



Barry on the Denmark tech's market

Growing a startup in the energy sector

Among many other interesting talks and presentations on our IoT specialization trip to Copenhagen, we got the opportunity to learn about the startup Barry from Christophe Lephilbert, an ESCP Business School alumnus who works and lives in Denmark. Barry is a Copenhagen-based energy startup that sells electricity and notifies customers about possible electricity price fluctuations allowing them to plan those activities that require electricity, such as operating a dishwasher or doing laundry in advance, and thus to save money.

Christophe who has both French and Danish roots is the CMO and Head of Growth at Barry. Prior to his job at Barry, Christophe worked in different positions for 18 years in companies including L'Oreal, Nokia and Christian Dior perfumes.

It was very interesting and inspiring to learn from him about the challenges of growing a startup in the energy sector particularly with regard to the Danish market that is a pioneer in energy efficiency in Europe. In a very interactive atmosphere, we were given the opportunity to gain a deeper understanding by asking every possible question related to the Danish electricity market and building and growing a startup in Denmark which was very interesting.

Leonhard Dihlmann

MiM programme - IoT specialization

