# Five startups win ABB Startup Challenge 2025 with AI-driven energy innovations



Five startups have been named winners of the ABB Startup Challenge 2025, recognised for their pioneering use of artificial intelligence (AI) to promote smarter energy utilisation across various sectors including industry, buildings, power grids, and utilities. Selected from over 155 applicants spanning 37 countries, each victorious startup will receive $30,000 in funding to collaboratively develop a Minimum Viable Product (MVP) with ABB, a global leader in electrification and automation.

The competition, now in its sixth year, seeks to identify bold and innovative ideas addressing energy efficiency and sustainability challenges. Each winning team will benefit from the expertise of ABB professionals throughout the product development phase, along with mentoring provided by Microsoft and advisors from Synerleap, ABB’s startup accelerator. Massimo Muzzì, Head of Strategy, Business Development, and Sustainability at ABB Electrification, explained the initiative’s purpose: “The Startup Challenge is our way of connecting with visionary entrepreneurs who bring fresh approaches to energy innovation. By combining ABB’s expertise with startup agility, we’re able to shape new solutions and business models. More than 25% of the $80 million we’ve invested in startups since 2020 came from these challenge programs.”

The five successful startups and their innovative projects are as follows:

**Emissium (Switzerland)** – Emissium has developed a software platform specifically for Distribution System Operators. This platform enables real-time emissions monitoring and incorporates advanced analytics, forecasting tools, and digital twin technology. The solution aims to optimise operational costs and enhance long-term planning capabilities through improved decision-making.

**Better Futures (Ireland)** – Better Futures impressed the judges with EVA, an AI-powered assistant developed for engineers. EVA automates up to 80% of tasks involved in relay configuration and validation. By streamlining routine documentation and verification, the tool significantly improves productivity and allows engineers to concentrate on higher-value work within electrical infrastructure projects.

**Lookthrough (Switzerland)** – Lookthrough presented a decarbonisation tool designed to transform the real estate sector. Integrated seamlessly with ABB’s current energy management systems, this solution provides property owners with real-time energy consumption tracking and advanced modelling for retrofit project planning. Its capabilities support efforts to reduce emissions and facilitate sustainable building upgrades.

**Contextere (Canada)** – Contextere introduced the ABB Madison DrivePilot, a smart analytics solution tailored for motor drive systems. Utilising Contextere’s AI platform, DrivePilot offers real-time monitoring and supports decision-making processes to enhance the performance, commissioning, and maintenance of industrial motor drives, thereby improving intelligence and reliability in these operations.

**Eatron Technologies (United Kingdom)** – Eatron Technologies unveiled an AI-powered battery optimisation system that combines machine learning, physics-based modelling, and data analytics. This innovation focuses on enhancing battery safety, extending operational lifespan, and boosting overall performance. Such developments are particularly valuable in sectors where efficient and reliable energy storage is crucial.

Each project is anticipated to reach the MVP stage within six months. Since the challenge began in 2020, ABB has supported the delivery of over 20 MVPs and continues to assist previous winners and finalists in obtaining commercial contracts and scaling their solutions globally through its extensive network of customers and partners.

ABB employs more than 110,000 people across over 100 countries and strives to empower industries through engineering expertise and digital innovation. The Startup Challenge reflects ABB’s commitment to fostering sustainable energy solutions and driving advancement across multiple sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://new.abb.com/news/detail/125111/abb-startup-challenge-2025-winners-power-up-the-energy-transition-with-ai-solutions> - This official ABB news release confirms the five startups named winners of the ABB Startup Challenge 2025, details their innovative AI solutions aimed at smarter energy use across various sectors, and states each winner will receive $30,000 funding and collaborate with ABB to develop an MVP within six months.
* [https://www.ucd.ie/innovation/news-and-events/latest-news/better-futures-wins-abb-award/name,813687,en.html](https://www.ucd.ie/innovation/news-and-events/latest-news/better-futures-wins-abb-award/name%2C813687%2Cen.html) - This University College Dublin article verifies Better Futures as one of the winners with their AI assistant EVA that automates up to 80% of relay configuration and validation, highlighting the $30,000 prize and collaboration with ABB to bring the use case to market.
* <https://channellife.co.uk/story/five-startups-win-abb-s-challenge-with-ai-energy-solutions> - This article details all five winning startups, their respective AI-powered energy solutions, the $30,000 award, six-month MVP development plan, mentorship from Microsoft and Synerleap, and ABB’s investment strategy and startup challenge history.
* <https://4imag.com/irish-ai-start-up-better-futures-wins-abb-2025-startup-challenge-award/> - This source supports the claim that Better Futures from Ireland won the ABB Startup Challenge 2025, receiving $30,000 and planning collaboration with ABB over six months to develop their AI solution.
* <https://www.collaborateandcommercialize.com/abb-startup-challenge-2025> - This webpage outlines the ABB Startup Challenge structure, including the $30,000 collaboration funding, MVP development timeline, access to Microsoft tools and mentoring, Synerleap support, and the process from application to go-to-market phase.