

Die Wasserstoffindustrie

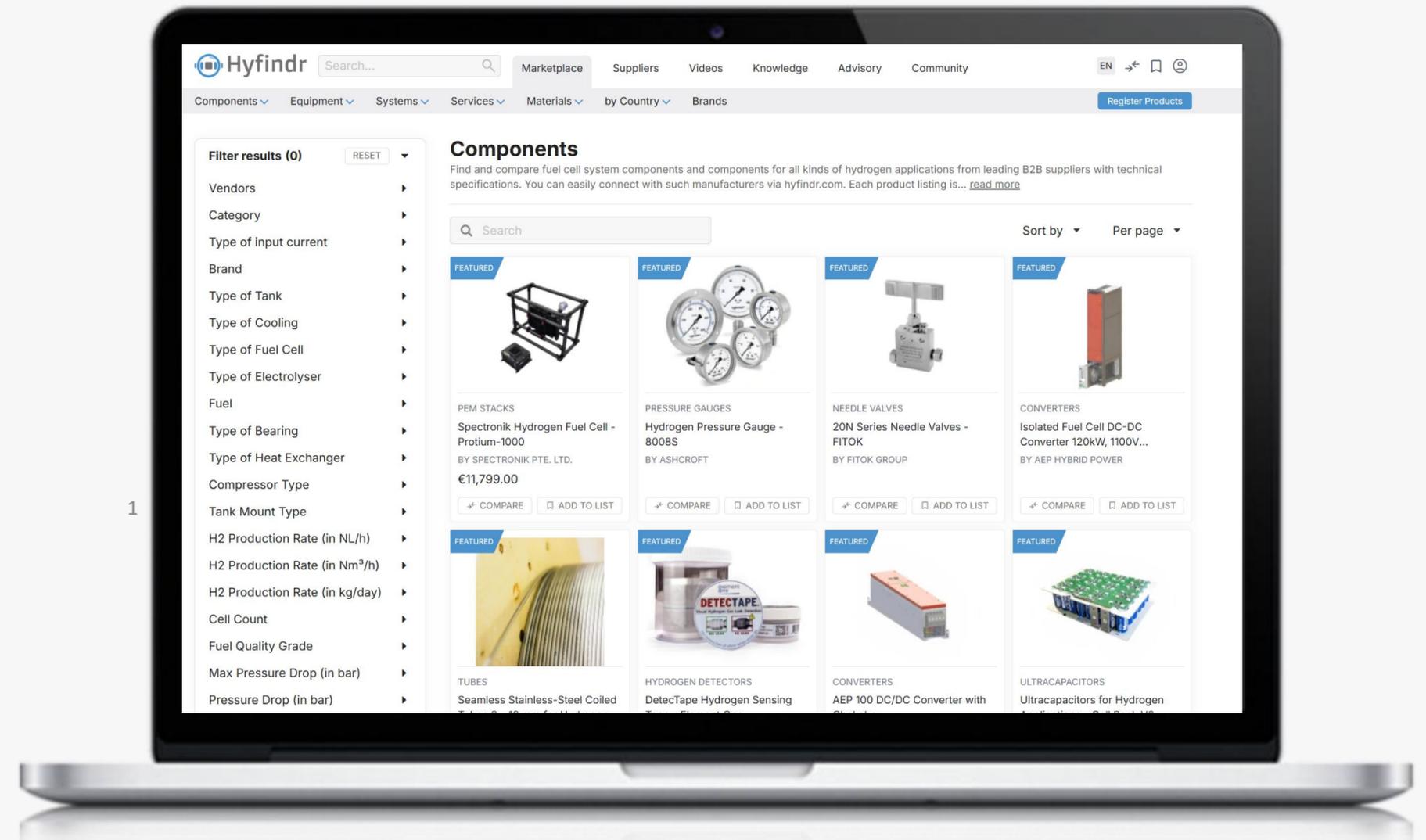
International & Digital

17. Juli 2025

Hyfindr.com

Dr. Björn Lüssow
Geschäftsführer,
Hyfindr GmbH

Hyfindr – B2B Marktplatz für die Wasserstoffindustrie



Agenda



Wer ist
Björn Lüssow
und Hyfindr?



Die globale
H2-Industrie



Hyfindr
ganz digital



Geschäfts-
entwicklung

Dr. Björn Lüssow

Mitgründer & Geschäftsführer

Hyfindr GmbH, Deutschland

B2B Marktplatz für die Wasserstoffindustrie

- 15+ Jahre Führungserfahrung in der Automobilbranche
- 10+ Jahre M&A-Transaktionen
- 10+ Jahre Wasserstoffprojekte
- 4+ Jahre Unternehmer
- Ausbildung: Recht, BWL

Lernen

Kooperationen

Grün & Digital

Kraft der Reflexion

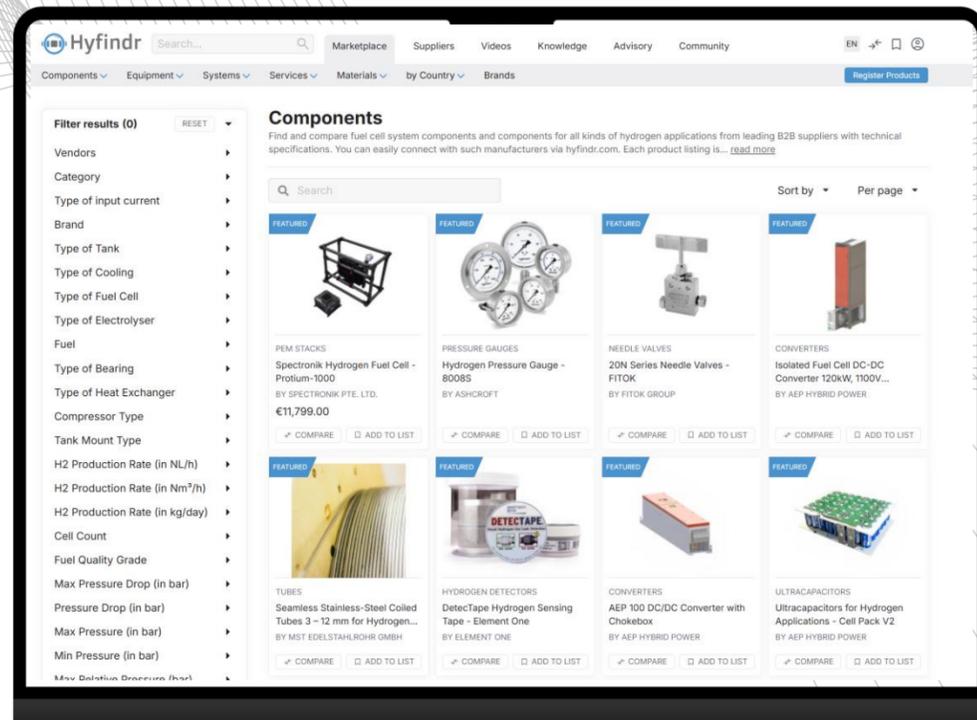
Strategischer Denker

Familienmensch

Hyfindr – B2B Marktplatz und mehr

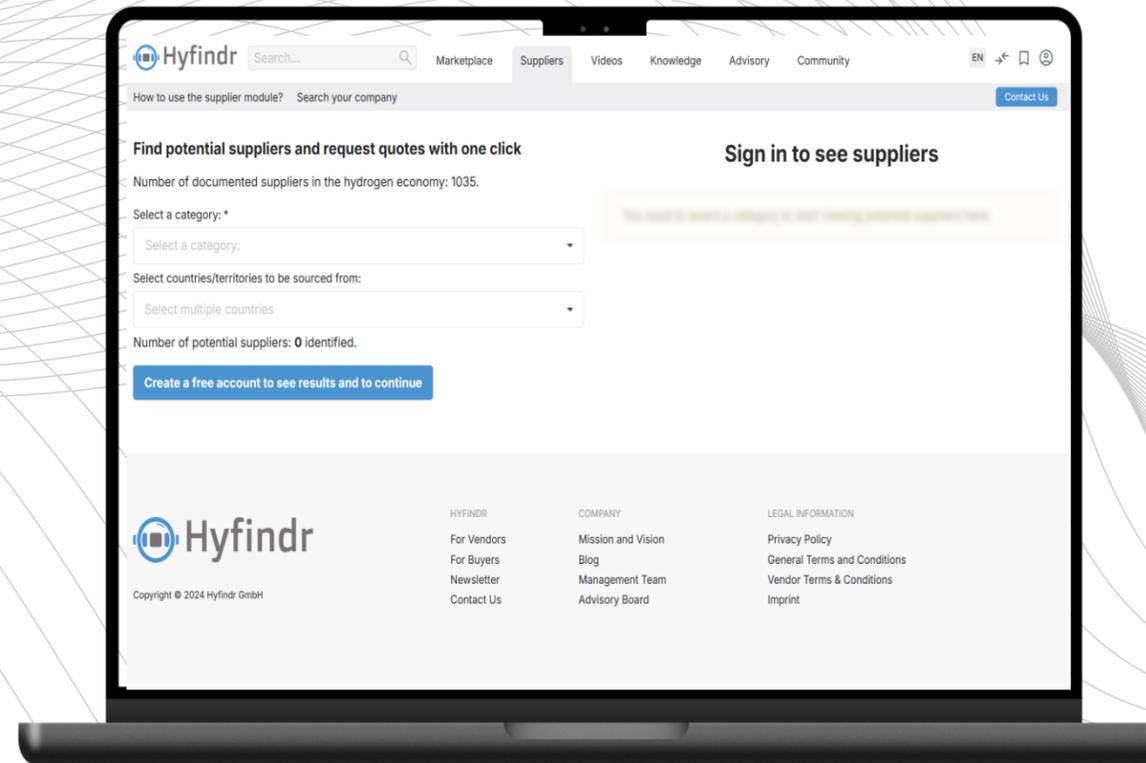
B2B-Marktplatz

>1000 Produkte, > 120 Anbieter

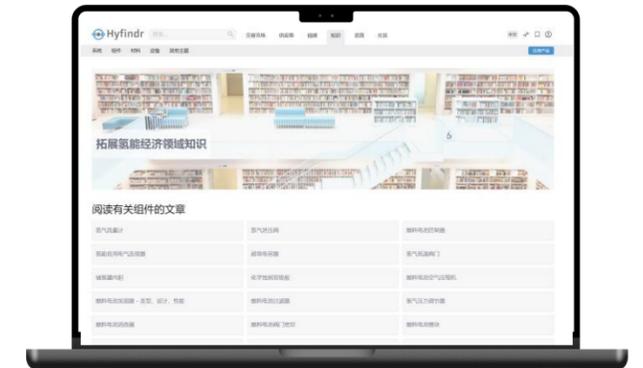


Lieferanten-Modul

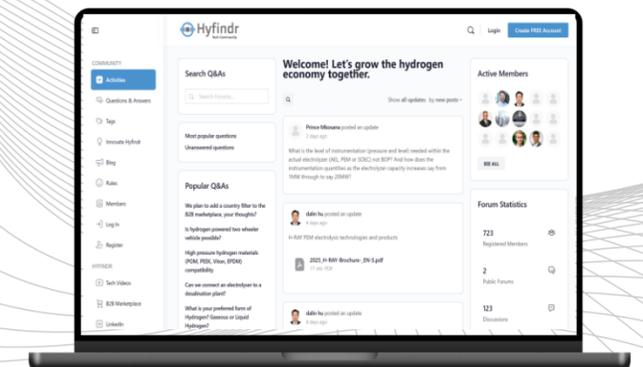
>1000 Anbieter



Know-how



Community



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The hydrogen leader



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Wir sind ein inspiriertes Team, das gut vernetzt ist.
Wir unterstützen die globale Wasserstoffindustrie.



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**Die globale
H2-Industrie**

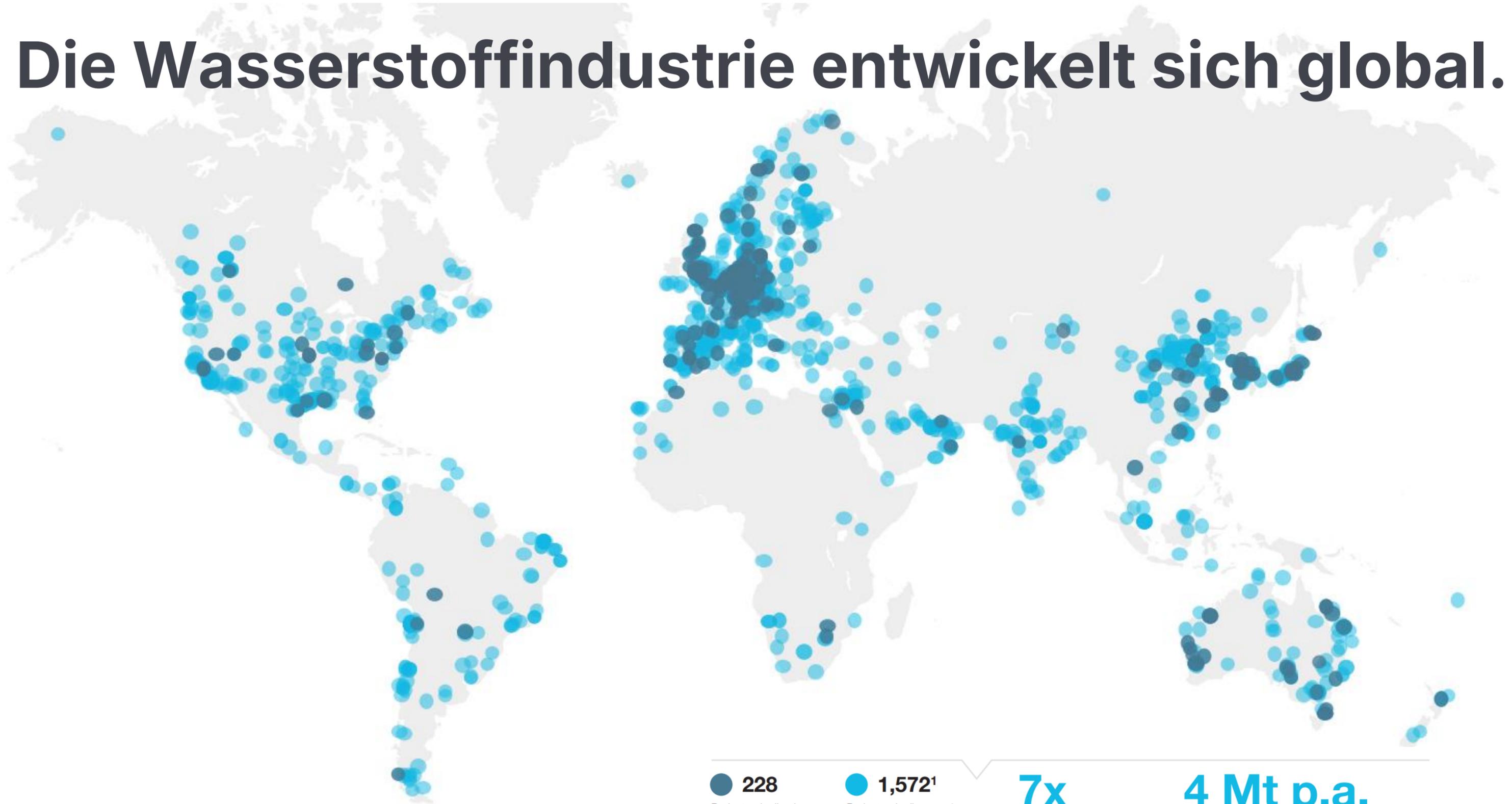


Hyfindr
Brücken
bauen



Geschäfts-
entwicklung

Die Wasserstoffindustrie entwickelt sich global.



● **228**
Projects pipeline in
December 2020,
102 have passed FID

● **1,572¹**
Projects pipeline as of
May 2024, 434 have
passed FID

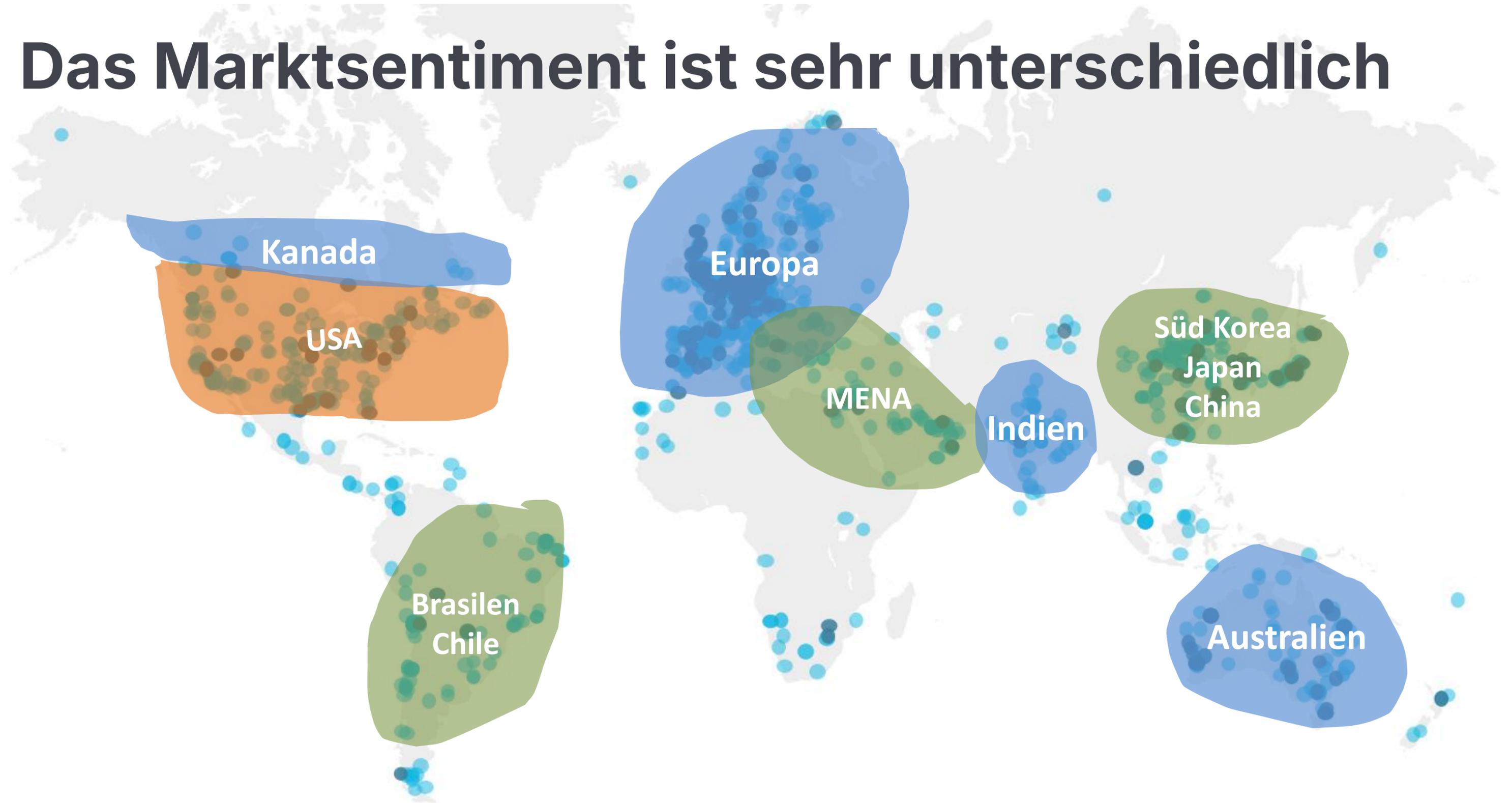
7x
increase in the number of
projects in the pipeline

4 Mt p.a.
increase in 2030 hydrogen capacity
that has passed FID

Wasserstoffprojekte sind vielfältig in ihrer Art



Das Marktsentiment ist sehr unterschiedlich



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**Hyfindr
ganz digital**



Die Arbeit von
Geschäfte
mit Europa

Hyfindr.com wird da genutzt, wo die Wasserstoffindustrie stattfindet



Herkunft der Leads (09/24 – 03/25)

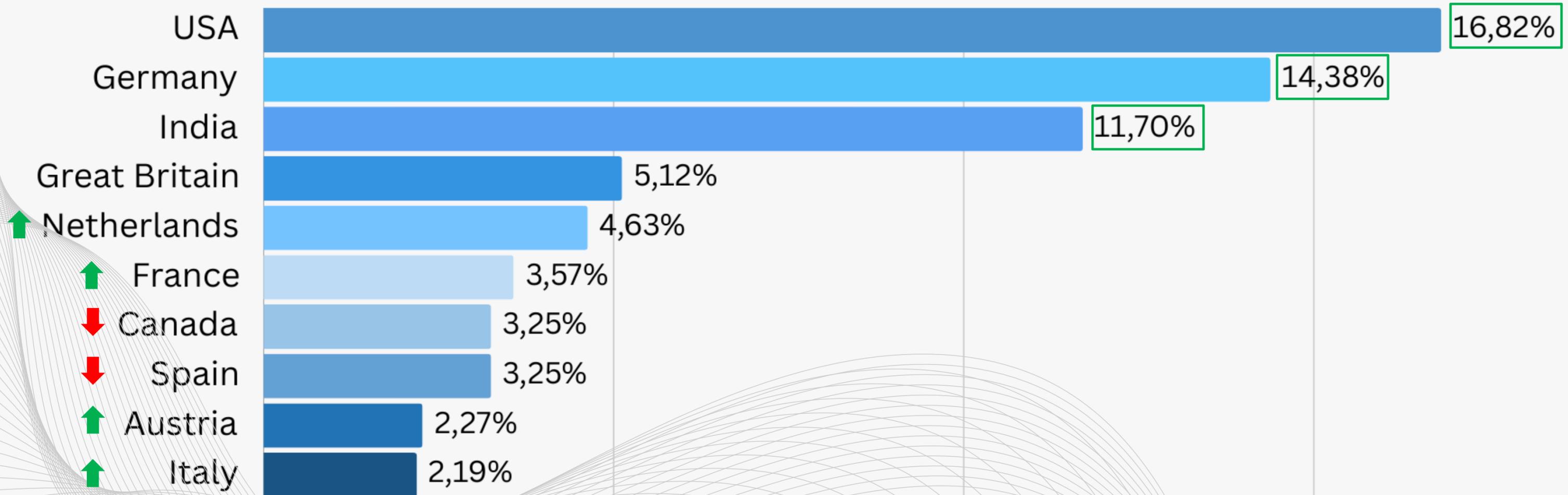


Abbildung 2: Prozentualer Anteil der Leads pro Land zwischen September 2024 und März 2025.

Herkunft der Leads (04/25- 06/25)

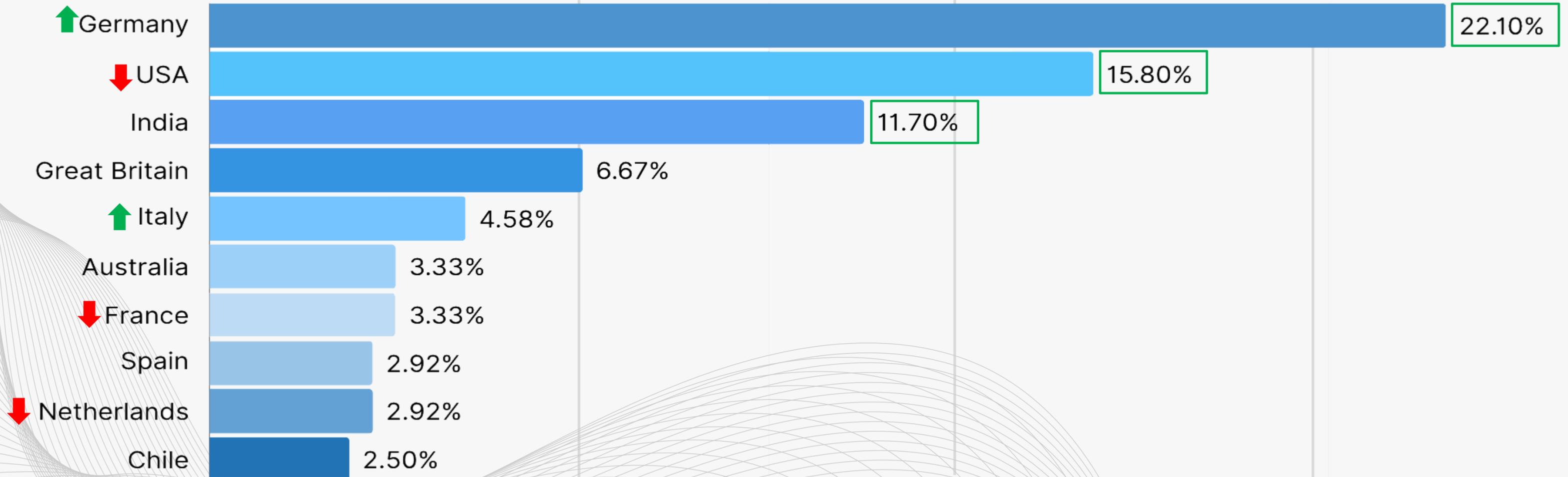
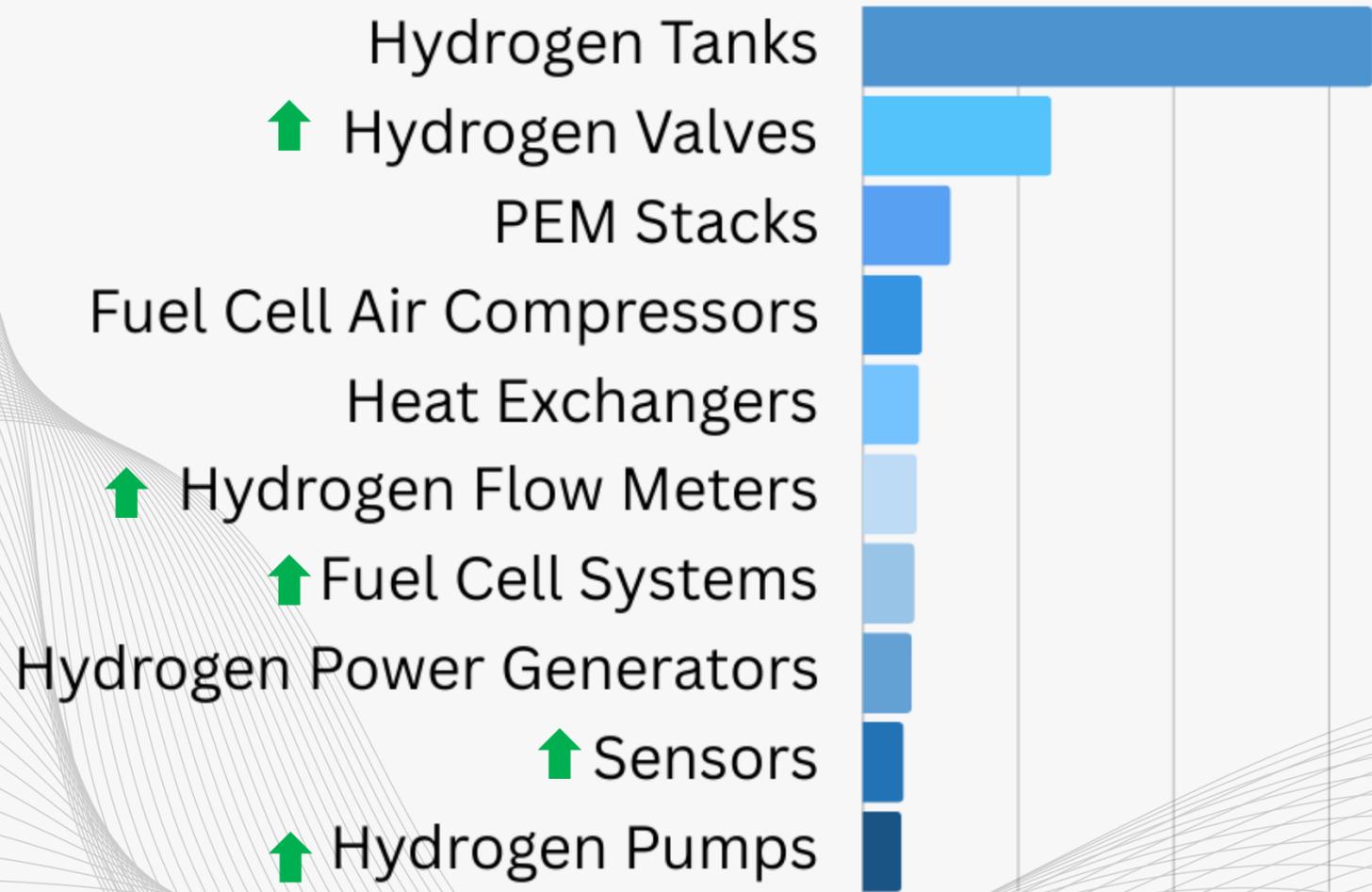


Abbildung 2: Prozentualer Anteil der Leads pro Land zwischen April 2025 und Juni 2025.

Kategorien nach Interesse (09/24- 03/25)



Grafik 4: Meistbesuchte Kategorien

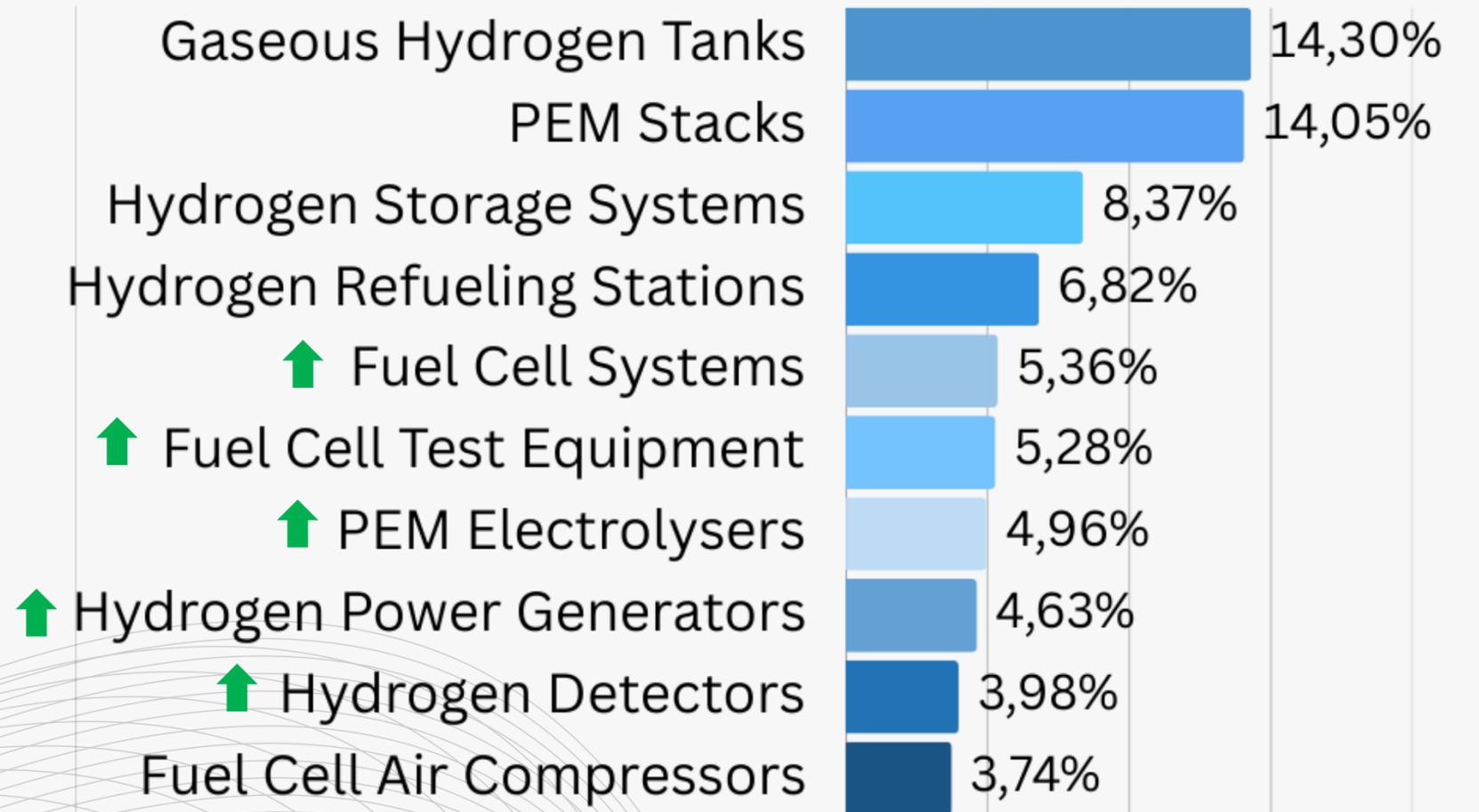
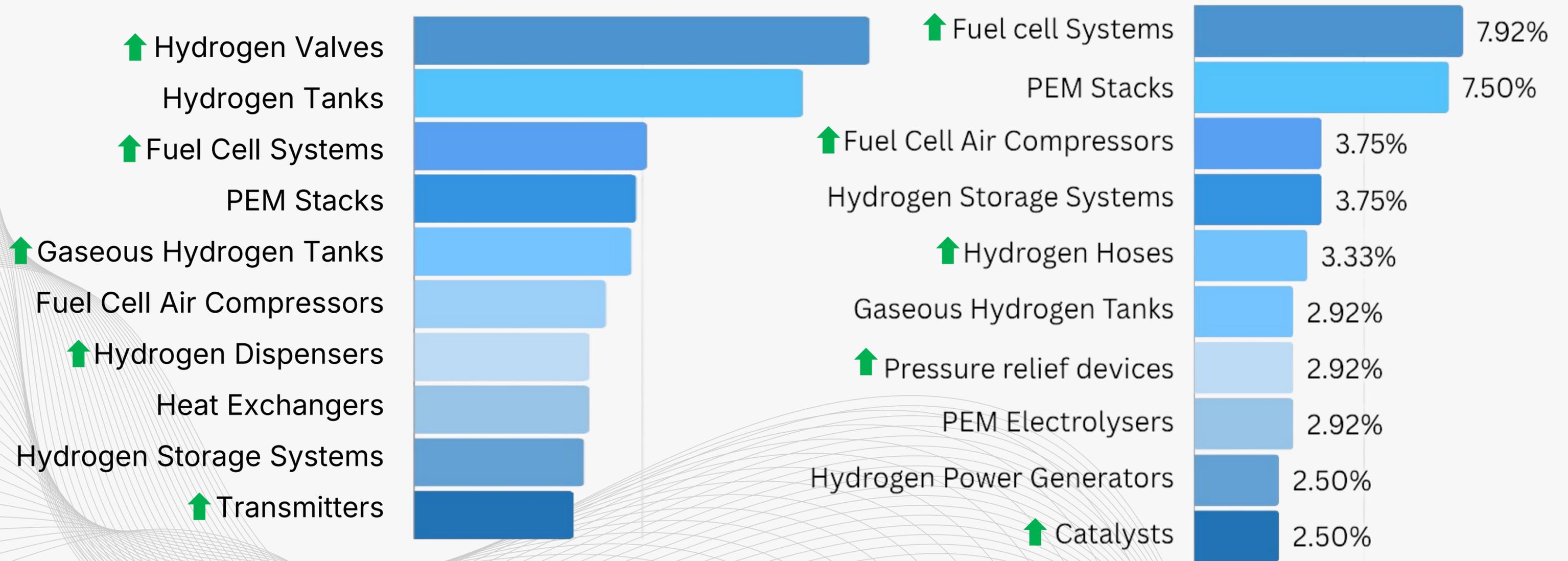


Abbildung 5: Kategorien mit den meisten Leads

Kategorien nach Interesse (04/25- 06/25)



Grafik 4: Meistbesuchte Kategorien

Diagramm 5: Kategorien mit den meisten Anfragen

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**Geschäfts-
entwicklung**

6 Elemente der Geschäftsentwicklung



Sichtbarkeit - 365/24h gefunden werden



Interesse - Digital überzeugen, dass Sie etwas Wertvolles zu bieten haben



Kontakt - Nutzen Sie digitale Tools, um Kontakte zu knüpfen.



Vertrauen - Professionell reagieren und Vertrauen schaffen



Dienen - Das Interesse des Kunden steht im Vordergrund



Service - Lokale Geschäftspartner finden, um vor Ort Service anzubieten



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