

60 SECONDS WITH AN ENTREPRENEUR...

ASH PENLEY, ZOEX POWER

Role: Co-founder

Company Name: ZOEX Power Ltd

Sector: Cleantech

Founded: 2020

Base: Aberdeen

Purpose: To provide clean energy to island communities and Offshore Industries.

Tell us a bit about your business? Diesel generators are used widely offshore and as back-up power in remote islands. At ZOEX Power, we are targeting to replace dirty diesel generators with a cutting-edge clean tech.



Why are you an entrepreneur? I was working for another wave energy company; we did a study with SE's Innovation voucher and UHI Environmental Department who analysed the near shore wave heights at Scottish breakwater locations. I realised that if we can manage to develop a system that works with small waves, the world is our oyster.

How did you come up with your company name? The inventor David Findlay suggested to use a Greek name. ZOE, my 11 year old daughter's name means 'Life' in Greek. ALEX, my 10-year son is a very strong boy and the name represents strength. During the concept design we worked so hard on the storm protection so we mixed up the two names of my children and came up with ZOEX, believing ZOEX will be bringing livelihood to communities and be robust in storms.

How do you start you day? With exercise.

What's been your biggest challenge to date? Finding the right team and securing funding.

What's your favourite thing about being an entrepreneur? The excitement of working for a technology that will do good for the environment and for future generations.

What's the best thing about being an entrepreneur in Scotland? There are many supporting systems from SE in particular for women in STEM.

What's the best piece of advice you've ever received? Believe in Yourself and Never Give Up.

What's been the highlight of the last year for you? Winning the AccelerateHER Award in Climate and Clean Tech. AccelerateHER is very competitive and prestigious to win.

Who has been your biggest supporter? My children, Zoe (11), Alex (10), my angels!

How has SE (or any other support organisation in the Scottish ecosystem) helped you on your journey? Business Gateway was very helpful in pointing me to the right direction. I applied for and secured a lot of SE funds for this R&D such as ETP funding, Innovation Voucher and SMART feasibility to develop the ActiveFender™ concept. Without SE R&D funds, I wouldn't be here now.

What's the best business book you've read? Midas Touch by Donald Trump and R Kiyosaki. I'm not a fan of Trump at all, I was in the US and moved back to Scotland after Trump won as everything I wanted to do was in the green sector where Scottish Government was supporting. But Trump has some good tips about entrepreneurship.

How do you care for each other's wellbeing at work? Good communication.

What do you do for fun after a busy week? Nothing, just chill.

Is there anything on your business bucket list? Yes: "Put our Demo in the water!"

What would you say is the secret to success? FOCUS: Focus On Course Until Success.

What's your big dream? (1) Prove that a woman can achieve a lot in the male-dominated energy world and (2) Building a viable clean energy business to improve the world for future generations.

How would you like to be remembered? Like Sir Ian Wood seized the opportunity in Oil and Gas, I'd like to be remembered as someone from Aberdeen who seized the opportunity in clean tech. Doing good is good for business.

Where can we find out more about your business? www.zoexpower.com / @AshPenley