

## CLIENT STORY

# Faster Insights, Clearer Direction: How Lux Helps Eneco Strengthen Technology Strategy

By embedding Lux Research into its innovation and scouting workflows, Eneco gains faster validation on emerging technologies, sharper strategic focus, and direct access to expert analysts — enabling smarter decisions in the energy transition.

## About Eneco

Eneco is a major Dutch utility serving consumers and businesses across the Netherlands, Germany, Belgium, and the UK. The company is committed to accelerating the energy transition through investments in solar, wind, storage, and new sustainable technologies.

As Innovation Lead in the Strategy and Growth department, Glenn Bijvoets is responsible for scouting and analyzing startups, scale-ups, and emerging technologies that can strengthen Eneco's future energy systems.

## Client Challenge

Eneco's innovation function must sift through a rapidly growing landscape of clean energy technologies. With limited time and internal bandwidth, Glenn needed an efficient, trusted way to evaluate opportunities, challenge assumptions, and validate strategic direction.

Lux helps Eneco to:



### Accelerate Technology Scouting

Evaluating new startups or technologies through internal desktop research can take many hours. Glenn needed a way to compress that early assessment stage without sacrificing rigor.



### Validate Opportunities with an Unbiased Lens

Internal discussions can carry bias. Eneco wanted an external expert perspective to confirm or challenge its assumptions before socializing opportunities internally.



### Extend Expertise Without Adding Headcount

Eneco needed access to multi-domain expertise on demand across solar, wind, storage, and emerging energy technologies.



### Strengthen Internal Persuasion

To move opportunities forward, Glenn needed credible external validation that could help generate enthusiasm inside the business.

# Our Approach

Lux integrates directly into Eneco's scouting and evaluation workflows, acting as both expert advisor and strategic sounding board.



## Faster Scouting and Enrichment

Glenn begins by reviewing information on the Lux platform, using reports, technology insights, and company profiles to quickly gauge whether an opportunity warrants deeper investigation.



## Unbiased Validation of Risk and Potential

Lux analysts help confirm or challenge Glenn's initial assessments by highlighting scalability constraints, IP risks, investment needs, or market limitations that may not be visible at first glance.



## Strategic Sounding Board

Frequent analyst discussions help Glenn pressure-test ideas, explore market developments, and refine Eneco's strategy for emerging technologies. Analysts understand Eneco's direction over time, enabling more tailored guidance.



## Direct Access to Experts

With Lux, Glenn accesses specialists across global offices and topic areas — eliminating the need to rely on already overstretched internal colleagues.



***“For me, it’s the people. The analysts make Lux extremely valuable with their expertise. They’re my sounding board. Their outspoken view helps me see whether something is truly important and worth bringing forward in the company.”***

- Glenn Bijvoets, Innovation Lead, Eneco

# The Benefit

Working with Lux helps Eneco make sharper, faster decisions about which opportunities to advance internally.



## Time Savings

Lux reduces the hours Glenn would otherwise spend on desktop research and internal outreach, allowing him to evaluate more opportunities without additional resources.



## De-Risked Innovation

Lux surfaces feasibility concerns early, helping Eneco avoid pursuing startups or technologies that lack scalability or strategic fit.



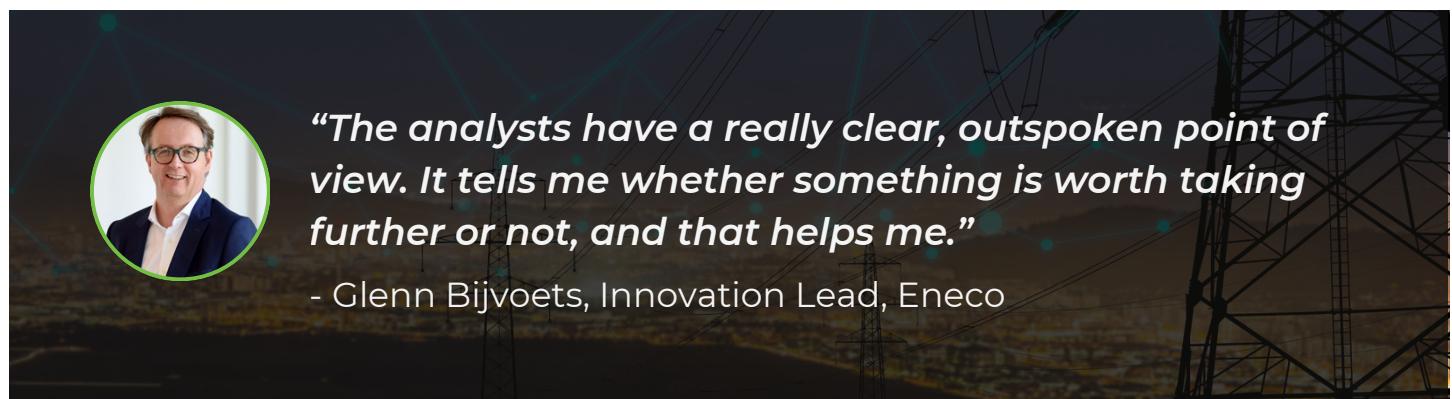
## Improved Internal Alignment

Lux's validation strengthens Glenn's ability to build excitement and buy-in across the business.



## Unbiased, Expert Perspective

Lux acts as an independent extension of Eneco's team, providing clear, outspoken opinions — not just data.



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