



# Cella Energy Ltd

## Safe, low-cost hydrogen storage

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Science & Technology Facilities Council  
Rutherford Appleton Laboratory



# We use regular shaped fuel tanks – no high pressures



Took previous hydrogen fuel cell company from start-up to IPO. Raised over \$100m



700 bar tank



Cella Energy tank



- Research began in 2007
- Cella Energy Ltd founded as spin-out from Rutherford Appleton Laboratory in 2011 (Equivalent of Argonne National Labs in US)
- Locations in Oxford, UK and at NASA Kennedy Space Center, Florida
- 70% of employees have PhD



- Focus on :
  - Longer lasting batteries
  - Diesel emission abatement
  - Zero-emission vehicles
  - Radiation shielding
- Academic links to Oxford University, University College London UCL and University of Central Florida UCF

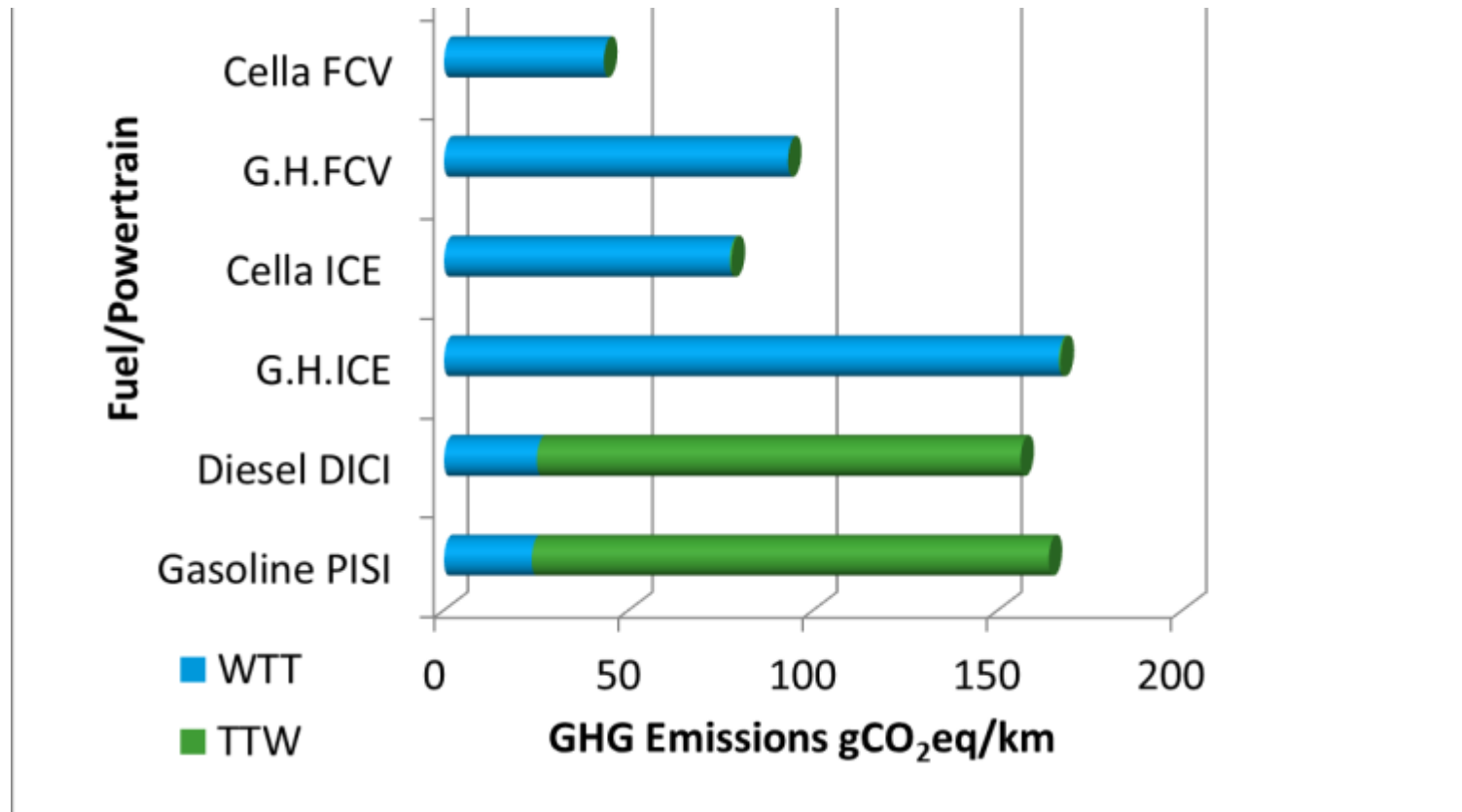




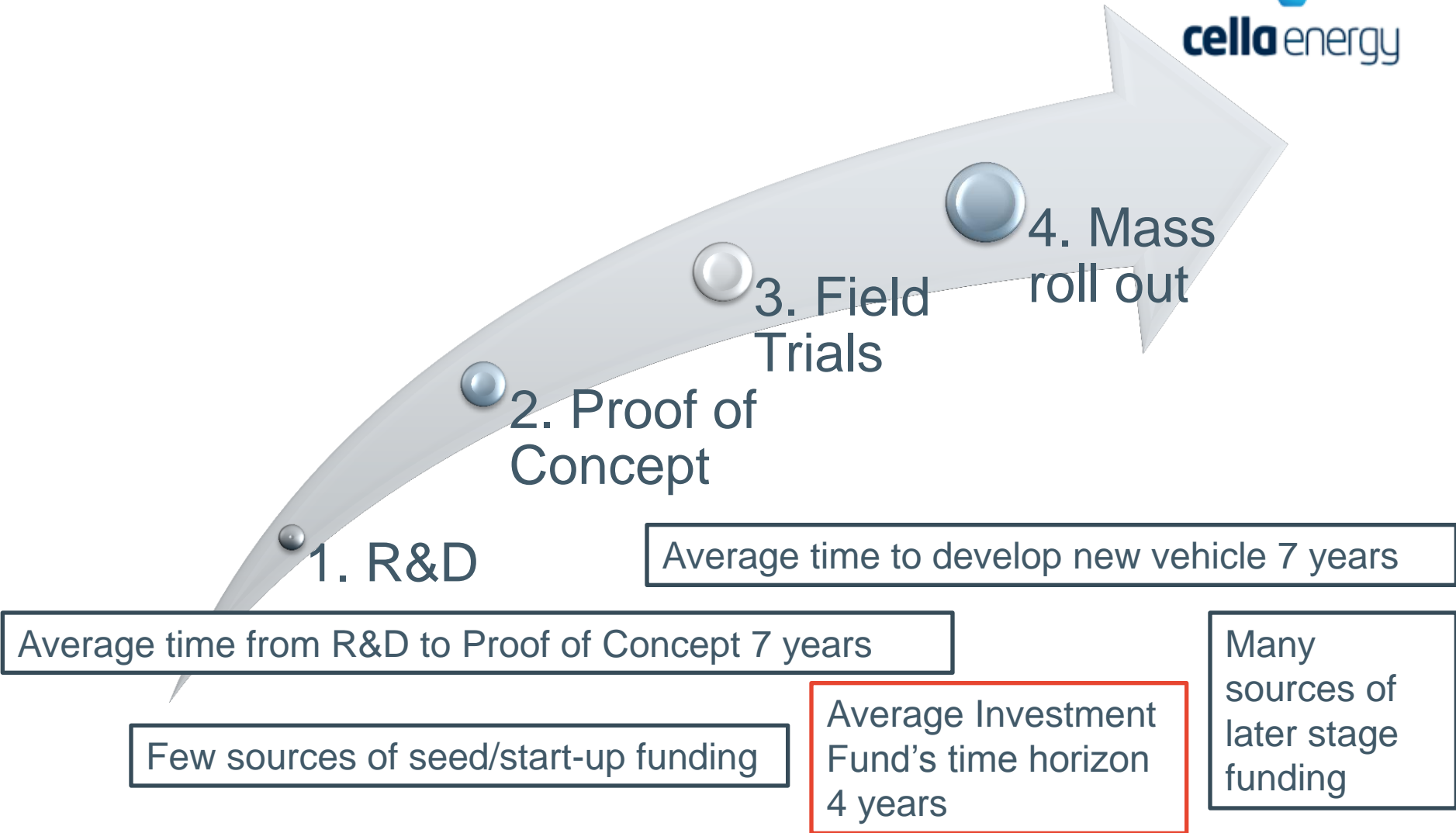
**In 2011 EU consumed 14.4 million barrels oil per day (Source : OPEC)**

# WTW Analysis Results - GHG

Greenhouse Gas Emissions on 100% Renewable Energy Supply



# Taking new technology to market - The Journey



# Cella case study



- UK Government lab RAL conducted core R&D
- Spin-out from RAL with Strategic Investor (A round)  
Euro 0.3m
- Went to US for strategic funding (NASA) and High Net Worth (Business Angels) under UK EIS Tax efficient investment scheme (A Preferred Round) Euro 3m
- Grant funding from Technology Strategy Board TSB  
Euro 1.5m
- Focus on military batteries and radiation shielding  
(short-term revenue opportunities)

# Funding priorities



- **Start-up/seed funding – no.1 priority**
  - Change tax regime to make attractive to high net worth
  - Set EU priorities for technology
- **Grant funding FP7 is only helpful to established businesses – retrospective so does not support cash flow**
- **Venture capital does not exist in Europe for Energy Storage – Fund’s priority is making money not saving the planet**





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