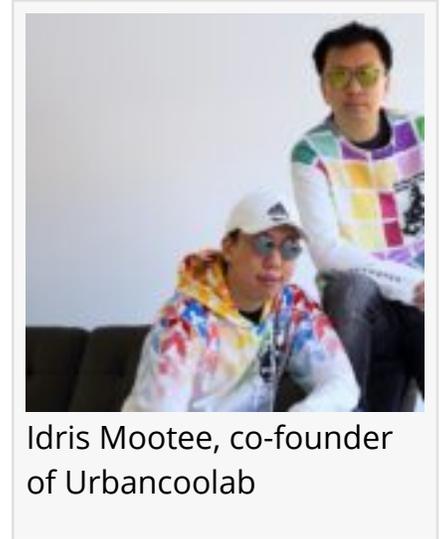


Idris Mootee and Anil Srivastava Interviewed by Fotis Georgiadis

Idris Mootee, co-founder of Urbancoolab. Anil Srivastava, Chief Executive Officer of Leclanché

GREENWICH, CT, USA, June 9, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

The building of a product... of a brand/image that people recognize isn't a simple feat. The services of Fotis Georgiadis will help take your current marketing strategy and give it the boost it needs in this unique global market we are currently experiencing. Reach out to him at the below contact options. Two recent client interviews are excerpted below.



“

You are the sky. Everything else — it's just the weather.”
Idris Mootee, co-founder of Urbancoolab

-

Idris Mootee, co-founder of Urbancoolab
What are your “5 Things I Wish Someone Told Me Before I Started” and why. (Please share a story or example for each.)

50% of business out there is a scam and don't create customer value. You can find that in financial services when all they do is sell you funds and made commissions but have no value add.

50% of business out there are operating on an expired business model. Think about auto insurance and when you won't be the driver anymore, so it will be Tesla or Google.

50% of customer out there have no idea what they want. As they say ask people what they want for their horse carriages, they'd a faster horse. But one wanted a car. No one wanted a self-driving car.

50% of all large companies simply cannot innovate they way into the future. They have too much vested interests in the past. Think Kodak as a chemical company and never wanted digital to work even they invested the first digital camera.

50% of business successful was lucky accident. Yes hard work was put in but it was not the intended application. The microwave began its lifecycle as a military device. Raytheon engineer Percy Spencer was trying to find a better way to detect enemy planes in World War II and accidentally that microwaves radiating from the device he was working on had melted the candy bar in his pocket.

[...]

Can you please give us your favorite “Life Lesson Quote”? Can you share how that was relevant to you in your life?

As a career strategist I used to tell people this: “Non tutte le ciambelle riescono col buco” —which is a metaphoric way of saying that things don’t always turn out as planned. You can only plan so much and modelling becomes a waste of time. These days I remind people of the prove I learned from my time in Tibet—“You are the sky. Everything else—it’s just the weather.” Be the sky!

[Read the rest of the interview here](#)

-
Anil Srivastava, Chief Executive Officer of Leclanché

What do you need to lead this idea to widespread adoption?

We’ve always led by example. Whenever we see opportunity, we’ve acted. We are currently leading the charge to widespread adoption.

Here are three projects using a combination of hydrogen fuel cells plus batteries that showcase how we are leading by example:

HySeas project in Scotland, UK: this technology is used by maritime vessels in Scotland. This is the final step to zero emissions from marine transport—all powered by renewables.

A large trucking company in the U.S.

Freight Trains: We are currently helping to retrofit a diesel locomotive to 100% electric clean power in Canada. Converting a diesel locomotive to 100 percent electric? Can you imagine the impact of that? That’s what we do—help to create an ecosystem of partnerships moving forward.

What are your “5 Things I Wish Someone Told Me Before I Started” and why. (Please share a story



Anil Srivastava, Chief Executive Officer of Leclanché

or example for each.)

Premature industrial grade: The battery industry was still in an industrial ramp-up stage.

Complexity: The complexity of energy storage systems is severely understated. This industry is a convergence of electrochemistry and IT systems for application in the mobility and electricity industry.

Vehicle 'start-use case' to 'now running vehicles': Batteries were used for starting vehicles; not for running vehicles. The scale of engineering, performance reliability and safety requirements needed for that is much more demanding than just the start-use case. The challenge for the scale was, and I believe still, is underestimated. Look at the repeated recalls in the automotive industry involving some of the largest players in the Industry. Also, look at the repeated unfortunate fire incidents in energy storage systems.

Leclanché, my Company, though 100+ years old with rich heritage, was essentially a start-up in developing new applications of battery technologies.

I underestimated the capital investment, and time, required to scale the business in all its aspects. Our technology needed to leapfrog the much larger Asian competitors. Our production levels needed to be at multi-gigawatt hour scale to be cost-competitive. Thanks to our shareholders, our technology has achieved that with an investment of more ca. \$250 million over the past six years—we are well on our way to scale our production capacity in Germany and are looking to expand further through a joint venture in the automotive sector.

[The full interview is available here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: fg@fotisgeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

fotisgeorgiadis.com

+1 203-983-1234

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/543333029>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.