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## **E.ON UK Sponsors LIFE Incubator's Development of Next Generation of Low Carbon Energy Businesses**

Energy giant E.ON is to become the first sponsor of the South Yorkshire-based LIFE energy technology incubator, forging a relationship that will see E.ON work with the companies benefiting from LIFE's advice and guidance in turning their innovative low carbon energy technologies into marketable products.

E.ON's six-figure sponsorship deal establishes it as a LIFE Foundation Partner, and E.ON will benefit from having first sight of, and access to, a range of valuable low carbon businesses.

E.ON will also have access to LIFE's process of managing innovation in energy technology, which has seen the incubator help several companies launch on AIM.

The company will also have a seat on LIFE's advisory board.

LIFE offers fledgling companies technical and commercial support and access to funding to get ideas off the drawing board and into people's homes and businesses.

LIFE has already helped transform a number of new energy technology businesses, including Voller Energy and ITM Power, from fledgling companies to multi-million-pound concerns.

Dave Clarke, from E.ON UK said: "The LIFE sponsorship is part of our commitment to support low Carbon technologies with the potential to contribute to a cleaner and more energy-efficient future.

"Bringing innovations into the fast-moving energy marketplace requires a blend of skills and resources and E.ON UK is helping provide a sound basis from which the most promising ideas can move forward."

LIFE Chief Executive Philip Johnson said: "E.ON UK's partnership greatly boosts our ability to turn the key that will help these products become successful businesses. This is a significant development for the LIFE incubator as well as being the first sponsorship of its kind in this sector".

"We provide a proven system to guide fledgling concerns towards producing marketable products. The companies with which we are already working intend to develop fuel cells, utilise wind, wave and solar power, and exploit a whole range of energy sources for the future."

E.ON UK and LIFE are already working together through an initiative launched by the energy supplier's retail brand, Powergen, entitled EnergyLab. The winner of the EnergyLab Challenge – which invites garden shed inventors to come up with energy-saving concepts – will receive up to £50,000 worth of support and advice from LIFE to help put their invention into production.

**Ends**