

**Company:** Electrify me  
**Company Description:** At Electrify Me, our primary goal is to put more money back in your pocket by reducing your energy costs. We do this by scanning the top retailers, manufacturers, and installers in the market to find you the best possible deals. By leveraging our extensive network and industry expertise, we negotiate the most competitive prices, offering you substantial savings on energy-efficient products  
**Nomination Category:** Entrepreneur Categories  
**Nomination Sub Category:** Best Young Entrepreneur  
**Nomination Title:** Jamie Marciniak



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

My journey as the founder of Electrify Me has been one of transformation, disruption, and relentless customer focus. What started as a vision to make energy more affordable and accessible has rapidly evolved into one of Australia's fastest-growing energy solution providers.

I launched Electrify Me with one mission: **to help Australians take control of their energy**. In a market full of confusion, fine print, and sales gimmicks, we decided to do things differently — lead with value, operate with transparency, and obsess over the customer experience.

Over the past year, Electrify Me has expanded from a start-up into a **multi-service energy business** offering:

- **Free solar and battery systems** (with no upfront cost or finance)
- **Heat pump and high-efficiency air conditioning systems**
- **Energy brokering and plan comparison**
- **Rebate support and application processing**
- Access to **Virtual Power Plant (VPP)** programs  
All backed by our **10-year savings guarantee**.

We've proudly helped **over 2000 homeowners** electrify their homes — and we're just getting started. In a space where trust is often low, we've built a brand that customers believe in. We've maintained a **27% gross profit margin**, grown our customer base by **31% month on month**, and have been **profitable since our first week** of operations — something very few startups can say.

I built this business from the ground up — investing my own savings, hiring and training an incredible internal team, building a network of trusted partners, and developing scalable systems. We now operate across **Victoria, South Australia, Queensland, Western Australia**, and have even **expanded into the UK**.

What sets me apart as an entrepreneur is my willingness to take calculated risks, act fast, and never lose sight of the mission. In 2024 alone:

- We opened our first office and hired our first 2 employees — we're now a team of 30 and growing.
- We launched an internal sales operation, eliminating third-party pressure selling and regaining control of the customer experience.
- We created in-house training programs, partner support systems, and marketing frameworks that allow for rapid scale without losing service quality.
- We celebrated our **first 100 customers in just weeks**, and then doubled that shortly after.
- We signed multiple investment partners — while maintaining majority control — to fuel future growth.

But perhaps the thing I'm most proud of is **the culture we've created**. Electrify Me is not just about switching energy providers or installing solar panels. It's about helping families future-proof their homes. It's about making clean energy something everyday Australians can access without stress, debt, or jargon.

As a young entrepreneur, I've had to wear every hat — sales, marketing, ops, product, finance. But every challenge sharpened my focus and made me a stronger leader. I've learned how to build systems, empower people, and scale with intention.

Looking ahead, I'm not slowing down. In 2025, we'll launch our first proprietary energy tech platform, announce our first acquisition, and continue to expand nationally. Our goal is to **electrify 10,000 homes** by 2027 — and we're well on track.

This nomination isn't just for me — it's for my team, our customers, and everyone who's believed in a better way to do energy. I'm proud of what we've achieved, but even more excited for what's coming next.

Thank you for considering my nomination as Best Young Entrepreneur.

– **Jamie Marciniak**  
Founder & CEO, Electrify Me

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the achievements of the nominated entrepreneur in this category since 1 January 2023:

**Total 554 words used.**

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Founder & CEO, Electrify Me

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated entrepreneur in this category since 1 January 2023:

**Total 107 words used.**

- Launched **Electrify Me**, an energy solutions company focused on electrifying Australian homes.
- Helped **over 2000 homeowners** access solar, battery, heat pumps, and energy-saving upgrades.
- Maintained **profitability from week one**, with no external funding in the early stages.
- Grew customer base by **31% month-on-month**, with a **27% gross profit margin**.
- Expanded operations to **SA, QLD, WA**, and entered the **UK market**.
- Built an internal team from 2 to 30+, including sales, admin, and support roles.
- Launched an in-house sales centre to improve customer experience and conversion.
- Established a network of installation and energy retail partners across Australia.
- Designed and deployed customer-first workflows with a **10-year guaranteed savings model**.

**Attachments/Videos/Links:**

[Jamie Marciniak](#)



[REDACTED FOR PUBLICATION]