Branding, Communication & social impact

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Coolfinity
Where cooling matters most

∞ **Our learnings as a start-up**

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Don't be part of the problem …

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Product portfolio

IceVolt 300 Medical

markets: medical

IceVolt 300 F&B

markets: Food & Beverage

IceVolt 300 F&B Solar

markets: Food & Beverage

∞ Impact - 8 Sustainability Development Goals

2 Zero hunger
Food security: good cooling preserves food and nutritional value.

3 Good health and well-being
137 million vaccines per year are thrown away. We can save 35.000 children per fridge.

7 Affordable and clean energy
Very energy efficient fridge, clean battery with unlimited charging cycles and solar ready technology (energy transition).

8 Decent work, econ. growth
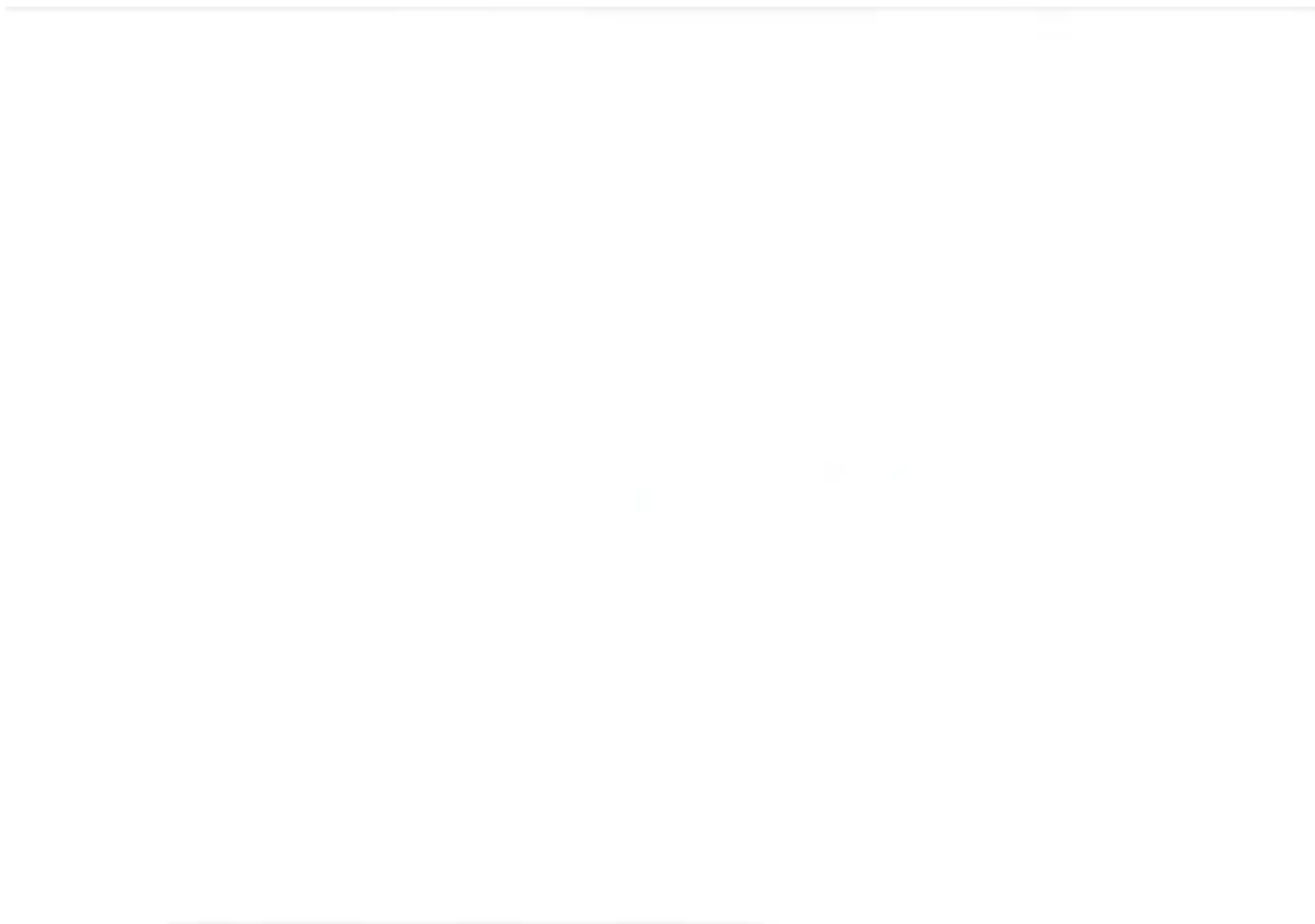Increasing yield of farmers, supply chain and retail. Price negotiations now possible.

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Theory of Change: our path to success

|				
IMPACT	SUSTAINABLE & RELIABLE COOLING FOR ALL			
OUTCOME	Increased health and wellbeing of patients	A sustainable and energy efficient world	Increased quality of life	Increased quality of life
EFFECT	Vaccines and medication saved per year	• Reduction of CO2 emission • Reduction of the use of plastics, by using post-consumer recycled plastics	• Increased income of SME's • Increased intake of Nutritious food Reduction of food waste/CO2 emissions/food poisoning	• Increased income of SME's • Increased intake of Nutritious milk • Reduction of milk waste/CO2 emissions/food poisoning
OUTPUT	Number of medical coolers sold	Number of solar energy coolers sold	Number of food & beverage coolers sold	Number of dairy coolers sold
ACTIVITIES	• Produce & test • Sell medical cooler	• Produce & test • Sell coolers ((that also serve as a battery to save energy)	• Produce & test • Sell food &beverage coolers	• Develop coolers for dairy • Produce & test • Sell dairy coolers
CHALLENGE	People get sick or die because of the lack of access to reliable vaccines and medication. Reason for this is bad cooling; people are not protected by reliable vaccines and medication	A part of the energy that is generated by solar panels gets lost. Reason for this is that energy generated by solar panels cannot be stored.	Kilos of food are being wasted in upcoming economies worldwide The reason for this is bad cooling	Litres of milk is being wasted, and household have limited access to milk with high nutritional value in upcoming economies Reason for this is bad cooling
	Medical	Solar energy	Food & Beverage	Diary

Start with why

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Coolfinity's Why

- Nobody should suffer from unreliable cooling
- Bring sustainable cooling everywhere
- We want to change the complete industry
- Lead by example – Thought leader

∞ Brand identity
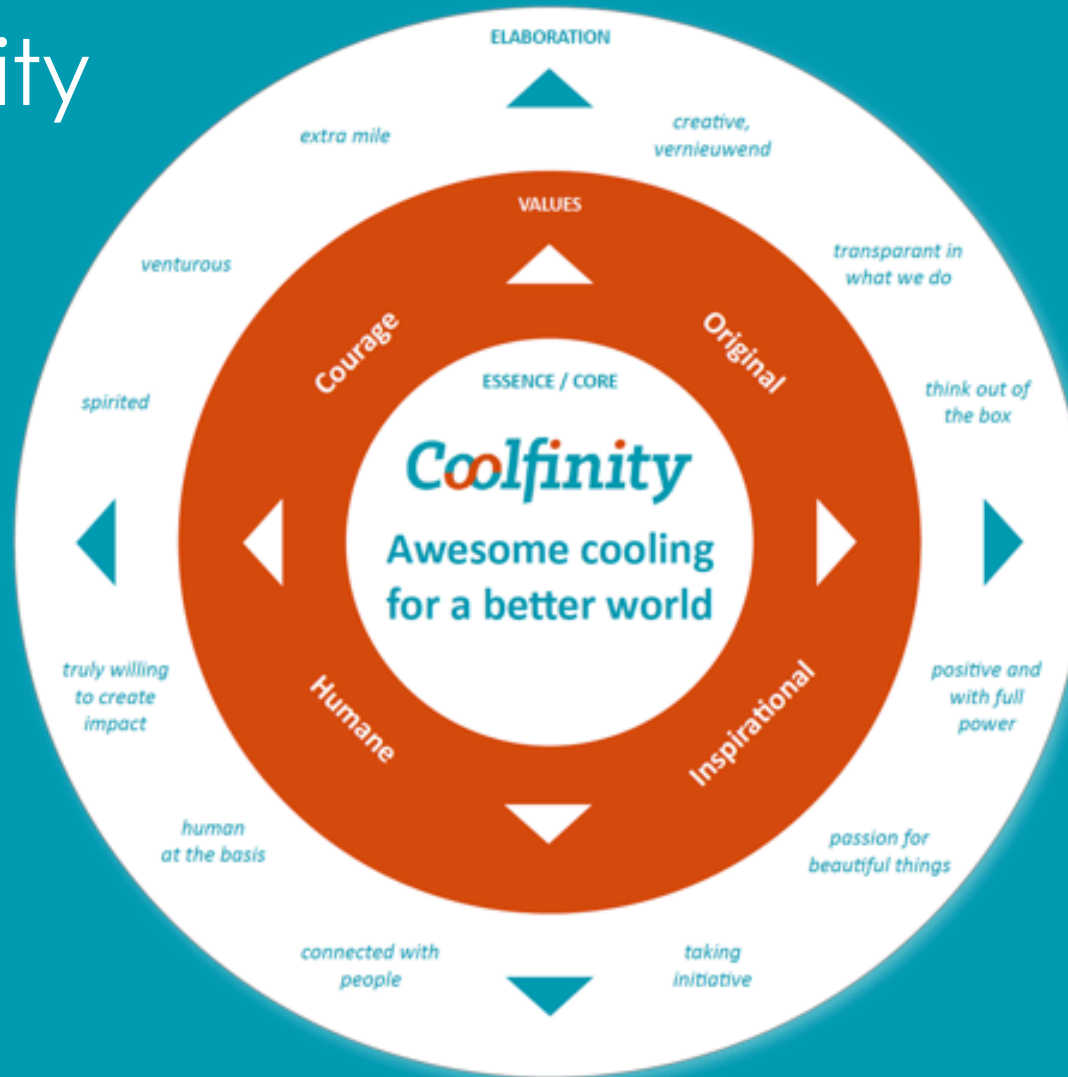
Value Proposition

BEVERAGE MARKET

Due to lack of power I cannot cool down my drinks effectively, so I cannot excite my customers.

Wouldn't it be great if I had a cooler that can give my customers a cold drinks when they want it the most.

Coolfinity is the only product that can cool drinks with only 6 hours of power and even cool them down without power or solar. Ultimately the cooler can keep them cold for 48 hours.

MEDICAL MARKET

Due to lack of power I, as medical professional, cannot keep medication cold as needed, so I cannot effectively treat my patients.

Wouldn't it be great if I had a cooler that can ensure effective medication all the time and alert me if there is something wrong with the cooling.

Coolfinity is the only product that can keep medicine cold with only 6 hours of power or solar. Ultimately the cooler can keep them cold for 48 hours and send a message to the doctor in case of problems

Focus! Focus!
Keep the end in mind

∞ Meetings

- Team in 3-4 countries
- Monthly meeting (1 day)
- Quarterly face to face (2 days of site)
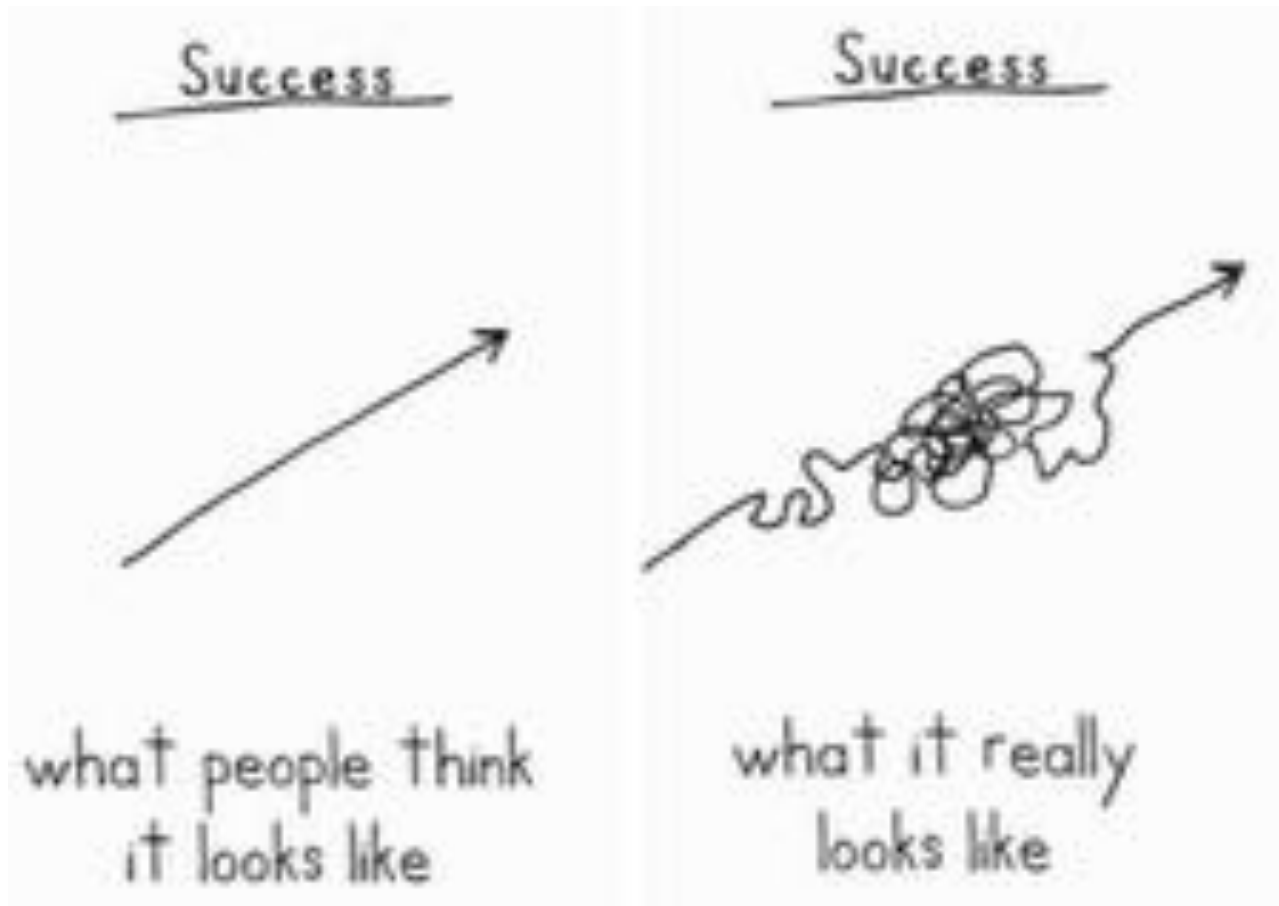- Annual review and next steps (2 days)

- 2x week team call

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THINK

DO IT RIGHT THE FIRST TIME!

PLAN AHEAD

⬿ The process

Success — what people think it looks like
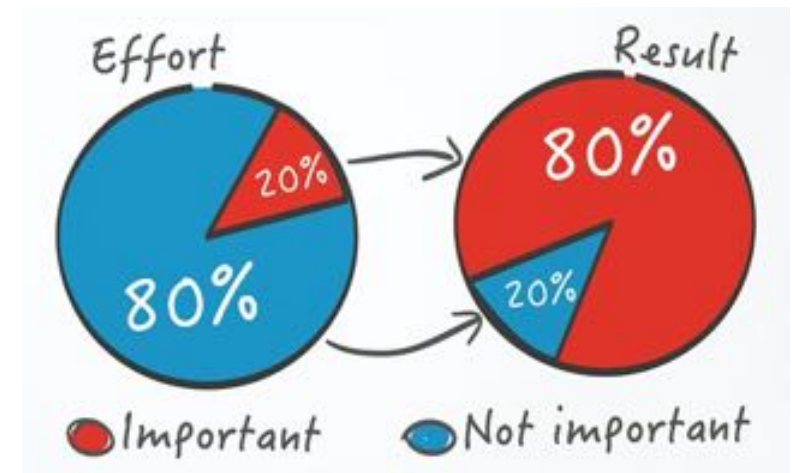
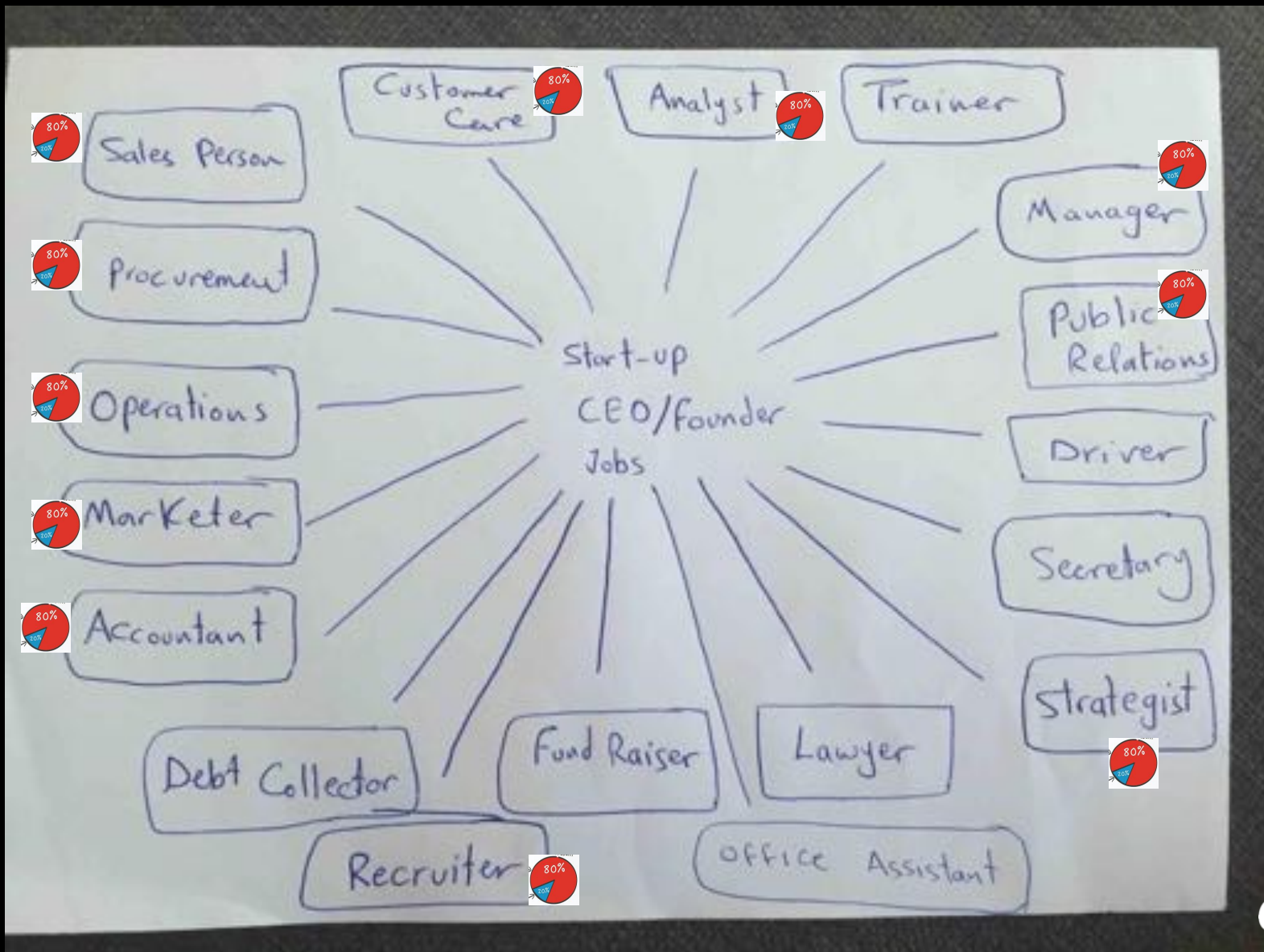Success — what it really looks like

We use 80-20 rule for everything

20% effort creates 80% of the result

But also:
20% of the customers create 80% of the revenue
20% of the features cause 80% of the usage

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Don't assume anything

Assumption is mother of all error

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∞ In Innovation, → Fail,Cheap and Fail Fast

WE OFFER 3 KINDS OF SERVICES
GOOD-CHEAP-FAST
BUT YOU CAN PICK ONLY TWO
GOOD & CHEAP WON'T BE FAST
FAST & GOOD WON'T BE CHEAP
CHEAP & FAST WON'T BE GOOD

Fast & Cheap & Appropriate= **Spot On**

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∞ Let others do the work to promote you

2018 MKB innovation top 100 Encouragement Award

Be *Social*
Make *Impact*
Join the *Lab*

Social Impact Lab
Winner - start-ups 2018

pwc   *The challenge for social enterprises*

Start-up Winner 2018

CES
INNOVATION
AWARDS

2020
HONOREE

CES 2020 Innovation Honoree

2019:
good industrial design

Dutch Design Week 2019

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∞ **Thank you**

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