

# The origins of Allye Energy: A vision rooted in change

*Founder Jonathan Carrier's journey to forming Allye Energy is rooted in an overall frustration with the short-term approach of the corporate world and a personal desire to make a meaningful impact on the planet.*

Temps de lecture : minute

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17 September 2024

With over 25 years of experience in the automotive and mobility sectors, Jonathan has always been at the intersection of electrification and innovation. His work with hybrids at McLaren and fully electric vehicles at Jaguar laid the foundation for his entrepreneurial journey.

*"I got more fed up and disenchanted with corporate life,"* he reflects, emphasising his desire to drive long-term, sustainable change rather than being a cog in a larger machine.

## From ZipCharge to Allye Energy: Bridging the energy divide

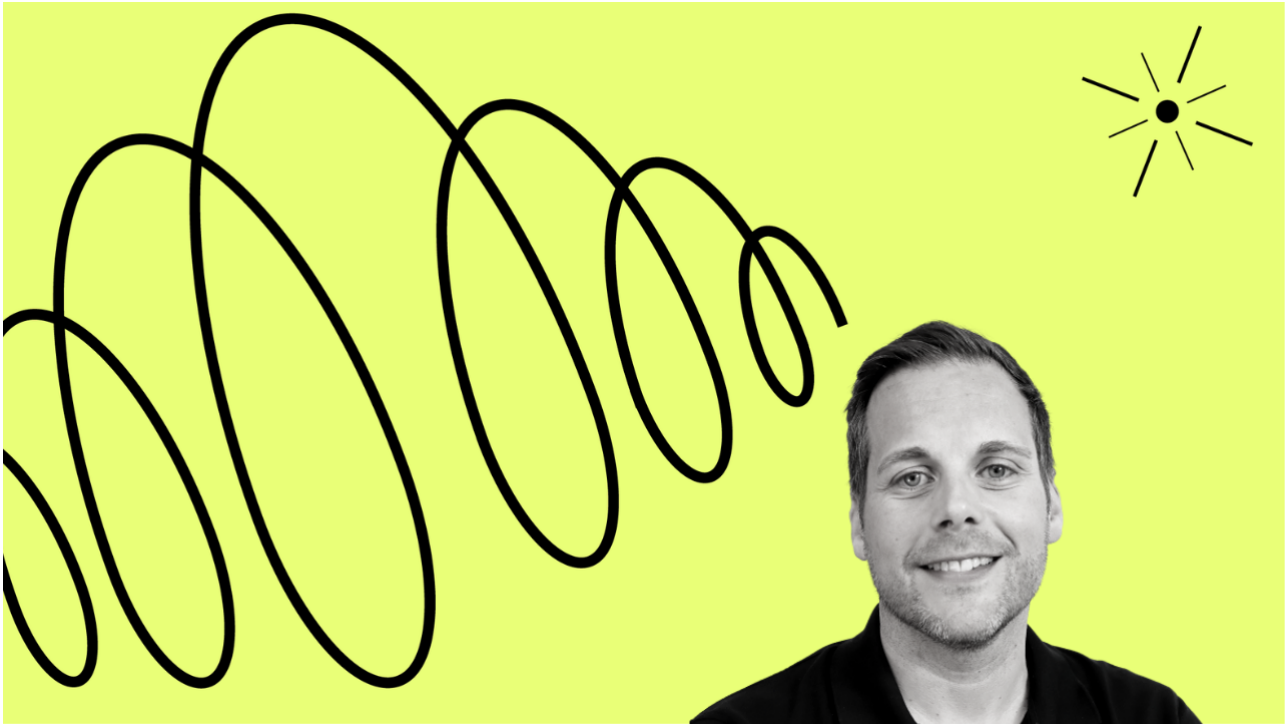
Before founding Allye Energy, Jonathan was the driving force behind ZipCharge, an innovative portable EV charger that addressed the problem for those with electric vehicles but without access to off-street parking. This experience deepened his understanding of the energy sector's challenges and opportunities, particularly the need for democratising access to clean energy. *"I could very quickly see how battery storage inside homes of all types was really important,"* Jonathan explains, highlighting the broader impact of energy storage technology.

Allye Energy was born out of this realisation, with a mission to solve grid constraints and lower energy bills for businesses, properties, and households. The company's goal is to make clean energy accessible to everyone, regardless of income level or housing situation.

*“Technology is becoming more abundant, but we’re also creating greater divergence between those who can afford new technologies that help to decarbonize and lower their bills and those who can’t.”*

Blue Earth Summit 2023 was a turning point for Allye Energy. The Summit offered Jonathan a unique opportunity to present his vision to a diverse audience from investors to environmental experts.

This fusion of ideas and perspectives is something Jonathan views as essential for driving true innovation. *“New creativity often comes from understanding and integrating different perspectives, even when they challenge your existing norms,”* .



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## Overcoming challenges: Raising capital in a hardware-driven world

Allye Energy secured a finalist position in the BE100 startup competition and since then the business has made strides in securing the capital necessary for its growth. The company has raised £1.4M to date, including a £900,000 pre-seed round from Elbow Beach Capital and Alpha Future Fund, as well as a £500,000 ASA (Advanced Subscription Agreement) earlier this year.

However, the path to funding has not been without obstacles. Jonathan candidly shares the difficulties raising capital for a hardware-plus-software business in a market where investors often prefer software startups with lower capital requirements.

*“We’re not just a SaaS business,” he explains. “We have real marginal*

*costs to acquire customers, and that presents a unique challenge."*

## Navigating the complex landscape of hardware startups

As a hardware startup, Allye Energy faces challenges that many software companies do not encounter. The need for substantial capital to develop physical products, longer sales cycles, and the complexities of integrating hardware with software all contribute to the difficulty of the company's growth journey. Jonathan emphasises the importance of resourcefulness and efficiency, values instilled in him from a young age.

*"I'm a Northerner. My grandfather always told me, 'Look after the pennies, and the pounds will look after themselves.'"*

This pragmatic approach has enabled Allye Energy to make remarkable progress with limited resources. However, the company is often evaluated by metrics more suited to software startups. *"I always tell investors, don't judge us by how long we've been around—judge us by what we've accomplished"*

## The road ahead: Scaling and sustaining Allye Energy's impact

Looking to the future, Allye Energy is focused on scaling its operations and increasing its impact in the energy sector. The company is currently raising a Seed round with the goal of accelerating its market penetration and expanding its footprint in readiness for a Series A round.

Despite the challenging fundraising environment, Jonathan remains optimistic. He believes that the key to success lies in storytelling, market focus, and building strong relationships with the right investors. *“Raising money is a lot like sales,”* he explains. *“You need to understand your market, craft a compelling narrative, and approach it with precision.”*

As Allye Energy looks to the future, it remains unwavering in its mission to transform the energy industry, resolve grid constraints, and make clean energy accessible to all. This is not just a story of business success—it is a story of making a lasting, positive impact on the world.

Blue Earth Summit welcomes all planet positive and climate tech startups to enter their BE100 competition for a chance to pitch to investors worth £100M. Apply [here](#).



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