SME member spotlight - May 2026

Hyppo Hydrogen Solutions

Chris Foxall, CEO

From your perspective, what are the key challenges that SMEs face in the hydrogen sector?

One of the biggest challenges for SMEs is that hydrogen has been heavily supply-led, while utilisation remains underdeveloped. Without clear, bankable demand, infrastructure struggles to scale, and **innovative companies are left navigating a fragmented and uncertain market.**

For SMEs working at the utilisation layer - particularly in transport and remote power - the challenge is **bridging this gap.** Fleet operators and off-grid users need **reliable, cost-effective solutions today**, but often face limited access to infrastructure and unclear commercial models.

At the same time, venture funding for early-stage, deployment-focused businesses remains constrained, especially where solutions require coordination across multiple parts of the value chain. OEMs are also waiting for **stronger demand signals**, which slows the availability of fit-for-purpose equipment.

To move forward, the sector needs to **prioritise demand aggregation**, supported by creditworthy structures, alongside scalable deployment models that can be replicated quickly. **Unlocking utilisation is the key to unlocking the entire hydrogen economy.**

How has your collaboration with Hydrogen Europe supported or enhanced your work?

As a company focused on enabling real-world utilisation of hydrogen, **access to the right networks and visibility** is critical. Hydrogen Europe provides a platform to **connect with stakeholders across the value chain**, from policymakers to infrastructure providers and end users.

For Hyppo, this is particularly valuable in highlighting the importance of the utilisation layer - ensuring that **deployment is driven by practical use cases** in transport and remote power, rather than remaining purely supply-focused. Increasing visibility through Hydrogen Europe supports our **ability to engage** with partners, align around scalable deployment models, and contribute to a more demand-led market.

As we build out our approach, we see **Hydrogen Europe as an important forum** for shaping the conversation toward solutions that can be deployed today, accelerating the transition from pilots to commercially viable projects.

If you could make one wish, what would it be for the hydrogen sector over the next year?

Our priority would be a shift toward a demand-led hydrogen market, where **utilisation is prioritised alongside supply**. This means creating the conditions for transport fleets and remote power users to **adopt hydrogen now**, not in the distant future.

Key to this is the development of **scalable, financeable models** - including demand aggregation with credit support - that give investors' confidence and unlock deployment. Increased venture funding for innovative, utilisation-focused businesses will also be essential.

Technologies such as hydrogen range extension can play a critical role in **accelerating adoption**, enabling hydrogen to complement electrification and support real-world operations while OEMs scale production.

Hydrogen should not be seen as an alternative to electrification, but as an enabler of it. By focusing on **utilisation and deployment**, the sector can move beyond pilots and begin building a truly scalable, integrated energy system.

Are you an **SME or start-up** in the hydrogen and energy transition sector?

Eager to connect with other start-ups and SMEs?

- **Network with like-minded innovators**
- **Gain insight from proven success stories**
- **Learn about public funding opportunities**
- **Unlock your scale-up potential**

NOT YET A MEMBER?
GET INVOLVED!

hydrogeneurope.eu

members@hydrogeneurope.eu

Hydrogen Europe