AUGUST 14, 2026

Why Atlanta Has the Unique Ingredients to Lead the World in Energy Innovation

Bill Nussey

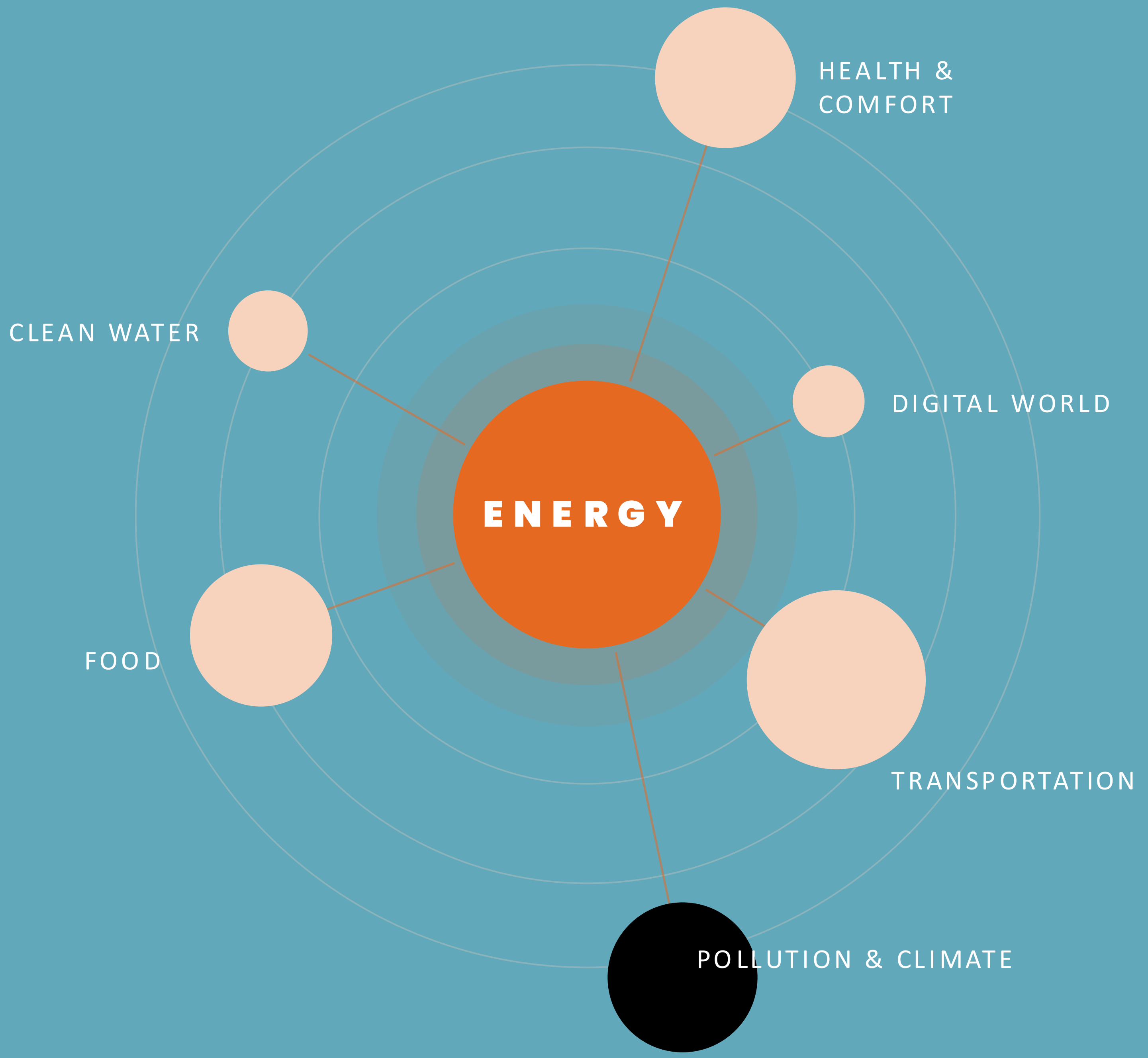
Partner Tech Square Ventures & Author of Freeing Energy

Why Energy Tech?

Georgia has a leading role in financial tech, security tech, AI, and other areas. Why is the opportunity for energy tech potentially the biggest of all?

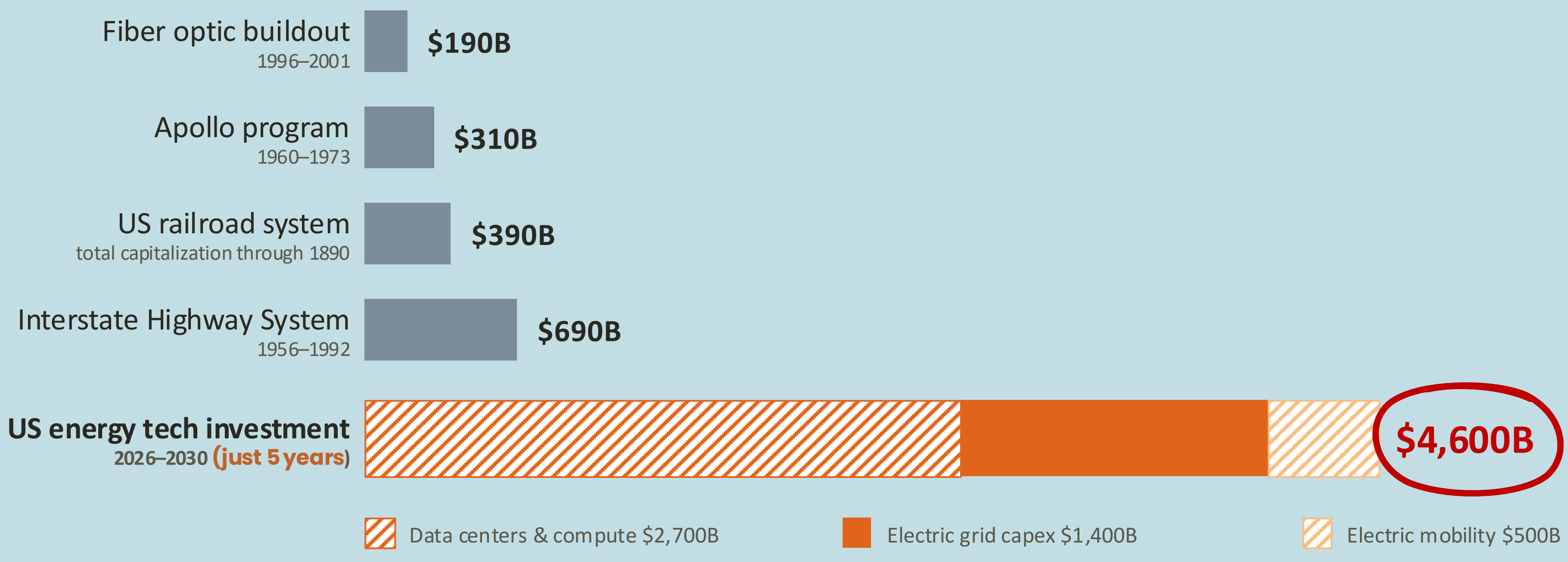
Energy powers every aspect of Society

If we get energy innovation right, we can improve nearly every other part of our lives and our world.



Energy Tech is the LARGEST Investment in US History

Total investment, all figures converted to 2026 dollars



Solid = committed utility capital plans. Hatched = forecast.

The railroads, the Interstate, Apollo and the fiber boom took 115 years and cost $1.6 trillion in today's money. American energy technology investments are 3X all of that together.

Why Atlanta Georgia?

Georgia started the new energy revolution!

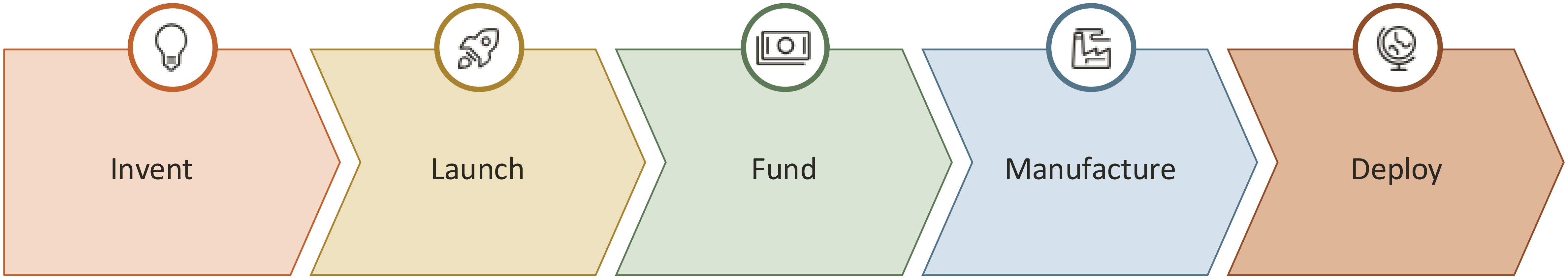
In 1955, Bell engineers successfully deploy the world's first practical silicon solar panel in Americus, GA.

We have the more assets and a bigger opportunity to lead than any other region in the US or the world.

We start by realizing what we already have. Then we bring them together... and getting people together is Atlanta’ s superpower.

The Energy Tech Innovation Lifecycle

A complete ecosystem for end-to-end energy technology development



Our region stands is one of the few in the world capable on delivering the entire energy tech lifecycle.

1. Invent

Georgia Tech is already leading the energy frontier

1. Invent

Georgia Tech is already Leading the Energy Frontier

#1

USA News Ranks Georgia Tech #1 in Energy Research

1,000+

Number of Energy Researchers at Georgia Tech

1 of 8

DOE Critical Mineral Consortia in America

2. Launch

We already have key parts of the ecosystem that turn *inventions and visions* into successful startups

Startup Accelerants

We have a strong start with several and programs that can help energy tech innovation thrive.

Our larger success is not about how many accelerators we have...

It's about building one or two that are truly world-class.

Cox Cleantech Accelerator	Georgia Cleantech Innovation Hub
Georgia Tech Advanced Manufacturing Pilot Facility	ATDC (Advanced Technology Development Center)
Engage/Tech Square Ventures	Georgia Tech's Sustain-X
Cleantech Campus at Seapoint (Savannah)	

Home to World Class Energy Startups

We are already launching breakthrough energy tech tech startups that are leading leading the world.

Georgia Cleantech Innovation Hub is tracking 50+ startups and counting.

QumulusAI

AI Infrastructure (IPO)

Sila

Battery Tech Unicorn

SSNF

Fusion Energy

Wattch

Energy Management

emrgy

Decentralized Hydropower

ENVIRO SPARK

EV Charging

3. Fund

Energy tech has more paths to capital than traditional startups

Venture Capital

Government Funding

⭐ Customers ⭐

Energy Tech innovation has more options for funding than other areas of tech… and Georgia is leading the country in many of them.

Venture Capital is Flowing into the Region

A local core of funds, ringed by national capital that are writing checks into Atlanta/Georgia energy tech startups.

Breakthrough Energy Ventures
Future Shape
YETI Capital
Amazon Climate Pledge Fund
SoftBank Opportunity Fund
Fifth Wall
SOSV
Basalt Infrastructure Partners
Coatue
Aquiline Technology Growth
Backstage Capital
CPP Investments
Emerson Collective
BMW i Ventures
Toyota Ventures
Precursor Ventures
Blitzscaling Ventures
JLL Spark
Chevron Phillips
FootPrint Coalition Ventures

BASED IN ATLANTA
Atlanta Seed Company
Circadian Ventures
Collab Capital
Cox / Socium
Southern Company Ventures
Engage Ventures
GRA Venture Fund
Georgia Tech Venture Fund
Knoll Ventures
Overline
Panoramic Ventures
Shadow Ventures
Tech Square Ventures
TechSquare Labs

Georgia is #1 for energy tech investments from Washington DC

Total $40B+

More than the next three states combined!

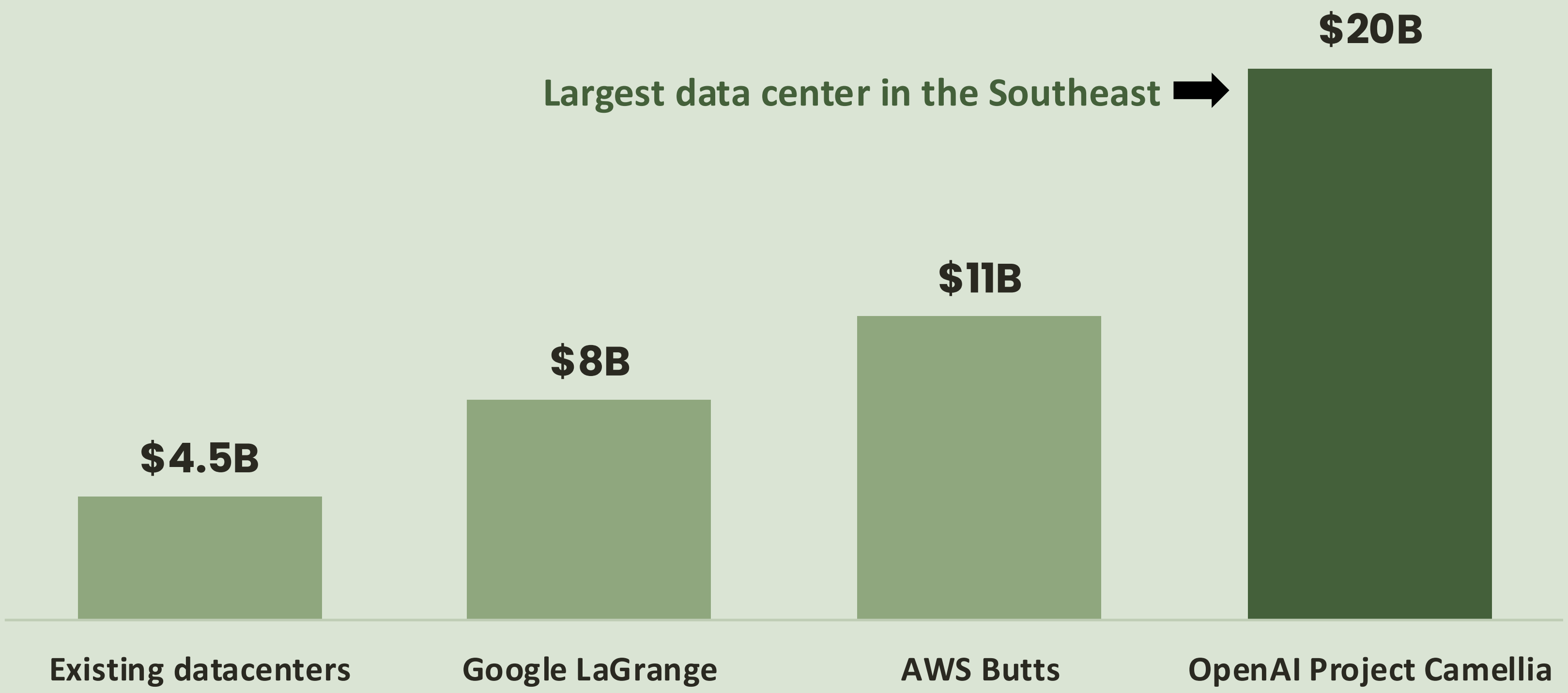
This is not partisan.
Obama bet on Georgia.
Trump 1 bet on Georgia.
Biden bet on Georgia.
Trump 2 bet on Georgia again.

Georgia is the #1 place in America to invest in data centers

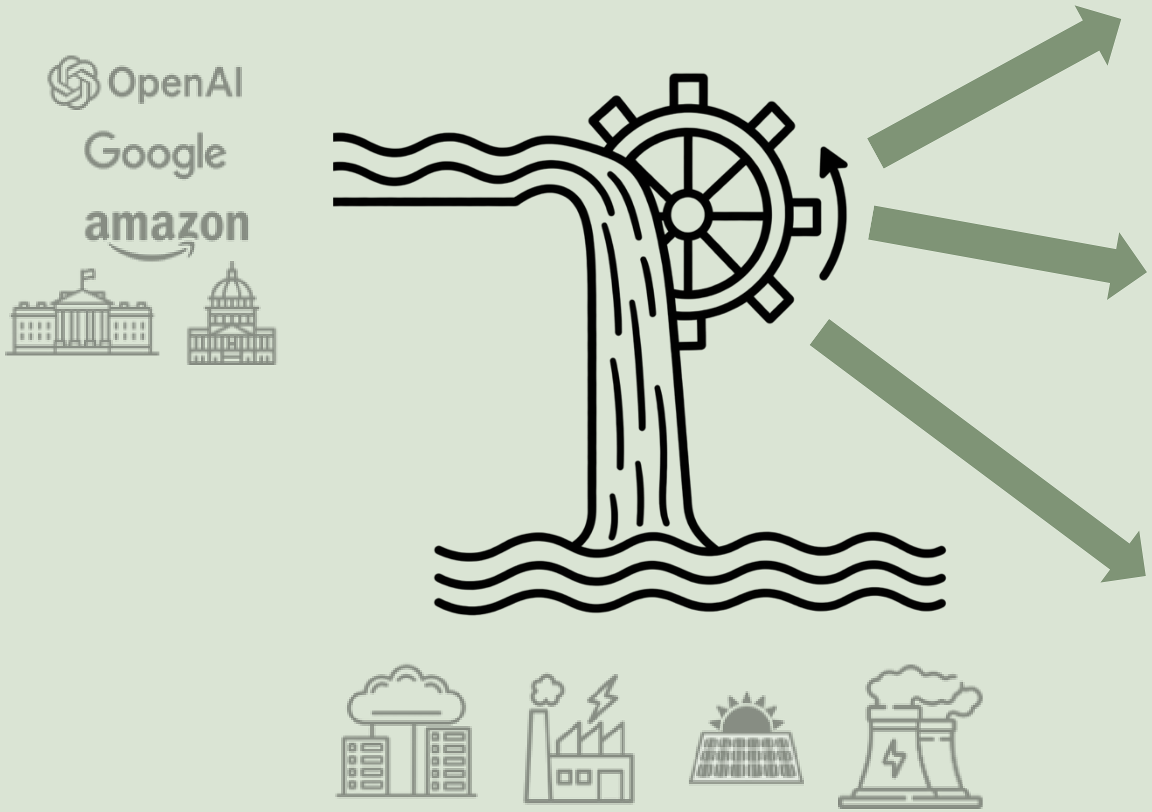
Total $45B+

Georgia has the #1 fastest growing data center buildout in buildout in the US

No other state has more committed, contracted data centers.



Imported Capital = Innovation Flywheel



1% innovation = billion $$ company

When the energy system gets this big, 1% innovations can become a billion-dollar companies.

1000s of future founders

We'll be training 10,000s of energy tech experts to build and maintain all this. Every one of them can be a future startup founder.

Customers, by the billions

The hardest thing for an energy tech startup to find is pilots and customers. We're importing them by the billions.

4. Manufacture

Georgia builds what it invents, at scale

Georgia Tech's Advanced Manufacturing Pilot Facility

> "The nation's first university-based self-driving manufacturing lab."
> — WABE

We have one of the most advanced facilities in the world for creating next generation manufacturing and factories.

Georgia is the #1 State for Energy Tech Manufacturing

Hyundai

$7.6B

8,500 jobs

The largest economic development project in Georgia history, now building electric vehicles near Savannah

Rivian

$5B

7,500 jobs

Next-generation R2 and R3 electric vehicles, built at Stanton Springs behind a $4.5 billion federal loan

Hyundai × LG

$4.3B

3,000 jobs

Battery cells rolling off the line in Bryan County to power the Metaplant next door

SK Battery

$2.6B

3,000 jobs

One of America's first EV battery gigafactories, shipping cells from Commerce since 2022

Qcells

$2.5B

4,000 jobs

America's largest solar factory in Dalton, plus the nation's only vertically integrated solar plant in Cartersville, from ingots to finished panels

$22 billion. 26,000 jobs.

Our region manufactures more energy tech than anywhere.

5. Deploy

Atlanta and Georgia have no equal when it comes to the best
the best place for deploying energy tech.

Infrastructure Builders

amazon
Cobb EMC
DC BLOX
EQUINIX
Google
JACKSON ELECTRIC MEMBERSHIP CORPORATION
OglethorpePower
OpenAI
QTS
Southern Company
STACK INFRASTRUCTURE
T5 DATA CENTERS
Georgia Power

Corporate Buyers

No other Region in the world has a more diverse set of large corporate buyers. Every single one of these one of these companies has a track record of piloting and contracting around innovative clean tech and tech and energy tech startups.

Chick-fil-A Coca-Cola COX ENTERPRISES DELTA GP Georgia-Pacific

Georgia Power GT Georgia Tech Goldman Sachs THE HOME DEPOT Honeywell ice INSPIRE

Invesco NS NORFOLK SOUTHERN Novelis RaceTrac ups Wellstar

Where do we go from here?

Atlanta's Superpower: "Let's Talk"

We are one of the best places in the world for connecting connecting corporates, utilities, capital providers, government, policymakers, and startups.

Whether it's civil rights, the world's largest airport, or the airport, or the World Cup, we have repeatedly made made history by finding ways to align interests.

Our To-Do List

Key strategic initiatives to catalyze regional growth

Unified Vision

We need to craft a single, simple story that reflects our incredible potential and compels us to align and move forward.

Coordinated Angel Network

Develop a community to provide necessary early-stage capital and mentorship for local energy tech startups.

Dedicated Home Base

Establish a central hub, similar to the Greentown or LACI models, to foster collaboration and shared resource access.

Startup Education

We need a "CEO School" to help the most talented energy tech, sustainability and hard tech founders get hands-on education and mentoring.

Talent Retention

Implement targeted strategies to retain the brilliant students in regional schools and reduce regional brain drain.

ATLANTA/GEORGIA HAS ALL THE PARTS TO MAKE OUR REGION A GLOBAL ENERGY TECH INNOVATION HUB

What else do we need to do?