



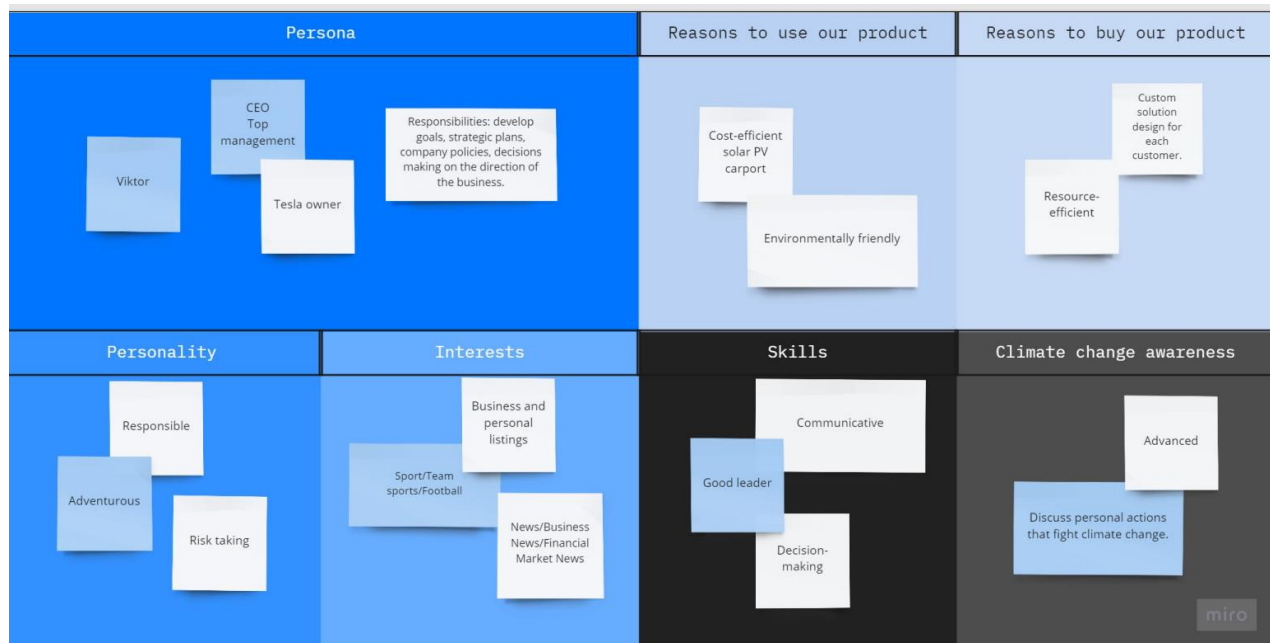
Company overview.

InnoVentum is a Malmö-based company focused on developing and commercializing exceptionally environmentally friendly, resource-efficient and aesthetically compelling renewable energy solutions: hybrid wind-solar systems, wind turbines and PV solar panel installations.

The need for smart and beautiful designs of renewable energy solutions triggered the birth of InnoVentum in 2010 in symbiotic collaboration with leading universities across the world. Since then, a number of patents have been co-created with InnoVentum products commercialized in 10+ countries in Asia, Africa and Europe. The results can be seen and followed at www.innoventum.se.

New digital business models are required to democratize renewable energy. INNOVENTUM.STORE has the right background and experience to catalyze urgently needed changenow.

Buyer persona.



The global InnoVentum segmentation.

- Power for Mobility (e.g., EV charging, E-bikes, E-boats)
- Power for Visibility (e.g., Giraffes at visible spots)
- Power for Ecology (e.g., Eco Farms).

- Power for Necessity in Need and Desire. Here, the need part is represented by Islands, Mountains, and other remote places where our solution is a necessity for survival. The desire part relates more to replacement of grid-power to do good and feel good.