



## Interview with Tanmoy Bari

CEO of Greenely

[www.greenely.com](http://www.greenely.com)

*Tanmoy Bari is one of a new generation of young European entrepreneurs making waves in Europe and was recently recognised for his success by being included on the prestigious Forbes '30 Under 30 Europe' list. We chatted to him about the development of his start-up Greenely and what the future holds.*

### Hi Tanmoy, could you start by telling us what the word innovation means to you?

The word 'innovation' for me is when you have an idea – it can be anything in your mind; a product or business or whatever – about how things should be and you pursue that idea.

### The EIT champions innovation and entrepreneurship through various activities, with the aim of supporting Europe's competitiveness at global level and growth. Why do you think these two areas are so important for Europe's future?

I think we need innovators to drive development forward. I think research is key in everything we do. I come from a university background, and innovation and research is what pushes development forwards.

### You've worked in different places around the world – Brazil, Africa and your current company is Swedish – so you've got lots of international experience. Do you think Europe can rival the US and the Far East in terms of entrepreneurship and innovation?

Absolutely. I work a lot in the States so I think we can definitely rival them, but we need to have better incentives and not just in terms of venture capital. For instance, stock option plans. Give employees appealing incentives to keep them in our companies. Make it easier for people to relocate. For us as a company, we're not just scouting for talent in Sweden or Scandinavia or even Europe – we want to be able to attract people from anywhere in the world. And we have to have a process where it's very smooth for us, as ventures, to enable us

to compete with other parts of the world. I think it's very crucial.

### Have you got quite an international team at Greenely?

Yes, we speak 10 different languages at our office. We're 9 full-time employees, with a total of 15 people in the company. Diversity is key to building a united culture in our team.

### And that leads us to Greenely as a business. Could you tell us a little bit about yourself and also what inspired you to set up Greenely?

In 2013 I started my Master thesis at KTH Royal Institute of Technology. Our job was, together with a consultancy firm, to create a smart city concept for a city in Sweden. I had travelled to Kenya, Brazil and looked at urban planning and how we could make cities more efficient, and I wanted to bring IT into that. So we created a city concept and we saw that there was a lot of potential in the field of energy visualisation. We wrote a business plan for a competition, got to the finals and took it from there.

### What was your experience of the EIT Community? How have they supported you in this process?

Our company's incubated under KIC InnoEnergy and they have supported us in various ways such as providing funding, legal help and connections; taking us to the European market; providing introductions; and engaging with us on an everyday level. And not only that, but also creating an environment for us to work in. KIC

InnoEnergy has set up a beautiful incubator in Stockholm, allowing us to connect with other likeminded people.

**Greenely has recently been enjoying a lot of success. Your company has been named in the first Forbes '30 Under 30 Europe' list, which is an excellent achievement – congratulations for that! What do you think is the secret to your success?**

I don't think it's one thing. I would say just working really hard and, for me, focusing on one thing only. I want to make this work and I've tried to do that to the best of my ability.

**One of your roles at INNOVEIT was to be on the Young Social Entrepreneurs Roundtable. Why do you think social entrepreneurship has become so important recently?**

I think it's important because nowadays we're living in a more globalised world, where we're seeing problems that are occurring in other places and can relate to them.

**What do you think are the unique challenges that you face as a social entrepreneur that you perhaps wouldn't face as a more profit-focused one?**

That question is very interesting because I think a lot of social entrepreneurs put themselves in a mind-frame of, 'Okay, so I'm a social entrepreneur – how do I tap into business?' At Greenely, our business model is related to how we impact the world. So the more we impact the world, the better our business model works.

We have to find a sustainable business model to have an impact. A lot of people just think about how they want to make an impact and how they could make a profit from that, but you have to connect those two. I don't see it as a challenge – I see it as a huge opportunity. You have to avoid competing with a lot of different people who are making a lot of profit and look for fields with untapped markets

**What's next for Greenely and yourself?**

We're launching in the States this year. We're in a phase where we're expanding rapidly. We're looking forward to the challenges of hiring key personnel and building a strong culture in our company in order to evolve even further.



*The Greenely team (left to right): Tanmoy Bari, Simon Kalicinski, Mohammed Al Abassi and Fredrik Hagblom*