTH

Collaborating with partners like HydrogenPRO accelerated market entry by combining specialized market expertise with ANDRITZ's core proficiency. 4.

#### STRONG SUPPORT, CLEAR TIMELINES

Top-management support and the environment of the ANDRITZ Ventures Startup Contest facilitated rapid decision making and growth with a clear process, milestones and criteria.