

Electron Announced as Top 30 Technology Pioneer by World Economic Forum

- On Wednesday 14th June World Economic Forum (WEF) announced Electron to have been named as top 30 most promising Technology Pioneer for 2017
- Companies are selected on their potential to significantly impact business and society through new technologies, and advance the Fourth Industrial Revolution
- Electron leverages blockchain technologies to build decentralised asset identity and trading platforms for the energy sector
- Past recipients of this award have included Airbnb, Google, Spotify, and Twitter. The full list of recognised Technology Pioneers can be viewed [here](#)

London, 14th June 2017

Electron, the London-based energy blockchain start-up, has been recognised as one of the World Economic Forum's "technology pioneers", a selection of world's most innovative companies.

Electron is redesigning centralised command and control energy systems to create more efficient, flexible and egalitarian platforms for the rapidly evolving energy landscape. Electron's asset identity and trading platforms directly address both the potential and the challenges of distributed generation and new, data-enhanced service propositions.

The World Economic Forum's Technology Pioneers community are early-stage companies from around the world that are involved in the design, development and deployment of new technologies and innovations, and are poised to have a significant impact on business and society. The 30 technology pioneers that made it to the final selection are active in artificial intelligence, augmented reality, autonomous vehicles, biotechnology, blockchain, cybersecurity, the (industrial) internet of things, and other pioneering technologies.

"We welcome Electron in this group of extraordinary innovators," says Fulvia Montresor, Head of Technology Pioneers at the World Economic Forum. "Electron's pioneering use of blockchain tackles the energy usage challenge by increasing transparency and providing a framework for collaboration. Solutions like this are

important tools to ensure energy needs are met while environmental impacts are minimized.”

“We are extremely excited to be joining World Economic Forum’s Tech Pioneer community”, says Electron’s co-founder & CEO Paul Ellis. “WEF has been a significant early proponent for blockchain technology and we are proud to be recognised for such a prestigious honour by the team.”

Joanna Hubbard, COO & co-founder of Electron explains that “traditionally energy has been a deeply centralised industry, with power flowing one way from large-scale generators down to passive end consumers. However new renewable generation, storage and IoT technologies have disrupted this unidirectional power flow and will change grid economics permanently. Blockchain presents a network of trust capable of tying those distributed physical assets to digital ones. It enables new models for co-ordination and co-operation, driving transparency right down to the outer reaches.”

The Technology Pioneers were selected by a [selection committee](#) of more than 60 academics, entrepreneurs, venture capitalists and corporate executives. Notable members of the committee include Geoffrey Moore (Adviser, Geoffrey Moore Consulting, USA), Yossi Vardi (Chairman, International Technologies, Israel) and Lee Sang-Yup (Distinguished Professor and Dean, Korea Advanced Institute of Science and Technology, Republic of Korea). The committee based its decisions on criteria including innovation, potential impact and leadership. Past recipients include Airbnb, Google, Kickstarter, Mozilla, Palantir Technologies, Scribd, Spotify, Twitter and Wikimedia.

All info on this year’s Technology Pioneers can be found here:

<http://wef.ch/techpioneers17>

More information on past winners can be found [here](#).

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About Electron:

Electron is a London-based start-up harnessing new blockchain technologies to design more efficient, resilient and flexible systems for the energy sector. The company designs platforms and services that will empower the industry to address the challenges and maximise the potential of new technologies such as distributed renewable generation and storage capacity, the smart grid and connected devices.

PRESS RELEASE



Recognising the potential for blockchain to transform the shared virtual infrastructure of the grid, Electron are taking a top down, collaborative approach to platform development and working with various key stakeholders in the energy industry.

About World Economic Forum:

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.

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