

Mission:

Turning existing showers sustainable

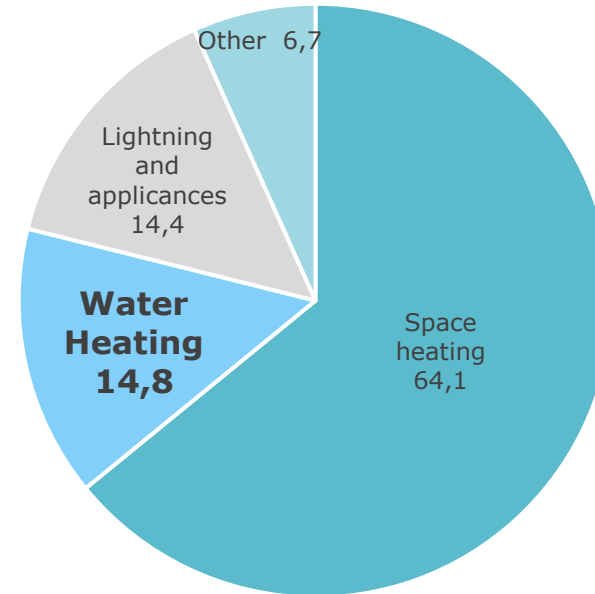


NEW TECHNOLOGY REQUIRED TO REDUCE WATER STRESS



Household water consumption

Source: [© European Union, 2014](#)



Household energy consumption

Source: [EUROSTAT 2017](#)

SUSTAINABLE, RETROFIT, RECIRCULATING SHOWER

HIGH SAVINGS AT 12LTR/MIN
WATER SAVED VS. A NORMAL SHOWER



85%
WATER



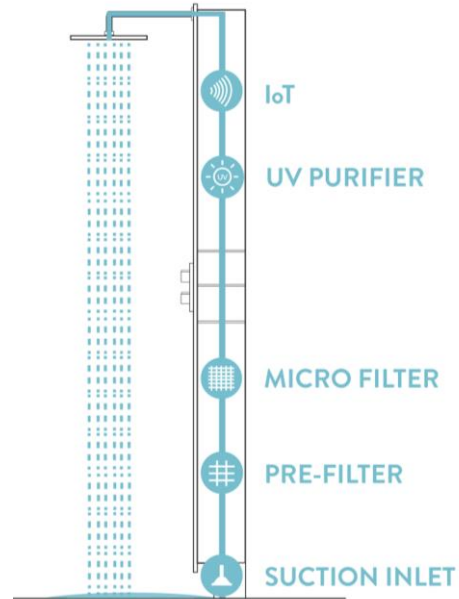
75%
ENERGY



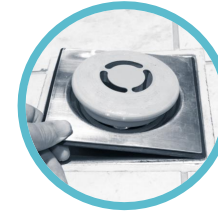
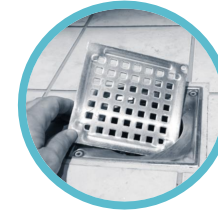
75%
CO₂

A family of 4 can
save 1.000 €/year

MODULAR BUILD:
SEPARATION OF
TECHNOLOGY & DESIGN



1 HOUR RETROFIT INSTALLATION
REPLACE DRAIN
MOUNT CUSTOMIZABLE PANEL



Source: [LINK TO PATENT](#)

FLOW LOOP OWNS RETROFIT

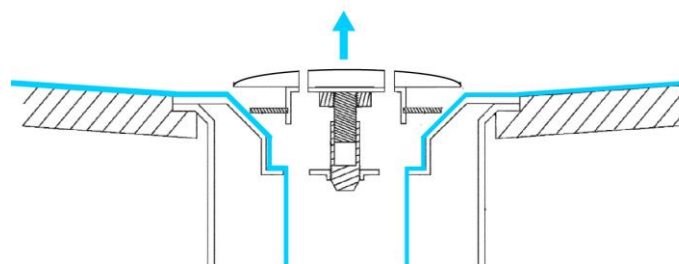


Flow Loops unique and patent pending drain solution allows Flow Loop to install our recycling shower without rebuilding – we are the first in the world to offer this.

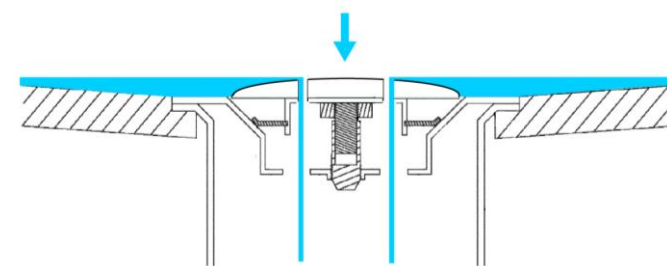
Flow Loop have developed solutions to a large offer of different drain solutions (point drains, corner drains, linear drains and shower trays).



Our drain solution creates a low reservoir of water on the floor. The water is recirculated from the floor. By stepping on the drain the bather decides if the shower to be in circulation mode or not.



The drain is open -> no circulation



The drain is "closed" -> circulation



Source: [LINK TO PATENT](#)

MARKET ENTRY

FLOW LOOP SHOWER INCLUDES

1. Shower Panel, including mounting frame
2. Head & Hand Shower
3. Thermostat
4. Flow Loop drain cover solution too activate/deactivate recirculation
5. Filters og CIP tablets 1st year of maintenance. Hereafter subscription.
6. Access to water savings via online login (light version)
7. Price 22.000 DKK ex VAT



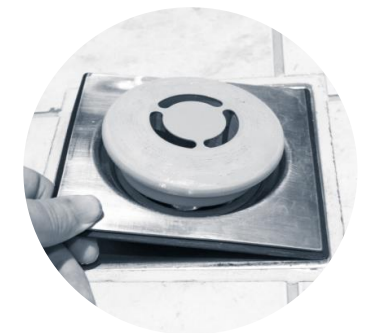
Dimensions:

H: 220cm

W: 45 cm

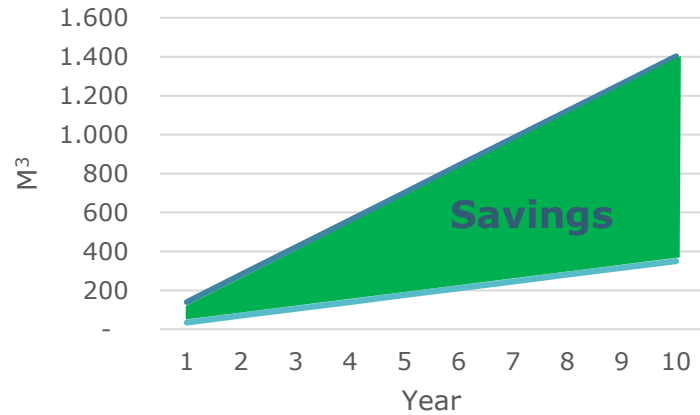
D: 13 cm

Final design by Q1 '22 in collaboration with [Anders Hermansen](#).

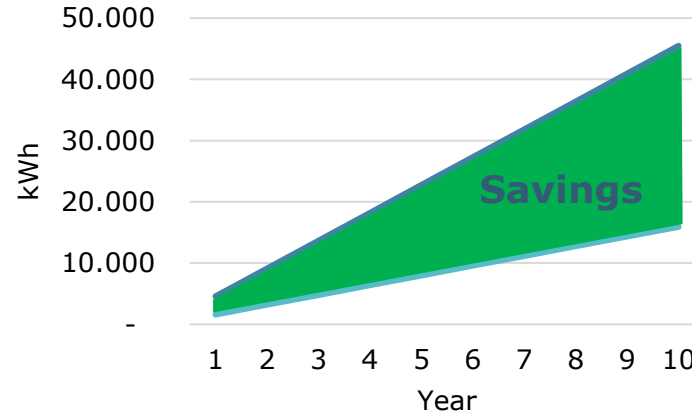


CUSTOMER BUSINESS CASE

Water consumption



Energy consumption



Economic savings



CO2 emissions



— Standard shower — Flow Loop

Assumptions:

- Average shower length 8 min
- 4 Shower per day
- Shower temperature 38 degrees
- Water price 60 DKK/m3
- Energy price 0,66 DKK/kwh
- Maintenance 1125 DKK/year
- Shower price 27.500 DKK
- All prices including VAT

Flow Loop saves:

- 100 m³ water/year
- 3000 kWh/year
- 650 kg/CO₂/year
- 7000 DKK/year
- Payback time 4 years¹

1) Sales price will be reduced with 50% during budget period and hence will payback time drop to 2 years.

QUOTES FROM PILOTS

“It’s now just a normal part of our everyday life”.

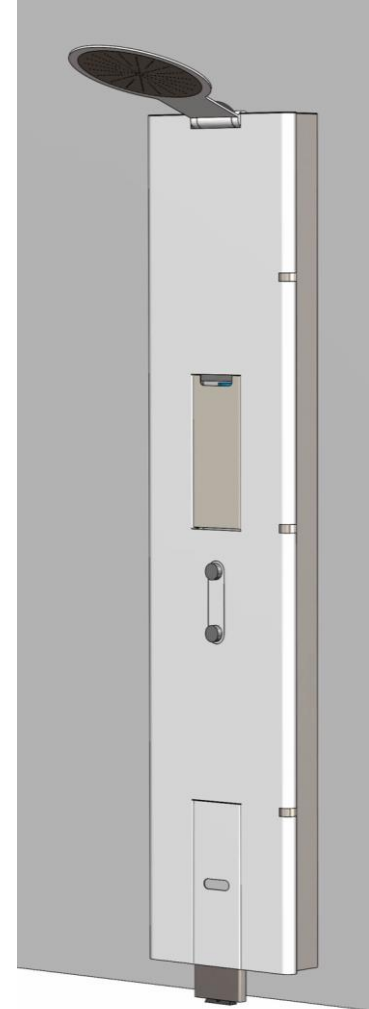
“The very idea of recirculation. I want to live **sustainably**”

“It ticks all my boxes for a **good shower**”

“It’s just really good to know. Relax with a **good conscience**”

“Transparency of **savings is key** – it is the whole reason to buy it”

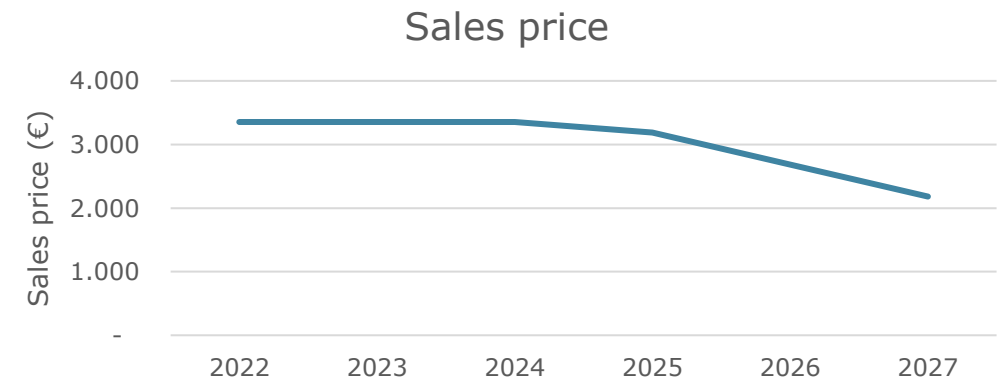
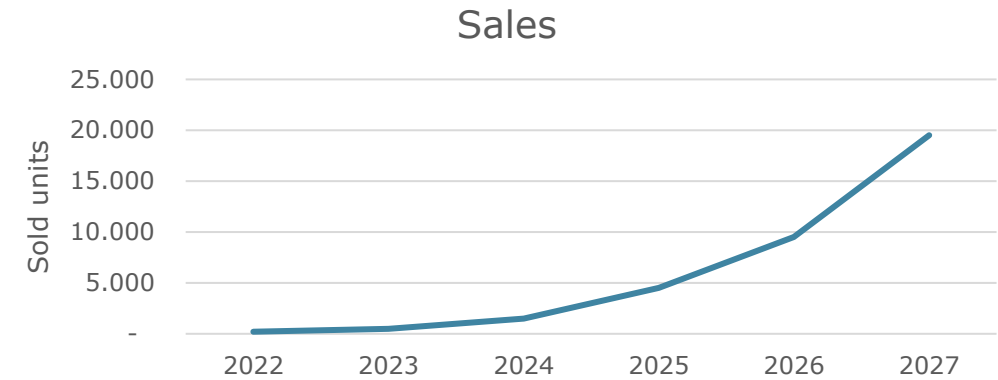
“**We don’t run out of hot water** anymore, it removes that stress feeling”



Transitioning from Proof of Technology to Early Market Sales

2022-2023

- Finalize G2M Strategy
- Test product market fit
- Build sales channel insight/optimization



OEM – PARTNER SALES



Welcome to your comfort zone



Active conversations with large global manufacturers and retailers

Focus:

Integration of Flow Loop Tech Platform in their product portfolio

Concept:

“Brand X” w/ “Flow Loop Inside”



flow loop

MAINTENANCE A RECURRING REVENUE OPPORTUNITY

Our final maintenance solution is in development. Below target Kpi's:

Filter change:

- Change of filter is required monthly, or minimum for every 200 showers taken .
- Time required: 1 minute

Cleaning Tablets (CIP):

- A system cleaning process (CIP) is recommended bi-weekly, and minimum after 50 showers
- Time required: 5 minutes (system clean time)

Cost: 900 kr + VAT



KEY ACTIVITIES & KPI'S

SALES KPI'S

2022: 200 UNITS

2023: 500 UNITS

2024: 1500 UNITS

PRODUCT MARKET FIT

PRODUCT DESIGN

MAINTENANCE SOLUTION

COMPLETE: Q1 '22

**EXECUTE REALDANIA Commercial pilot
20-25 MVP units sold in id'ed segments**

COMPLETE: Q4 '22

BRAND & CVI

SALES & MARKETING COLLATERAL

DIGITAL PRESENCE / CRM SETUP

SHOW ROOM SOLUTION

COMPLETE: Q2/22

HIRE:

1 SALES PERSON 2022

1 SALES/MARKETING PERSON 2023

4 PRODUCT DEVELOPERS 2024

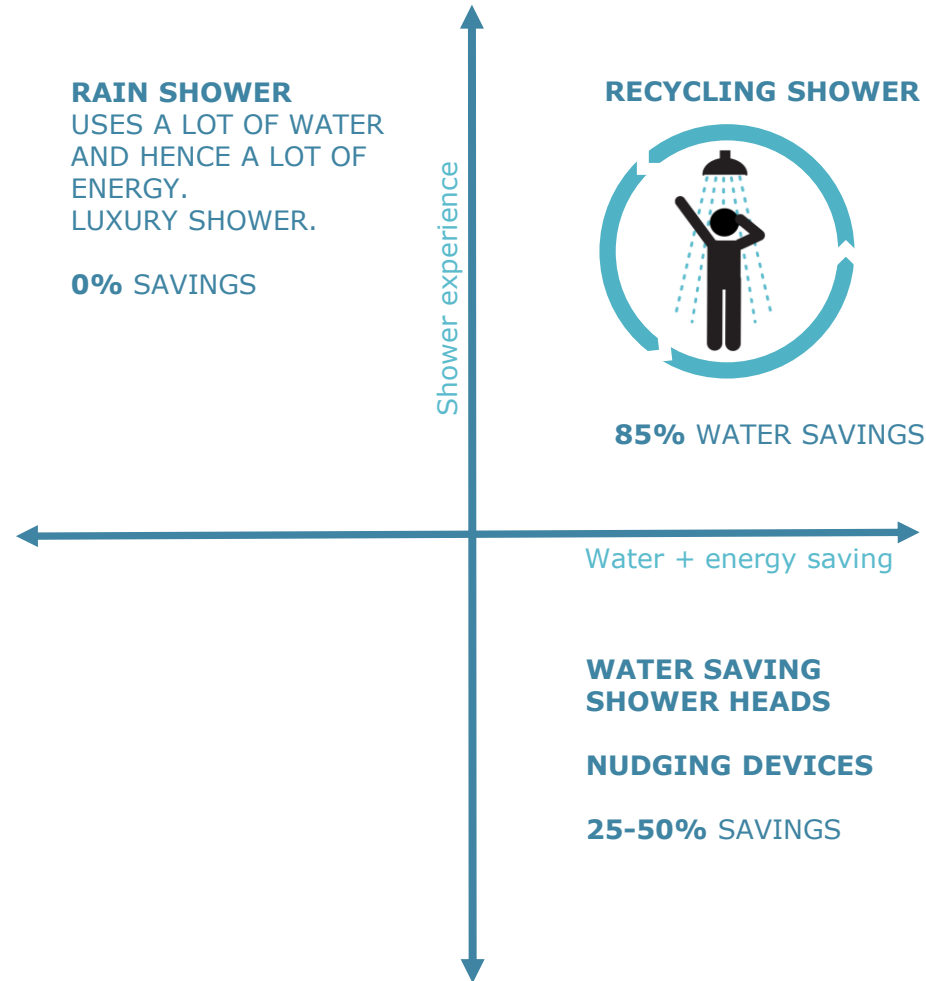
AGENCY SETUP (OUTSOURCED) BY DEC '21

MARKETING

ORGANISATION



WATER SAVING ALTERNATIVES



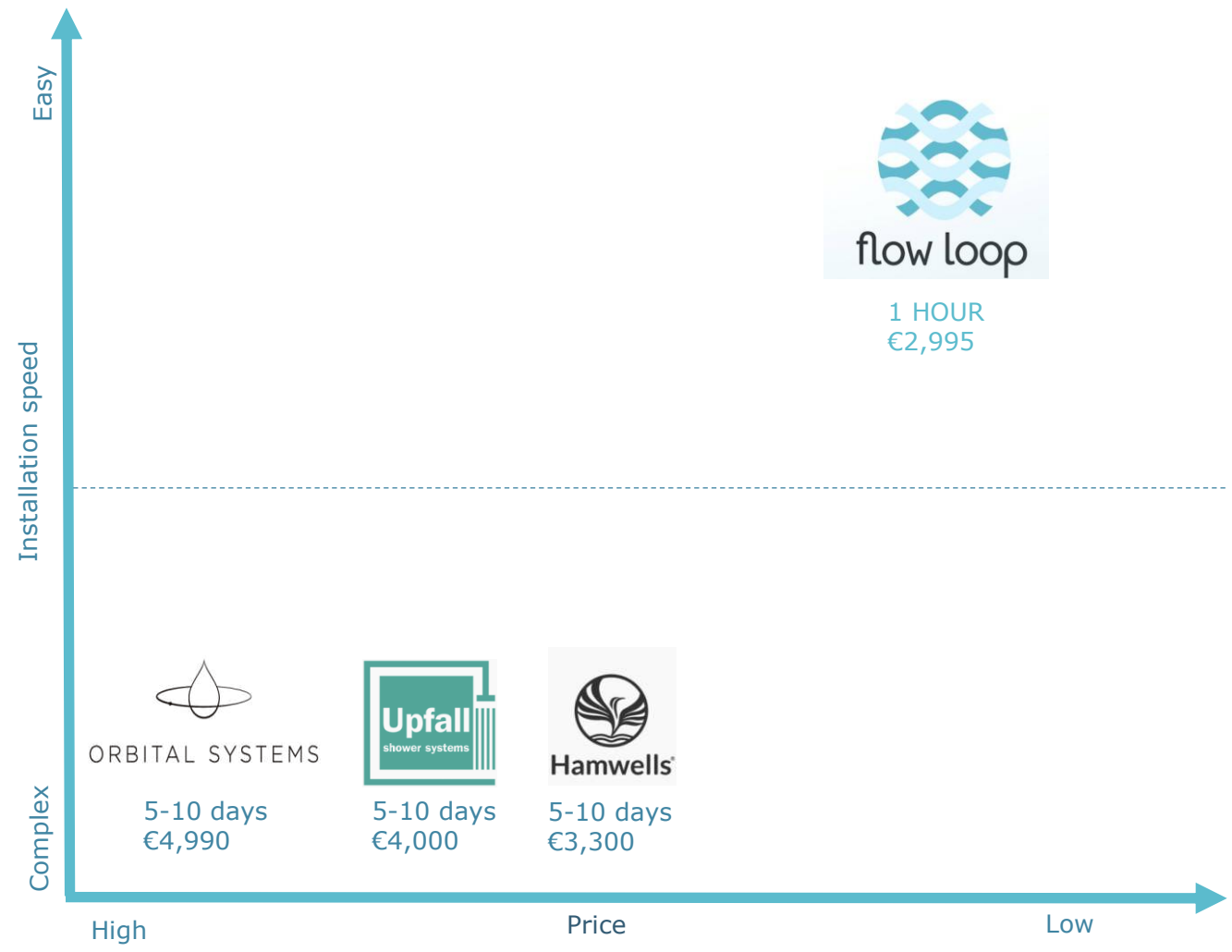
Recycling showers provide the best from two conflicting paradigms:

- Great shower experience
- High water and energy savings

No other solution – in the market or in the pipeline - offers a more sustainable solution to showering. Flow Loop even improves the shower experience while making it sustainable.

STATE OF THE ART AND COMPETITOR ANALYSIS

COMPETING RECYCLING SHOWERS:



- **Fast and easy installation**
- **ROI < 4**

- **Time consuming and expensive installation**
- **ROI:5-8**



TEAM OF INDUSTRY EXPERTS

LEADERSHIP



Troels Grene
CEO



Brian Olson
CTO



Bettina Sherain
CCO



SALES



Anders Mathiasen
Technical Sales



Peter Munch Kofoed
Sales and Production



Jalen Bigei
Mechanical



Tamara Guillemette,
P.HD. Water Quality



John Ø. Madsen,
Electrical



BOARD OF DIRECTORS



Mads Prebensen
Chairmann



Peter L. Clausen
Board member



Vanessa Julia Carpenter
Design & Technology



ADVISORY BOARD

- Commercialization
 - Residential
 - Workplaces
 - Hotels
- Raise Capital

4

SUCCESSFUL EXITS

3

SUSTAINABILITY AWARDS

2

DESIGN AWARDS

16

PATENTS

23

PRODUCT LAUNCHES

FINANCIALS

	2022	2023	2024	2025	2026	2027
Units sold	100	500	1.500	4.500	9.500	19.500
Revenue (M €)	0,9	1,4	4,5	13,6	27,9	57,6
Gross margin (M €)	0,6	0,9	3,2	9,3	17,2	33,2
Salary cost (M €)	1,2	1,4	2,0	3,8	4,6	5,9
Other cost (M €)	0,6	0,8	1,3	3,4	5,9	9,5
Ebitda (M €)	-1,4	-1,5	-0,5	2,1	4,7	14,3
Employees	17	17	23	42	41	46

Investment opportunity



Our vertical is cleantech and SMART bathroom technology for profit and impact. We are looking for an investor that can help us with scaling production and/or enter the hospitality and residential market with focus on sustainable investments and solid returns.

Product development

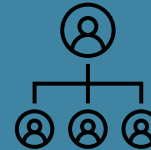
30%



- Product market fit
- Design for Manufacturing
- Cost down
- IP protection

Operations

30%



- Product industrialization
- Supply chain partners
- Internal processes
- Customer success

Marketing and sales

40%



- Commercial pilots
- Sales of EcoLoop
- Sales of Tech platform
- Distribution network



Traction

Proof of Technology 2016-2020

- Proof of concept
- Minimum viable product
- Collaboration with IKEA



2M €



- Excellent Bathing Water quality documented at Roskilde Festival with DTU
- 15 pilot installations

Proof of Product 2021-23

- Product market fit
- Commercial pilots
- Design for manufacturing & industrialization
- Sales in Denmark of MVP



- ✓ 1M € spend
- Series A 3.5M €



- Development agreement for technology platform
- MVP +500 units sold

Scale-up 2024 – beyond

- Next gen. product
- Outsource production
- Internationalization
- Customer support and after sales service



- Series B

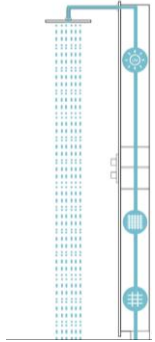


- Sales of next gen product
- Sales of technology platform to shower manufactures
- Recurring revenue from service and filter subscription



ANNUAL SAVINGS POTENTIAL

SALES



100.000
UNITS SOLD

IMPACT

8.4 MILLION
M³ WATER



3.360 Olympic
swimming pools
full of water

232
MWH



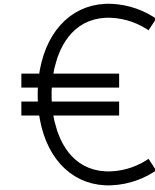
Driving around the
World 13 times

37,500 tonnes
CO₂



30.000 tickets
Stockholm to
Mallorca

CUSTOMER SAVINGS



101 MILLION EUR

