

Social Cooling



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// FOUNDER & CEO

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Installation

2000€+ per device

The background of the image is a city street scene during sunset. The sky is a warm, golden yellow, and the sun is visible as a bright, hazy orb in the upper right. Several multi-story brick buildings line the street. On the facades of these buildings, numerous air conditioning (AC) units are mounted on metal brackets. The units are light-colored, likely beige or off-white, and feature large, dark, circular fans. The overall atmosphere is warm and urban, with the long shadows and golden light of the setting sun creating a sense of late afternoon or early evening. The text 'Electricity Use' is overlaid in a large, white, sans-serif font, with a thin black outline for the letters. Below it, the text '4% GHG Emissions' is also in white, sans-serif font, but smaller and without an outline.

Electricity Use

4% GHG Emissions

A microscopic view of various pollutants, including bacteria, microbes, and viruses, floating in a fluid. The background is a light gray, and the pollutants are shown in various colors and shapes, including green, blue, and brown. The word "Pollutants" is written in large, white, bold letters across the center of the image.

Pollutants

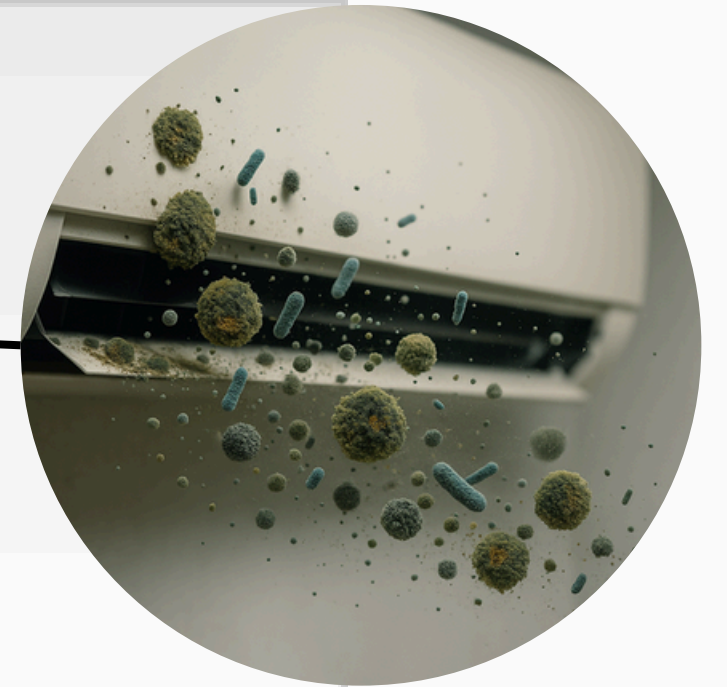
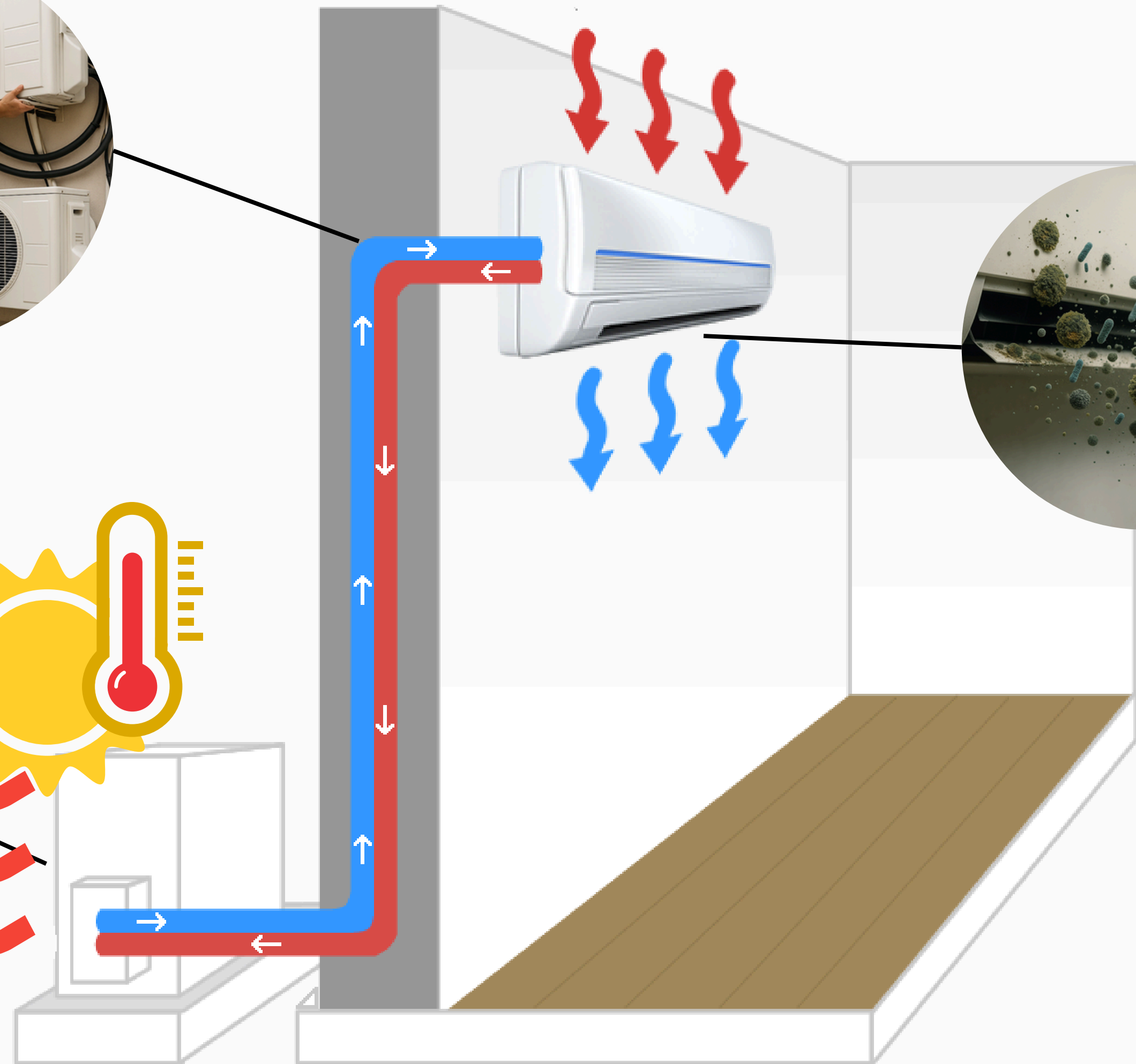
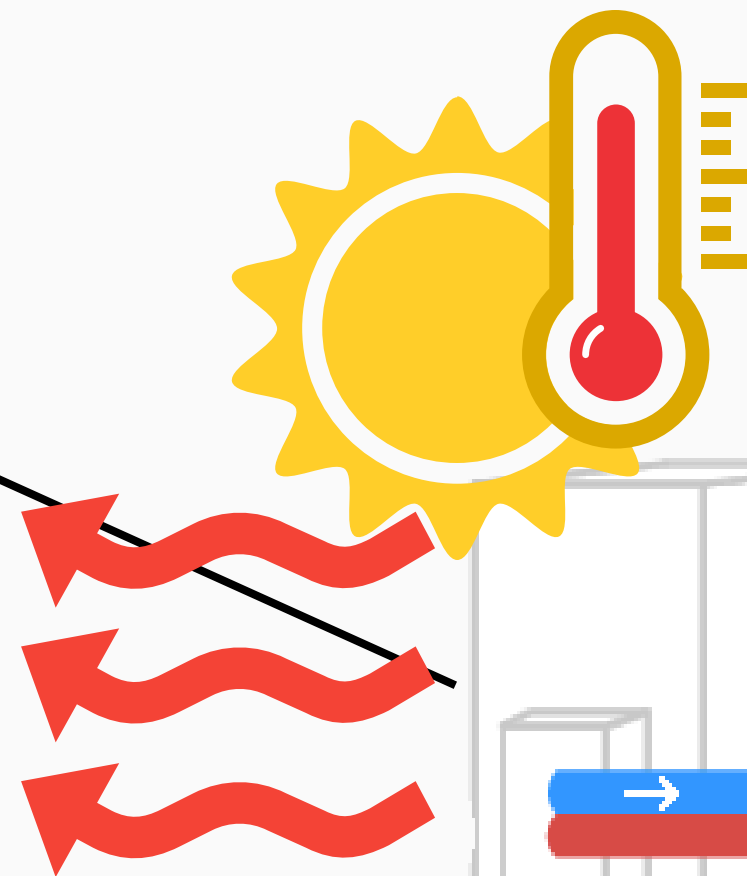
Bacteria

Microbes

Viruses



**Heat
Island**





Air Purifier

**Patented Thermal
Storage Material**



Plug-and-play



Plug-and-play

40% less electricity



Plug-and-play

Air Purification

40% less electricity

Competition



Features	Social Cooling	Multi Split AC	Evaporative Cooler	Heat Pump
Low GWP Refrigerant	✓	✗	✗	✗
Plug and Play	✓	✗	✓	✗
Air Purification	✓	✗	✗	✗
low electricity consumption	✓	✗	✗	✓
Fast Cooling	✓	✓	✗	✓



The Team



CEO

Philippe Schmit
Founder & CEO

*3 Masters in Law and Business
3 Years UN and Corporate Law
Firms*



CTO

Prof. Dr. Alireza Eslamian
Co-Founder and CTO

*University Prof. Thermodynamics
33 Patents
5x Founder with 3 exits in Hardware*



Tech Lead

Dr. Alireza Jafarinia (Tech Lead)

*PhD in CFD Simulations and
Computational Engineering
€2M Grant for previous project*



R&D

Ben Assa (R&D)

*Double Major Physics and
Business
Specialisation Quantum
Physics*

Market

€ 185,1
Billion

Global Commercial AC
Market

€ 9,30
Billion

European Commercial AC
Market

Market

€ 185,1
Billion

Global Commercial AC
Market

€ 9,30
Billion

European Commercial AC
Market

€ 2,79
Billion

COMMERCIAL ACS IN
RETROFIT BUILDINGS
OFFICES <50 M2

Go-To-Market-Strategy

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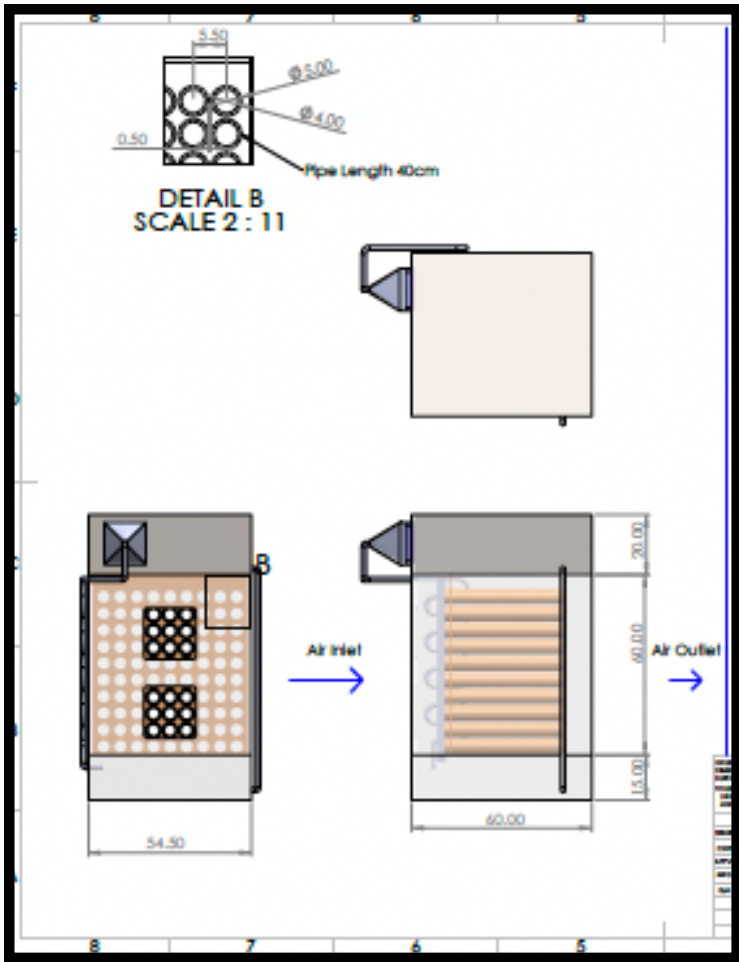


- Patent
- First Prototype

- MVP
- Demo Day

- Pilot Tests
- Fine Tuning

- Launch
- Pre-Order



Go-To-Market-Strategy

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2024

- Patent
- First Prototype

Q2
2025

- MVP
- Demo Day



Go-To-Market-Strategy

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€66.000
Revenue

1
1 MVP



Go-To-Market-Strategy



GOAL
Q2 2026

€1.000.000
Revenue

€3800
Per Device

400+
Pre-Orders

1000+
Waitinglist



Unit Economics



200

Units in the first batch

40%

Margin on Sales via Distributor

	2025	2026	2027	2028
COGS	€2500	€1900	€1400	€900
Selling Price	€3800	€3800	€3800	€3800
Margin	34,2%	50%	63,2%	76,3%



Production by Jabil (€30 billion) in annual revenue, manufacturing Nespresso and Philips products.

Opportunity to invest



€2M

Seed Round

Closed 450k Pre-Seed
400k in Public Grants



Use of Funds:
40% Team and R&D
50% Production scaling
10% Marketing



Appendix 1

How does the heat release work?

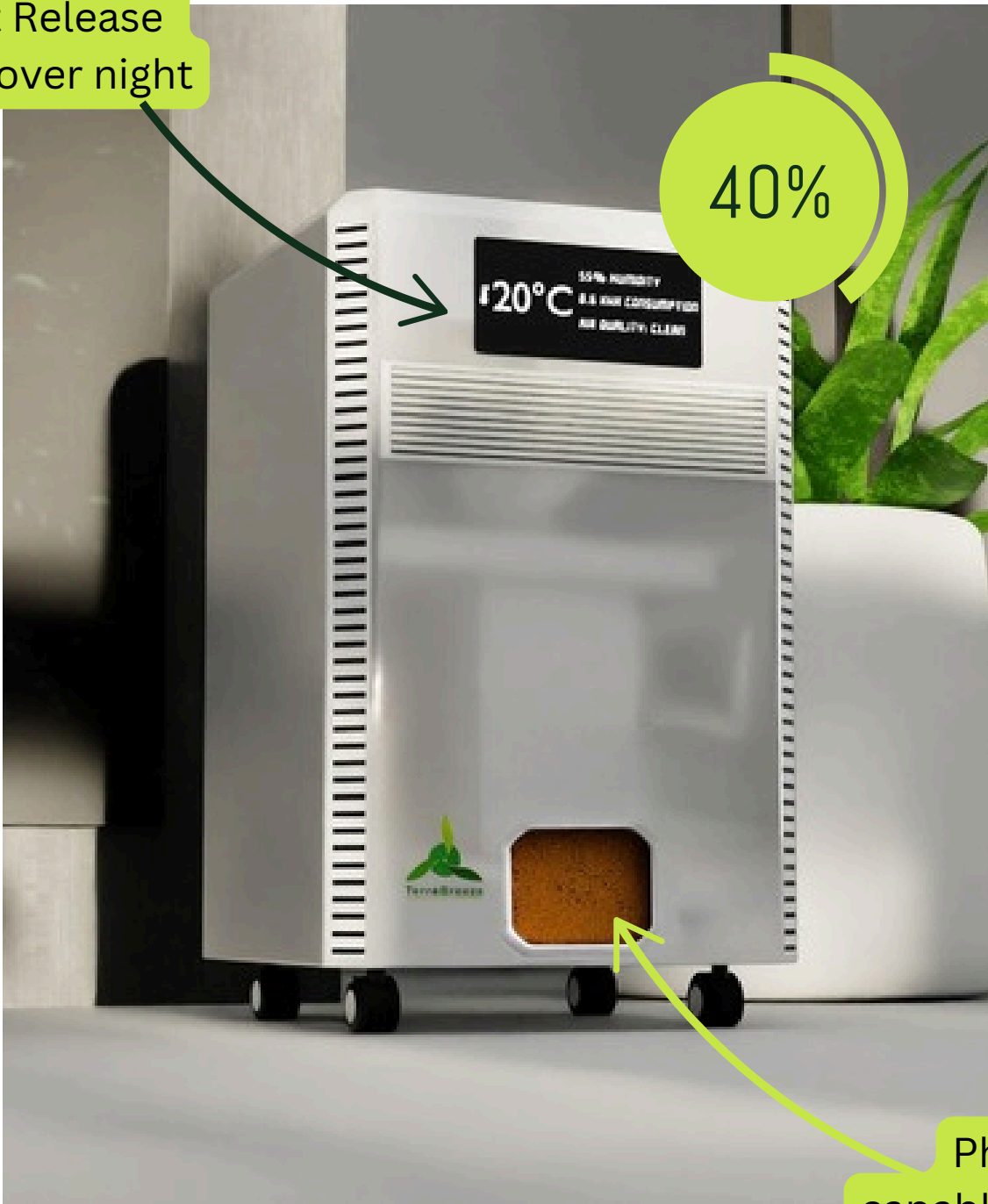


Operational Hours: Daytime and Nighttime

Smart Heat Release Mechanism over night



Water Vapor: A Medium for Heat Dissipation



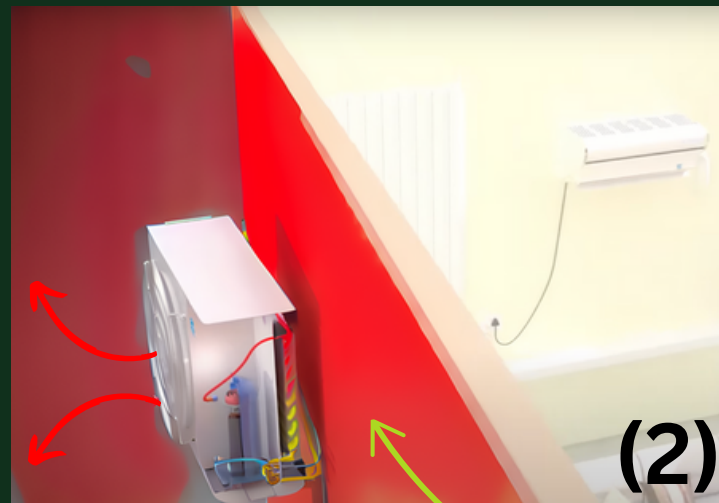
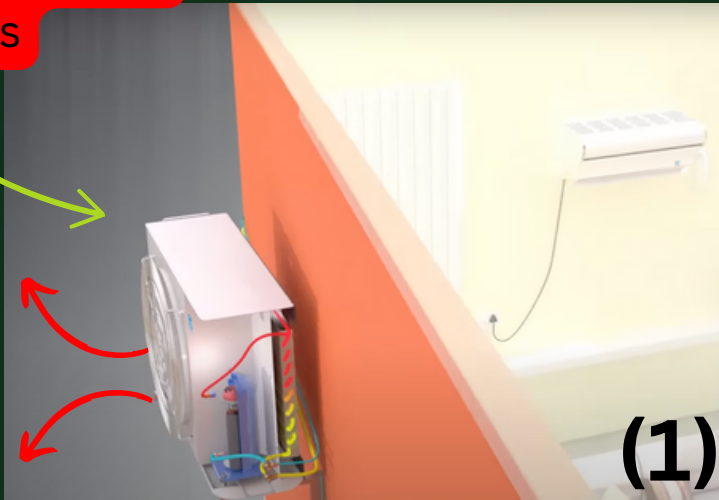
Phase Changing Material, capable of absorbing 19MJ of heat

Appendix 2

Where does the efficiency come from?



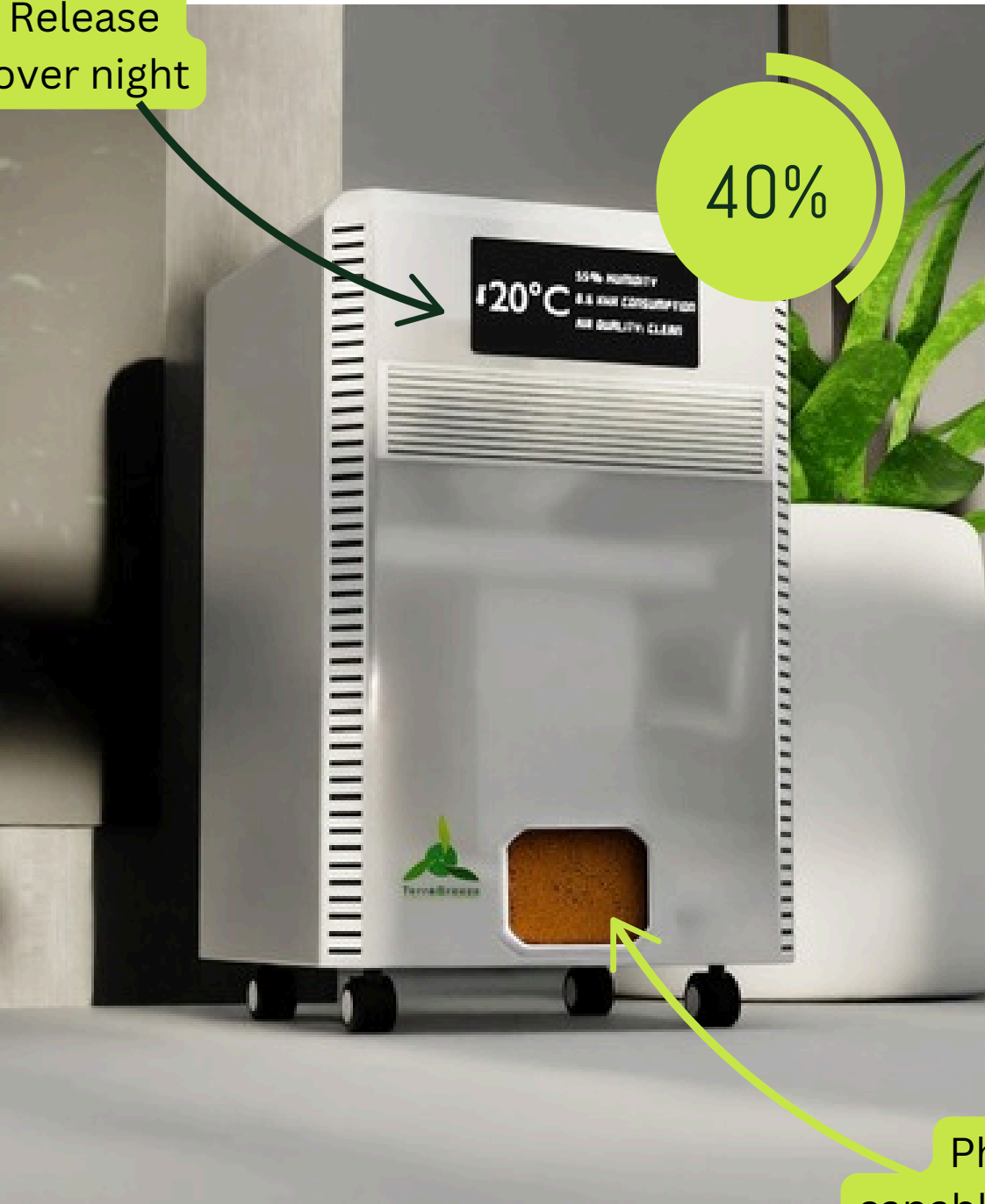
Dependancy on outdoor conditions



Urban Heat Island, enhanced by ACs, hindering heat dissipation

Operational Hours: Daytime and Nighttime

Smart Heat Release Mechanism over night



Phase Changing Material, capable of absorbing 19MJ of heat