



CO-FOUNDER NEEDED

AI-powered energy optimization for industry.

PUREON ENERGY

THE PROBLEM

Industries face rising energy costs, increasing CO₂ reduction requirements, and lack intelligent tools to optimize and automate their energy consumption in a volatile electricity market.

OUR SOLUTION

We solve this by using our AI engine, Quantum, which optimizes industrial energy use in real time through our hardware device (Pulse) and aggregates flexibility for the grid via Nexus.

PATENT STATUS

We have not filed any patents at this stage. Our core advantage lies in proprietary algorithms, specialized know-how, and integration expertise.

FINANCIAL OVERVIEW

Pureon Energy generates revenue through a SaaS-based model combined with hardware sales. Our product *Pulse* is sold as a hardware unit with a recurring subscription fee for AI optimization services, while *Nexus* provides transaction-based revenues from flexibility aggregation with balance responsible parties. We have applied for a *Innofounder* to support our early-stage growth and product scaling. Key financial milestones include securing initial recurring revenue streams from pilot customers, expanding to 10+ industrial sites within the next 18 months, and reaching break-even within 3–4 years. Launis A/S and Idealcombi A/S is the current signed on pilot project. Major cost factors are salaries (AI/IoT engineers, sales team), small costs to hardware. With a scalable SaaS model and strong industrial demand, we see significant growth potential across the Nordics and Europe.

MILESTONES ACHIEVED

Developed our proprietary AI engine (Quantum) and launched products *Pulse* and *Nexus*. Secured a pilot with Launis A/S to validate technology in industry. Idealcombi A/S has had the implementation for a year, and reduced their energy costs by 34% (~750.000DKK). Built strong founder team combining energy informatics and business expertise (Søren Thisted and Bo Petersen). Applied for *Innofounder* funding to support early growth. Established initial partnerships with industrial stakeholders and energy market players.

TARGET MARKET & CUSTOMERS

We build for industrial companies with high energy consumption, helping them reduce costs and CO₂ emissions through automation. Our market focus is the Nordic and European industrial sector, as well as energy companies and balance responsible parties seeking flexibility services.

CO-FOUNDER PROFILE WE ARE LOOKING FOR

Must-have qualifications/background

- Experience in B2B sales, ideally within energy, SaaS, or industrial technology.
- Strong networking and deal-closing skills with industrial clients or energy sector stakeholders.
- Comfortable with early-stage startup environments: proactive, resourceful, and hands-on.

Nice-to-have qualifications/background

- Previous experience in the energy sector (utilities, balance responsible parties, or industrial companies).
- Track record of scaling sales teams or securing large accounts in complex industries.
- Understanding of energy optimization, IoT, or AI-driven solutions.
- Experience with fundraising or investor relations.

Personal fit

We are looking for a cofounder who is proactive, resilient, and highly driven by impact. Someone who thrives in dynamic environments, enjoys breaking through noise, and can combine strategic thinking with hands-on execution.

Values we care about: trust, transparency, and long-term commitment. Working style should be collaborative yet independent, with strong communication skills. We are open to remote collaboration, but prefer alignment with European time zones to ensure smooth teamwork.

TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

Build and execute sales pipeline: Identify, contact, and secure first paying industrial customers beyond pilots.

Customer engagement: Drive demos, negotiations, and onboarding processes with early adopters.

Market visibility: Break through the noise by positioning Pureon Energy with the right messaging and networking at industry events.

ACADEMIC & ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

Søren Thisted, CEO, MSc. Energy Informatics

Bo Petersen, COO, Business Developer and Financial Expert

PHYSICAL ADDRESS

The company is currently located in Odense.

READ MORE HERE

<https://pureon.dk/>



ABOUT OPEN ENTREPRENEURSHIP

Open Entrepreneurship is a collaboration between all Danish universities aiming to create more research-based startups.

www.open-entrepreneurship.com



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