2 Billion + People Lack Refrigeration

This greatly impacts consumers. Lack of refrigeration leads to:

- Long hours going to the market
- Loss of valuable income
- Dealing with spoilage constantly
No Good Off-grid Solution

$1299.99
Refrigerators:
• Expensive
• Requires electricity
• Not easy to transport

$379.99
Ice Chests:
• Ice is not always available
• Stays cold only 24h
• Environmentally costly

$1,500+
Solar-Powered:
• Very Expensive
• Requires sunlight
• Difficult set-up
Evaptainers takes an already proven, traditional, zero-energy device...

Redesigns it with 21st century materials to make it better...

Then mass produces it in modern factories to achieve ultra-low costs.
Huge Impact

User Benefits
- 10% Increase in household income
- Fewer costly trips to the souk
- 2 Month Payoff Period
- More time for other activities
The EV-8 is the cheapest refrigeration technology in the world.
There are an estimated 654 million people who do not have electricity in their homes AND live in less than 60% average relative humidity.
## GO TO MARKET

<table>
<thead>
<tr>
<th></th>
<th>Market Fit</th>
<th>Traction</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morocco</strong></td>
<td><strong>DMD</strong>: Begin preliminary sales directly to consumers through outdoor markets</td>
<td><strong>DMD</strong>: Use traction to engage in pilots / market tests with distributors, MFIs, NGOs</td>
<td><strong>DMD</strong>: Ultimately, sell units in bulk to distributors and NGOs</td>
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<tr>
<td><strong>Western USA</strong></td>
<td><strong>HEMD</strong>: Limited Pre-release flash sale to generate buzz and prove market traction</td>
<td><strong>HEMD</strong>: Kickstarter campaign to prove market fit and presale commercial release</td>
<td><strong>HEMD</strong>: Commercial Launch through e-comm and distributors</td>
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</tbody>
</table>
Business Model

High End Market Division (HEMD)
- $140 MSRP
- $22.00 Target COGS
- Potential Profit: $582m
- Potential Users: 31,500,000

Developing Market Division (DMD)
- $28.00 MSRP
- $12.00 Target COGS
- Target Profit: $0.0
- Potential Users: 653,000,000
The unique team capable of launching an international, hardware focused, social enterprise.

QUANG TRUONG
COO and Co-founder
Aid Work
Int’l Development
Monitoring & Evaluation

SPENCER TAYLOR
CEO and Co-founder
Business Management
Outdoor Retail
Fundraising

JEREMY FRYER-BIGGS
CTO and Co-founder
Hardware
Mechanical Engineering
Manufacturing

SERENA HOLLMEYER TAYLOR
CSO
Government Relations
Public Relations
Policy

YASSINE MAGHNOUN
Director of Marketing
Startups
Distribution
Sales
<table>
<thead>
<tr>
<th>Year</th>
<th>Quarter</th>
<th>Sales Activities</th>
<th>Operations Activities</th>
<th>Technology Activities</th>
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<tbody>
<tr>
<td>2017</td>
<td>Q1</td>
<td>EV-8 impact assessment</td>
<td>Business model validation</td>
<td>Supply Chain Refinement</td>
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<tr>
<td></td>
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<td>300 unit field pilot</td>
<td>Publicity and outreach</td>
<td>Field Test EV-8 Prototypes</td>
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<tr>
<td></td>
<td></td>
<td><strong>Pre-Sale goal = 1,000</strong></td>
<td>U.S. Kickstarter campaign</td>
<td>Initial Production Run</td>
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<tr>
<td>2018</td>
<td>Q1</td>
<td>Launch in US Outdoor market</td>
<td>Implement Dual Channel Distribution model: U.S. Outdoor Retail Sales</td>
<td>Cost engineering for scale</td>
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<td></td>
<td></td>
<td>Sell to distribution partners in Nigeria</td>
<td>Rural MENA region distribution</td>
<td>R&amp;D of beta model</td>
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<tr>
<td></td>
<td>Q2</td>
<td>Sales Goal = 100,000</td>
<td></td>
<td>Beta unit testing</td>
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<tr>
<td></td>
<td>Q3</td>
<td></td>
<td>Partnerships with NGOs for bulk sales in disaster relief and Refugee programs</td>
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<tr>
<td></td>
<td>Q4</td>
<td></td>
<td></td>
<td>U.N. product approval</td>
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<tr>
<td>2019</td>
<td>Q1</td>
<td>Launch in Australia</td>
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<td>Future concepts dev.</td>
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<td></td>
<td>Q2</td>
<td>Expand to India</td>
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<tr>
<td></td>
<td>Q3</td>
<td>Sales Goal = 500,000</td>
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<td>Q4</td>
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