



**InnoEnergy**  
Knowledge Innovation Community

**GrowthSavvy**

InnoEnergy Case Study

# How **InnoEnergy** Got A Large Number Of Startups To Participate In Their Programs

*“Working with them is a pleasure since I never need to worry whether they’ll deliver on time and the quality is always top-notch.”*



**Agata Mazepus**  
Communications Coordinator



**Digital Marketing**



**Strategy &  
Training**



**Design**

# The Company

## EIT InnoEnergy

InnoEnergy was designated as a Knowledge and Innovation Community by the EIT's Governing Board on 16 December 2009. InnoEnergy's goal being to become the leading engine for innovation and entrepreneurship in sustainable energy.

InnoEnergy's mission is to build a sustainable long-lasting operational framework among the three actors of the knowledge triangle in the energy sector: industry, research and higher education, and ensure that this integration of the three is more efficient and has a higher impact on innovation (talent, technology, companies) than the three standing alone.



### Industry

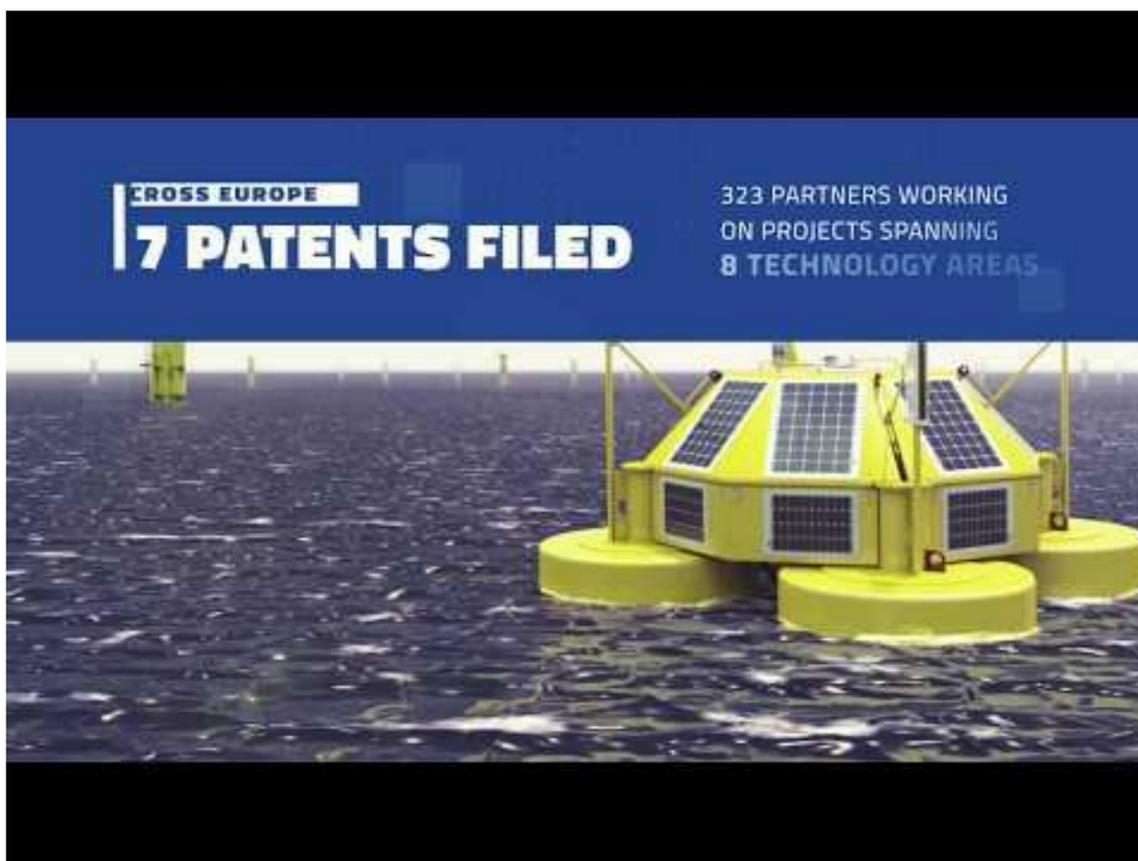
**Sustainable Energy  
Innovation, Accelerator**

### Location

**EU**

### Services Provided

- Digital Marketing
- Advertising Strategy
- Graphic Design
- Marketing Training



# The Challenge



“The main goal of all the projects was to increase awareness of the services that InnoEnergy in central Europe provides early-stage startups and to improve the hard and soft skills of our ambassadors in that region.

The first project was related to the promotion of our new pre-acceleration program for early-stage startups in the energy industry. Magda (Founder, Growth Savvy) prepared an extensive marketing strategy that included research and designs for promotional materials. Other projects included preparing designs for branded merchandise, workshops, and social media.

Growth Savvy also worked on preparing our actual communication materials, including graphic designs. My role was to provide the descriptions of what we needed and feedback for the materials received.”

## Main Challenges

**Increase  
Awareness Of  
Accelerator  
Programs**

**Empower Local  
Ambassadors  
With Strategy &  
Training**

**Design  
Marketing  
Collateral**

# The Results



**Attracted Large  
Number of  
Participants**

**Improved  
Regional  
Ambassadors'  
Skills Through  
Training**

**Increased  
Awareness Of  
Key Programs**

# Client Feedback

*“The results were **very successful**. We were able to implement their work and invite a large number of startups to participate in our programs.”*



**Agata Mazepus**  
Communications Coordinator

## **How effective was the workflow between your team and theirs?**

The workflow was excellent. We used a mix of communication tools including Slack, email, and update calls through Skype. Their attitude towards feedback was perfect and they were proactive in finding the best solutions for our projects.

## **What did you find most impressive about this company?**

Their team's research abilities are outstanding. Working with them is a pleasure since I never need to worry whether they'll deliver on time and the quality is always top-notch.

## **Are there any areas for improvement?**

No, I hope they keep growing and get great customers in the future!

# GrowthSavvy

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