

FROM INNOVATION CHALLENGE TO SYSTEMS PLATFORM:

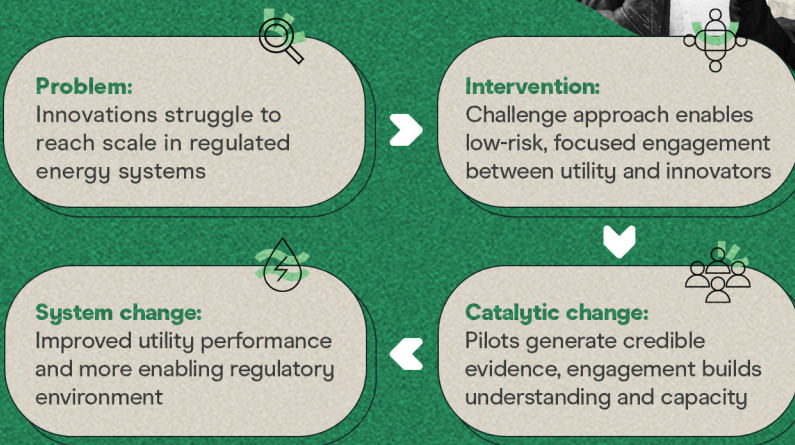
How ENTICE connects clean-energy innovators with India's energy ecosystem

About ENTICE

India has set ambitious targets of **500 GW of renewable energy by 2030**, requiring over **\$250 billion in investment**. While capital and innovation are growing, many solutions fail to move beyond pilots. The gap lies in **de-risking, real-world validation and access to utilities**, creating a persistent "valley of death" between technical promise and adoption.

The **Energy Transition Innovation Challenge (ENTICE)**, launched by the Global Energy Alliance for People and Planet, is designed to bridge this gap. By enabling innovators to **test solutions within real utility environments, alongside mentorship, technical support and ecosystem partnerships**, it helps generate the evidence and institutional alignment needed for adoption. Over time, it has evolved from an innovation challenge into a platform focused on translating promising technologies into deployable solutions within regulated energy systems.

How it Works



ENTICE at a Glance

730+

startups engaged across two editions

04

winners from each edition

30+

investors engaged

Piloting opportunities with JVVNL, BRPL, and Ajmer DISCOM

Key Findings

ENTICE 1.0 strengthened legitimacy and visibility for innovators, demonstrating that a challenge-fund model can effectively identify and convene high-potential clean energy innovators.



Brainstorming moment during ENTICE 1.0 bootcamp



Jury pitch showcase for ENTICE 1.0

ENTICE 1.0 generated critical strategic learning that directly informed the evolution toward adoption-oriented design. It clarified the conditions under which innovations could realistically progress toward institutional uptake.



Jury pitch showcase for ENTICE 2.0



Felicitation of winners of ENTICE 2.0

ENTICE 2.0 has substantially progressed its intended outcomes by enabling pilots, strengthening connections between innovators and institutional actors, and laying early foundations for a multi-actor clean-energy ecosystem.



Woochong Um, CEO of Global Energy Alliance, addresses participants during a bootcamp session of ENTICE 2.0

ENTICE pilots add credibility and visibility for innovators, particularly in regulated market contexts. Interviewees referred to ENTICE as a “stamp of seriousness” that strengthened follow-up conversations with external stakeholders.

ENTICE pilots enabled utility (JVNL) to engage with innovation in a lower-risk, structured way, expanding its exposure beyond traditional vendors.



ENTICE 2.0 bootcamp session with Honest Create

ENTICE contributes to investor readiness and risk interpretation.

It also helped clarify the differing risk profiles and capital requirements of asset-heavy versus software-led solutions, improving the quality of investment conversations.



Jury members at the pitch showcase during ENTICE 2.0

ENTICE reduces coordination and trust barriers while making structural constraints - from procurement to financing - more visible early on.

Across interviews, participants noted that while it does not resolve few challenges, it surfaces them sooner, enabling more informed pathways to adoption.



Ruchira Shukla, Founder & CEO, Green Marble, delivering a masterclass for ENTICE 2.0 cohort

ENTICE enables businesses, utilities and investors to connect in a low-risk, transparent environment, reducing the transaction costs and uncertainty of engaging - particularly within the utility context.

The challenge-based format enables solutions with system-wide scale potential. Respondents reported that clearly defined problem statements improved understanding of utility priorities and helped refine solutions to better align with operational realities.



Felicitation of winners of ENTICE 2.0

ENTICE acts as a coordination and translation mechanism across actors with different incentives and constraints. It enables not just connections with utilities and investors, but also collaboration among firms facing shared deployment challenges.



Hear from the Ecosystem

“When we discussed the problem with the utility, the practical challenges really refined our solution.”

- Enlog



“What financier is going to be willing to put in capital into an asset where nobody is willing to take any risk?”

- AmpereHour Energy

“Innovation challenges take you closer to the place you want to go, rather than straightaway going for procurement.”

- Jaipur Vidyut Vitran Nigam Limited (JVVNL)



Low-risk environment
Collaboration
Deployment opportunities
Visibility
Energy Transition Utilities Innovation
Targeted access
Institutional readiness
Coordination

Conclusion

ENTICE has evolved from a traditional innovation challenge into a platform that shapes markets and institutions. By enabling structured engagement between innovators, utilities, investors, and policymakers, it generates credible evidence through pilots and builds institutional confidence in new technologies.

Applications are now open.



Be part of what's next!

ENTICE 3.0 builds on these insights to enable solutions within real utility environments.