



Wicked Problems PODCAST

## Wicked Problems – Series 3, Episode 1:

Jordan Brompton of myenergi

# Transcript

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## Transcript

00:00:09 Toby Corballis

Welcome to a new series of Wicked Problems. In this series, we're going to be looking at electric vehicles and charging and the rest of the ecosystem in which they exist. I'm very excited today to be joined by Jordan Brompton from myenergi. Jordan is a business leader, tech entrepreneur, and sustainable investor. She's the co-founder and chief marketing officer of myenergi, a global leader in Eco smart home energy technology.

00:00:37 Toby Corballis

Alongside forging business relationships, Jordan is responsible for driving the day-to-day corporate strategy and fuelling the long-term international expansion of the company. We're going to be talking today about her personal journey and the journey of the company itself, where the market is now, and what we might expect in the future... And, as any good podcast does, we'll be looking at the zombie apocalypse. So, be warned!

I hope you enjoy and do join us for future episodes where we'll be expanding our look into the world of EV. Enjoy.

00:01:12 Toby Corballis

Welcome, Jordan, to the Wicked Problems podcast. It's a fantastic pleasure to have you here. I'm really keen to talk to you and I'm looking forward and I'm sure that people watching, and listening, will also really enjoy this chat that we're going to have.

00:01:24 Jordan Brompton

Thank you so much having me.

00:01:25 Toby Corballis

And the reason I'm really looking forward to talking to you... it's been an amazing journey, hasn't it? And I think it'd be really nice to just cover the sort of, you know, how did this all come about? How did you get to where you are? I mean, you're Chief Marketing Officer and Founder, or Co-Founder, I should say, of myenergi. And yeah, I think it's just a really fascinating story. Let's start at the beginning.

00:01:45 Jordan Brompton

Yeah, thank you. So, yeah, myself and Lee Sutton are the founders of myenergi. So, we set it up in 2016. But our journey actually started a little bit before that. So, I've worked alongside Lee for – I keep saying 12 years, but I've probably been saying 12 years for about



15 years – I think it's a long time I've known him now, and it all started in a little warehouse – well, like I say, warehouse, it was like a little shed – it was actually a shed in Binbrook that looked like a doctor's surgery, that we took over one part of.

That came about after I'd been looking for myself on a round-the-world trip and not really sure what I wanted to do. I think I was like 20 years old, 21 or something, when I first met Lee and I stumbled across this little unit where these five engineers were hand soldering these little devices to sell to the solar industry; to electricians in the solar industry. And what, what it did was, this little device that Lee had invented, because he was self-taught electronics engineer – he was a solar installer, he was a plumber, he'd retrained in all sorts – but he also tinkered with electronics all of his life. And it was when he was on a job back in the solar boom, back in the day when everyone was getting paid for the feed in tariff and everybody was going mad getting solar on the roof because the paybacks were amazing... A customer actually said to him it's all well and good having this solar, but what am I gonna do with it all day when I'm at work and I'm exporting it to the grid. I get paid for that regardless, cause at the time you got paid for what you generated. So, he was like, “and I can't afford batteries because they're extortionate, so can I just not set a timer on like my immersion heater or something,” and that just sparked like something in Lee's brain to be like, I'll go home, Google it, and see if I can manufacture a little device that controls the immersion heater from the solar.

Yeah, I went to work for him back in the day and very quickly was like the gobby one out of the five engineers, like, how do I sell this to more people? How do I brand it, help you brand it? How do I sell it to like electrical wholesalers so that you can sell it to more electricians, and the business sort of snowballed from there and mine and Lee's relationship snowballed from there as friends and coworkers and he's really shy and a genius, and I'm the gobby one that's business savvy. So, I've always sort of had businesses – so also, Lee by the way, he's business savvy as well, but we, we've both had our own businesses in the past – and it was just after a round-the-world trip when I didn't know what I wanted to do, I stumbled across him and actually ended up finding my complete passion for the renewable industry.

00:04:07 Jordan Brompton

And my little niche where I really excelled. So unfortunately, that business – well not unfortunately for me because it all worked out in the end – but unfortunately for Lee at the time that business went into insolvency because the feed in tariffs were pulled. And I was gutted, like, wanted to keep going with him. But the other shareholders wanted out at the time. So, Lee went through a really tough few years and we parted ways. Like, I went off to do another distribution business in cycling of all things. And Lee was finishing up that



business. And then in 2016, he knocked on my door and was like, “you always said you wanted to go back into renewables. You always said you wanted to work with me, and you always said you wish you'd been involved from the start because you'd have done things very differently. So now is your opportunity. Do you wanna join forces?” And that's when we set myenergi up and with no brand, no products, no IP. So, we had to redesign everything, no manufacturing equipment. So, we had to put pump all of our own money into what is now myenergi by taking bank loans, raising loans against the house, credit cards... a big risk, yeah, but I had faith in the market, even though it was dead at that time, which was crazy. Everyone would – all the bankers and people – would say no. But Lee had had an idea for a car charger that took the solar from the roof instead of diverting it to a hot water tank like we've always done in the past. We could divert it to electric car charger and that is what really, like, excited me. And I loved the industry of self-consumption and taking people virtually off-grid; like I saw Lee's brain bigger than he even saw it. Like I saw his ideas bigger than what he even saw it. So yeah, 2016, we just started marketing it. Lee and his team got back in the shed and started developing some new products. And I went out there and started selling them with a data sheet and the rest is history, as they say.

00:05:54 Toby Corballis

I think it's really interesting what you're saying about... So, he thought, OK, well, somebody's come to him as you know, got the solar thing. And I wanna be able to do something else with. The electricity so please come up with this idea of, you know, we got the charger and now what myenergi does and I think this is quite interesting – well, for me it's interesting because a lot of companies, they either do a car charger or they do a battery or they do PV. There's not that many, and I know there are some, but there's not that many that that connects that all up. And I think that's the interesting bit because it's not... You could really niche down and just do one thing, but you guys haven't. You've got... You're trying to make that connected renewable journey, is that fair?

00:06:37 Jordan Brompton

That's completely fair to say, because when we started in the market, we started with our eddi product, which was the hot water tank because we knew that it made sense to utilise all of your energy in the home, if you've got solar... and then we saw the gap in the market for a solar EV charger. So, we were the first in the world to develop a solar EV charger, but we had the added niche and USP that it worked with the eddi product, the water heater. So, you could be like splitting your load from the solar you could say “send half of it to the car battery, send half of it to the hot water tank” or prioritise and that was a massive USP for ages and still pretty much is 'cos we've got that tech patented and how it all operates together, but because Lee was an electrician as well, he really built in lots of like other



features that the market weren't even thinking yet, like smart charging wasn't a thing, like load balance a house. So, if you don't have solar, you'd still benefit from having our products because your main fuse won't get too hot, and it won't create too much power strains on the grid, or on the house, because you can load balance. So, say you come home on an evening, strike up your immersion heater or electric shower and you're cooking and you've got the TV on and you've got your car plugged in... Very soon your main fuse, it's gonna get hot, but our product was the first to like load balance, so to say, it checked the priority. So, if the house is consuming, you'll lower the charge to the car and then ramp it back up when the shower is turned off or something like that. So, we were the first to build in all just like smarts around home energy management systems – we call them HEMS systems – and that was really because we saw that, you know, if you start plugging in millions of electric cars, you're gonna quickly soon have constraints on the grid, and you're gonna quickly soon burn out your fuses in your home. So, we was like, how do we make sure that we don't have a diesel gate again? Like if we're switching to electric, can't just be plugging into dirty fossil fuelled power stations, it's got to be managed correctly within the home. And that's not just transport. That's heat and that's storage in the house.

So, you're absolutely right. Like even Tesla weren't doing it at the time and still not to some degree, like managing the home as accurately as we were. So, we saw a real gap in the market to be able to give people the whole ecosystem and to control essentially where they want that power to go, that they're generating on their roof from their investment of solar, and we do the full turnkey solution now because we literally used to go online... Like me and Lee wanted solar and everything... We wanted to be... We were the ideal customer because I wanted to be as off grid as possible in case of a zombie apocalypse, I was coming at it from a different angle and Lee just wanted to save money. And I was like, how do we do it? And then you start Googling and it's like: one installer is trying to push you this bit of hardware; one company's trying to push you this bit of hardware; none of it works together; all of its fighting; you've got multiple apps; you don't know which solar installer to trust, because some pop-up when things are good and then disappear when things go bad; and then you're out of warranty and it's just the poor customers have had a really bad experience. So, we wanted to be the British brand that companies could rely on and go to for all of this stuff to decarbonise.

00:09:40 Toby Corballis

I think you've touched on something really important there. So, in our professional life, we talk about being “fit for purpose in the eyes of the customer” and that means you put the customer at the heart and centre of everything, which I think is what you're alluding to. And we find that a lot of companies don't do that, right? So, what they do is they obsess about



the product, and they obsess about the features and the things that go on to the products, and, at some point, they lose sight of what actually the customer experience needs to be in the customer's eyes so you're thinking of it I think – and I don't wanna put words in your mouth – but I think you're thinking of it as a connected experience across that sort of renewable landscape?

How much of that is driven? I mean, it's driven.

You said you went on this round-the-world tour. You kind of found yourself. And so, there's a passion there, but on a personal level. But how much of it on a professional level is also powered by, you know, we're in a climate emergency, there's, you know, there's drive that's happening government-wide across governments across different countries.

00:10:39 Jordan Brompton

Yeah.

00:10:40 Toby Corballis

To get to Net Zero. How much does that inform the way you think about your products?

00:10:45 Jordan Brompton

To be honest, it didn't really inform it at all when we first set up. We set it up purely from passion and purpose of wanting to take people off-grid without really knowing about the energy security risks that the country faced. You know, like, when we had the gas cut off by Russia like we didn't know all that was gonna come, we didn't know COVID was gonna come and people were gonna start looking at their energy.

It was purely from wanting this stuff in our own home and knowing that the electric revolution for electric cars was coming and that there was gonna be a decarbonisation of heat eventually. Like there was gonna be more heat in the home because it just sort of looked that's the way that the regs were going. But as we started, as the business started developing, and as we started to get to know our customers, like, honestly, when we launched the product, investors would laugh at us, or our competitors would laugh at us, because they'd be like “no one cares about the environment. Quite frankly, people just want to save money. That's why people switch to electric. You're evangelists. You're crazy.”

And we were like, “bloody hell?” Quite surprised by that, but carried on anyway. Just because we had the belief in what we were doing, and also because I'm quite fed up of the system, you know, like telling you that you've gotta drive diesel because it's better for the environment. Then that turns out that was a total scam. And I looked at electric like, what



does this truly mean? But when I realised that you could power it from your own energy and you could power it from green energy providers... And then when I started, when we started modelling the numbers like looking at, you know if you had millions of homes connected and you could start then balancing the grid potentially with services as long as the customer opts in to do that and is in control – because I'm a big one on that, like the customer always has to have the control and say – but if the customer can earn from saying right, you can turn my zappi, for example, my cars gonna be plugged in overnight... If you wanna support the grid with my zappi, I'm happy to do that, but you pay me for it because it means I won't be getting that little bit of charge for a few seconds or for half-an-hour or whatever.

When I started to understand the power of like smart connected homes, it really started to play into the bigger picture and how we sort of started to steer the business. As we started to scale. So *no* at the beginning. But yes now when we can see the true value of having smart tech in the home for the customer and as a business opportunity, it's like it's huge. I think it's like a million connected homes in the UK would give us seven gigawatts of power. And to put that into perspective, like Drax is four gigawatts. So, it's like and that's one of the biggest-

00:13:14 Toby Corballis

Yeah. So it's nearly two Drax.

00:13:15 Jordan Brompton

Yeah. And that's just by having electric cars parked on driveways and things, and hot water tanks connected, or a mixture of battery storage or whatever. Being able to flex those loads, it's just flexible power that's available at any given time around the country and I just think that's wild like and so promising, because by having that, that means that you can then start to allow larger scale renewables onto the grid, because if the homes are all self-sufficient, which is a big bulk of the energy usage and transport's decarbonised you can bang on as many more large scale wind farms and solar farms as possible to power the bigger infrastructure stuff, and I think that's a really exciting place to be for like energy and security, energy independence, little micro power stations on your home that you control and you can control where the energy goes and you can earn from, like there's recurring revenue stream customers. I just think it's such an interesting landscape and yeah, it all stemmed from just wanting to take customers as off grid as possible.

00:14:23 Toby Corballis

So that when the zombie apocalypse comes, you can still have a hot shower?



00:14:26 Jordan Brompton

Basically.

00:14:30 Toby Corballis

Excellent. Well, that's I think that's a good way to start a business.

I've been and I looked at your LinkedIn profile, looked at some of the posts you've done, and I noticed you talked about – I mean, there's some amusing posts like, you know why is it called zappi? Why is it called Eddi? Why is it, you know, that was quite amusing. And hopefully you haven't designed something called zombi that's gonna cause the apocalypse, no doubt.

00:14:52 Jordan Brompton

That's in your own shop. You've seen those robots? I'm scared.

00:14:57 Toby Corballis

Yeah, they, they, they, they spookily look like the robots in I. Robot.

00:15:00 Jordan Brompton

I robot. Oh, no, I'm scared. I'm scared. Intrigued.

00:15:06 Toby Corballis

Yeah, exactly. Both at the same time, right? But I've also seen you talk about things like, you know, you've had to face into a lot of-

00:15:08 Jordan Brompton

Yes.

00:15:14 Toby Corballis

Myths that, you know, people come up to you and they go, oh, you know, I never drive an EV. EV will never take off because of this or that or the other. Right? You know, they burst into flames every few miles or... and they are myths I think. Yeah. Are you seeing that landscape change? And people becoming more attuned or, you know, receptive to the whole EV world? And are you still seeing a lot of myths perpetuating?

00:15:42 Jordan Brompton

There's so many myths, and there's so many, so much misinformation at times, like the Luton fire, for example, it's been like proven now that that was a diesel car, but still the





internet – one side of the internet – likes to push that that was an electric car and look, all tech has its moments and I just think like, we're no safer. It was a combustion engine, actually. Electric vehicles have been proven to be a lot safer, and there's whole sites out there now like that debunk the myths.

I think like when COVID hit, consumers really started to pay interest to all this stuff and it started to gain momentum fast and companies like ours just took off out of like nowhere. It was crazy and I really thought, cause I've worked in the renewable space for many years. I used to have to bang down doors and myth bust all the time. But I found that in the COVID time, people were starting to come to us, and I was like, this is new. This is nice. Like customers are coming to us without me having to bash down doors to tell them that this stuff's good. And then when, as it gained momentum far faster than anybody anticipated, it then started to become politicised and it wasn't politicised before. It was just the right thing to do, like going as green as possible or being as sustainable as possible wasn't really used as a political weapon. But now I feel like it is. And that's a shame, because it's stirring a lot of negativity and I like to try and we're a green business, but we're not perfect, right, tech. So, we've still gotta make tech. It's still gonna have a carbon footprint. It's the longevity of it. It's the... It's how you charge it. It's how you use it. It's having that sustainability like in mind. It's not spewing emissions into the atmosphere for no reason. It's trying to get as close to net zero as possible. With any decision sort of thing that you make, how can that be a bad thing? But I feel like the political world's really, like, started to attack it and use it as a weapon, which has spurred on a lot of misinformation. And I'm seeing it more in the last year than I have previously. And I might... God's sake, just as I felt like we'd made progress. I'm starting to see a lot more of these myths and stories pop up again, but yeah, but there's... because there's loads of sites out there now that that are debunking it. And there's real proof. There's case studies.

People have been using this tech for a long, long time like solar and things like that, and now it's not heavily subsidised and people, they want it, which means that there must be the benefit to it and people have been driving electric cars now for 10 years or longer. Obviously some people have, but I mean, like, more mainstream. It's been in the last five years or so. And I think last month they're up by like 50%. So, the media likes to pedal that electric cars aren't selling. But actually, I'm very close to the automotive market and it's just, no cars are selling, like everybody's skint. The cost of energy and the cost-of-living crisis is so much that people are just holding on to whatever cash they've got left and being careful with the big purchase decisions until things have settled down and until government has settled down, and funds are flowing again through the industry, but it's not an EV problem... it's a car problem. I think you'll find that no cars are selling, that EV's are up; sales have been up, none of its heavily subsidised anymore, which means it's buoyant.



And actually I think when we do claw ourselves out of this cost of living crisis, we'll actually see it begin to rock'n'roll again quite heavily and quite quick.

00:19:17 Toby Corballis

Which I think I agree actually that like this whole thing. You're right. The market for car sales is flat, not the market for BEV in particular. And so BEV is flat because everything's flat. Your company, you know, you've been very successful. You've attributed some of that success to you know, passion and being in the right place at the right time. And yeah, you know all of that stuff. But there's there's got to be more to it.

00:19:24 Jordan Brompton

Yeah.

00:19:40 Toby Corballis

On that, how would you if you were, if you were talking to your – I'd say 12 years ago self, but you told me you might be been saying 12 years for a long time. So you're talking to yourself in the past.

00:19:52 Jordan Brompton

No, I'm not giving away my age.

00:19:54 Toby Corballis

No, I wouldn't expect you to – I'm, I'm 93, just for the viewers' reference. If you were talking to your former, you know younger self who's setting out on this, what pitfalls would you say to look out for on this, and maybe "I've learned so much about running a company now," you know, how would you frame that?

00:20:14 Jordan Brompton

It's always a tough one just because if we hadn't made the decisions that we've made, all the mistakes that we've made, we might not have been as successful as we have been. But we've certainly been up against it; like, it has not been a straightforward 8 - 9 years. And I guess I'd say to myself, expect for the unexpected, like all the time.

And when things are good, it don't mean that you've made it, and that's how it's gonna stay. I cannot believe how quick things can turn on a dime, is the saying; like, how quick it can just change and it's literally overnight and we've experienced that multiple times and it's like the shock factor is so bad, I think I'd actually hire slower and fire faster because sometimes how it is so bad when you get a wrong mix and I'm a really like, empathetic, forgiving person and I don't think you can be like that. I used to look at businesspeople, and



I'd think, why are they so ruthless? Like how are they so harsh? But I understand now, the damage it can cause your business if someone's culturally like not right, and I've been burned and learned that the hard way a few times for being over-forgiving. So, I think you've gotta really get the culture right and the people right. Because when you do hit these hard times, it's your people that really matters and the culture of your business that really matters. I'd still be brave, and I'd still make all the decisions that we made, like through COVID lots of businesses were mothballing and scaling back. We doubled down even though we had no idea how it was gonna go, whether our factory was gonna get closed down. We'd just committed to a new factory space and a new build. So we had, we'd committed to a new large space, 32,000 square foot so we could extend our manufacturing because we do all the manufacturing in the UK as well – another big USP of ours.

00:21:59 Jordan Brompton

And we've extended this warehouse, and we were like, “Oh my God”, cause actually where we've moved from was this little shed area where we're just taking on new little units to expand our operation. We're taking on this huge like old Wicks building for a factory and we just took up one tiny corner of it. And I was like, “how the hell are we gonna fill this building? And now we've got to pay for it.” And then COVID hit. Oh God, it was crazy, but little gut feeling in us all was to just hammer down on the purchasing and the momentum because we built momentum. We weren't willing as founders to give up on the momentum that we've built because we really saw the opportunity from a virus, even though it could have turned into the zombie apocalypse, who knew? And it did in some areas, but we just decided to double down on purchasing stock, on building stock, on going after our sales because we the government announced pretty quickly that with safe measures you could keep manufacturing open. So, we just made sure that everyone that worked from office was working from home, but everybody in the factory was safe and we carried on making stuff and it just grew us, and grew us, and grew us. So, I guess I'd always say to my younger self like be brave and bold with your decision making. Because in hindsight, and then what's happened further down the line, is you become too big, too successful in a sense that you then become very slow at your decision making and it's like turning the Titanic and you lose your edge of being able to react quick to the market and you've got boards and you've got money that you've brought in and you've got a lot of opinions and you go through your whole journey yourself as I'm not good enough, I'm an impostor. I've just built this thing by accident. I don't know what I'm doing. This market's crazy. And then you have to give yourself a talking to. All of that takes like, that's a journey and takes time. So I guess it's just like believing yourself remain agile. Don't take it for granted. That business is good. If you're a founder, take some money off the table. Some risk when things are good because it's not always gonna be good. You gonna have bad years and hire slow, fire fast.



00:24:03 Toby Corballis

And thinking with a view to the future, what challenges do you foresee in the... I'm thinking as an industry, but also as a business, but what challenges are you are you seeing coming our way and, you know, the industry's way and how do you think everything you know as an industry, we're in a good place to react to them?

00:24:25 Jordan Brompton

I remain like optimistic because I do think like fundamentally that, even though we've been through all these challenges, the business has still been growing. So, like the consumer / prosumer mindset has changed and hopefully that will continue. We're always at the mercy of governments like changing the direction like if there were some bloody consistency in government policy and things like that would be ideal, but I'm not Mystic Meg like like I just said. What I tell my younger self is expect the unexpected because I couldn't have anticipated half the stuff that's happened. You can't business plan for half the stuff that's happened in our business journey. I think it will pick up. I think we're in a lull and I think the money markets are starting to see money flowing again and confidence. I think we just need to get this budget out of the way. I think we need to get the US election out the way before we can really give a solid sort of view on it and I think everybody's just nervous at the minute and hanging on like to the cash and I mean like the big institutional cash like it's not flowing, it's not moving. I think when that starts moving and confidence starts building again on the sector it'll come back because it's the right thing to do, and because people that have got it believe in it and benefit from it and save from it and earn from it. Ultimately, I believe in ripple effects and being true to your purpose, and I think that it will just continue to gain momentum, I think it's too far gone now, especially in the electric vehicle movement. But never say never; like, the oil lobby is a strong lobby and the governments are strong. So, it depends how bad they think the drive trains and everything have switched. People have switched to electric and they have done for the next 5 to 10 years or so. But I'm always fearful that they could revert back if they're not making enough money or governments aren't heavy enough with it or – and I hope that never happens, but I think that's just the the scared person in me. That's like what could? But then I think they'd be losing out to companies, like, you know... and Asia and China are so much further ahead with the tech that we would lose out. So I can't see them switching back, but I can't... I didn't see half the stuff that's happened, so who knows?

00:26:36 Toby Corballis

Well, there's a lot to figure out as well, isn't there like Yemen?



I mean, you said there about the US election, I think that you're absolutely right, there's a lot of people who just don't want to until they know what the political landscape is gonna, be whichever way-

00:26:48 Jordan Brompton

Yeah.

00:26:49 Toby Corballis

It goes they don't wanna, they don't wanna make an investment decision or spend any money because that's going to influence what they do next, right. And I think there's also a lot to figure out, Like if you're a car manufacturer, if you're a dealership, for example, half the things you service don't exist anymore in the car, right? So what do you do instead to ensure that you're actually still in business and making money? That's gotta be worked out by lots of different people?.

00:27:04 Jordan Brompton

Yeah, yeah, yeah.

Exactly. Exactly.

And we're a big part of that story for the car manufacturers, for the dealerships, like that's who we're starting to work with now and put our focus on because they used to mainly make their margins from like the services and things like that, the warranties. Now it's going to be like, OK, so you've bought this large, you've purchased on offers like it's a large purchase for a home owner and for whatever. How do we then help you get the best kit in the home? How have you thought about battery storage? If you thought about solar because then they can make margins from that, unlike the upsell of the home and I think leasing companies and car manufacturers are starting to see that and it's all getting inter-linked as we predicted when we first set the business up because. it's a large battery on your driveway, if you're lucky enough to have a driveway that you could literally power your home from in the future. So, it's just so exciting. It's just a totally different way of living, but it needs to be seamless, like the customer needs to not be missing out on anything. It needs to be a smooth transition. Otherwise, it will get met with resistance.

00:28:24 Toby Corballis

And as an industry, it seems clear to me when I talk to you, it still excites you and you know it still lights that passion that you found at the beginning and you talk about in your bio that you also do Angel investing. And is that into this sector? Is that how you-

00:28:43 Jordan Brompton



Yeah. So, I just love technology and I love startups; like, I'm an entrepreneur at heart, like I've had multiple little businesses and worked for myself, like growing up in Grimsby. There wasn't many options. Like, I didn't go to uni, wasn't academically smart. I just had this heart to start hustling from literally like the age of 12 / 13. But I just took a real shine to the tech, renewable tech, industry, so anything that's sort of linked to that, like one of my investments is a fitness range that puts power from the gyms back into the buildings. So, like from your bikes and like old school invention, but modern twist on it. Something called Energym. And I love what they're doing. Like, literally you could. They've got retrofit kit that they can put on the spin bikes to put power back through the inverter or power little battery packs that you can then take on the go and charge your laptop with and stuff like that. And I love a founder story. I love the hustle and where I can add value I will. If I can add money, then great... and then another one was like a heating solution for refugee camps from a little solar panel and then a heat mat to keep families warm instead of having to burn rubbish and get poisoned on refugee camps, cause it's a real problem. So, there was this... and it was a young female engineer which I idolised because I didn't even know what engineering was at that age. If I had my time again, I'd probably go back and do some engineering courses and I might if I've ever got the financial freedom to not... Or got time back from Myenergi that means I can. But yeah, it was a female engineer that put together a little battery pack and her she's got some IP in it in this mat, and she's out actually at this moment in, I think she's in – what d'ya call it? – Nepal testing it out and getting a real case study on this map, how it can keep a family warm in, in the refugee camps.

So in anything that's sort of like decarbonising heat, putting power back into the building using human power, using any form of renewable power just really fascinates me, whether it's big industrial stuff or small startup stuff. But the start-up and the scale-up is where I seem to really sort of like excel and adding value and the branding and the manufacturing side, and so that's what... I've always got my eyes open for those types of Nuggets. Like I don't throw money out everywhere, but every now and again something just hits and I'm like, yeah, that's... I need to try and help that, yeah.

00:31:07 Toby Corballis

If people want to know more about myenergi, presumably they go to myenergi dot com.

00:31:10 Jordan Brompton

Yeah.

00:31:12 Toby Corballis you and the stuff that you get involved in is there somewhere they can go and have a look?



## Wicked Problems PODCAST

00:31:20 Jordan Brompton

Yeah, I mean, all my social media, I use Instagram and LinkedIn the most, a bit of Twitter as well for a bit of a stronger opinion on stuff. But I use different platforms for different things, but I guess for the business side of it, it'd be LinkedIn 'cos I'd like to write articles on there and thought leadership pieces about the industry. So yeah, that's where I channel them.

00:31:38 Toby Corballis

Perfect. Well, if you're OK, we'll put that information under the episode and people can look at that if they if they want to. Thank you for your time. It's been really nice talking to you and hopefully people watching and listening will also get some great insights and benefit from it. Thank you.

00:31:55 Jordan Brompton

Thank you.