PURPOSE AND PROFIT

NUVI Releaf

- PITCH DECK -

SEED FUNDING: FINANCING FOR UP TO 1 MILLION EURO

THE OPPORTUNITY FOR START-UP INVESTMENT IN GERMANY

NUVI INTRODUCES A SUSTAINABLE, NEXT-GEN, LEATHER ALTERNATIVE TO A $70B MARKET

CHANGE IS IN THE AIR

TODAY THE LEATHER INDUSTRY IS FACING ITS GREATEST CHALLENGE YET

CHILD LABOUR RAMPANT IN BANGLADESH'S LEATHER INDUSTRY

"Researchers found children aged 7 to 17 working 12 to 14 hours, six days a week in almost all processes along the leather supply chain – from animal slaughter and skinning to dyeing, waste disposal and manufacturing of leather products".

www.scidev.net

EU MUST NOT DRIVE DEFORESTATION BY IMPORTING FOREST LEATHER

"Cattle is the number one driver of deforestation of tropical forests, and leather is intrinsically linked to this production...Leather has a considerable market share in the wider European economy ... leather using industries are driving this deforestation"

www.regnskog.no

THE FASHION PACT: FIRST STEPS TOWARDS INDUSTRY TRANSFORMATION

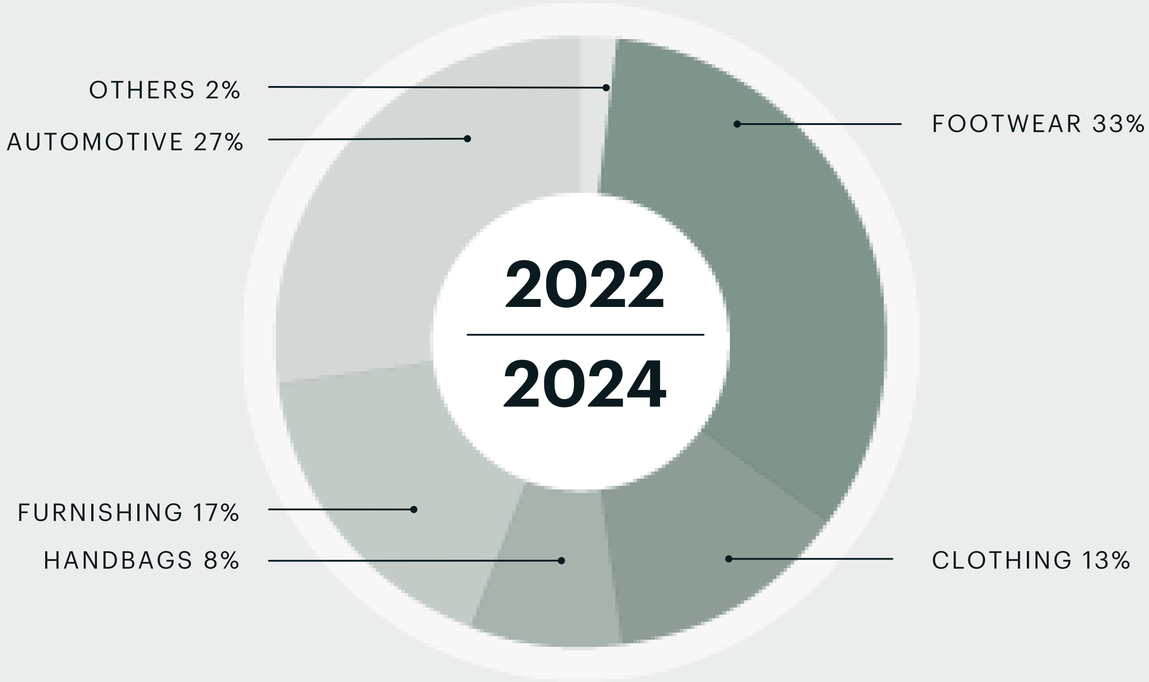
"For the first time in the Fashion industry, 60 companies from the fashion and textile industry as well as suppliers and retailers are committing to a common core of ambitious quantified environmental objectives."

thefashionpact.org

A NEW ERA

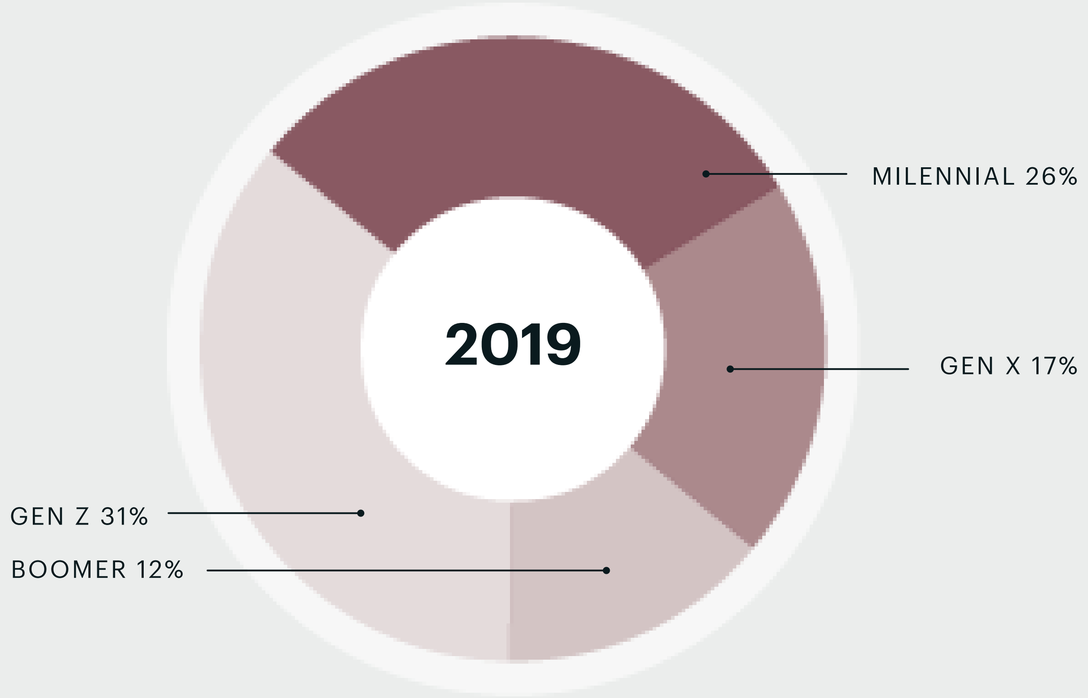
A shift in government policy, increased regulation of supply chains and an unprecedented growth in consumer awareness is resulting in new trends favoring cruelty-free and conscious consumption.

The industry is now looking for solutions.



GLOBAL LEATHER MARKET

Market shares by application



NEW TRENDS

Percentage of US consumers willing to pay more for sustainability

Sources:
statista.co
vougenusiness.com
grandviewresearch.com
Mickinsey new age of consumers US survey 2019

Source: Material innovation Initiative 2021

NUVI IS RETHINKING LEATHER

STRIKING AN UNPRECEDENTED BALANCE BETWEEN SUSTAINABILITY, BEAUTY AND TECHNOLOGY.

UNIQUE SELLING POINTS

NUVI PRIDES ITSELF IN CRAFTING TECHNICALLY ADVANCED MATERIALS THAT OBSERVE SOME OF THE HIGHEST SUSTAINABILITY STANDARDS IN THE INDUSTRY

- **PLASTIC-FREE AND BIODEGRADABLE** *(No PU/PVC or harmful chemicals used in production)*
- **MINIMAL CARBON FOOTPRINT** *(estimated CO2 reduction of around 90% compared to leather)*
- **MADE IN GERMANY AND ALL RAW MATERIALS SOURCED IN EU** *(transparent supply chain)*
- **EASILY INTEGRATED INTO ALL STANDARD MANUFACTURING PROCESSES**
- **COMPETITIVELY PRICED**
- **LUXURIOUS, LEATHER LIKE LOOK AND FEEL**
- **EXCELLENT DURABILITY AND TECHNICAL PROPERTIES**
- **VEGAN AND CRUELTY FREE**

RELEAF LEATHER

NUVI Releaf material brings out the intrinsic beauty of nature and currently offers two unique, next-gen materials, Our signature material is made from upcycled tobacco, while our latest addition is crafted from Champagne chalk.

COGNAC

MOCHA

CHARCOAL

VIRGINIA TOBACCO: SIMPLY ELEGANT

A Noble material with a warm, delicate surface structure, made from upcycled Tobacco.

Available in a range of raw, undyed colors. The backing is made from Oeko-Tex certified French flax.

SALVIA

MAUVE

CHARCOAL

CHAMPAGNE CHALK: VERSATILE AND PLAYFUL

Seductive material with a soft, elastic surface texture, made from Champagne chalk.

Available in a range of light and bright colors. The pigment is Cradle-to-Cradle certified and the backing is made from Oeko-Tex certified French flax.

BESPOKE MATERIALS

NUVI also boasts the technology to create customized materials made from
a diversity of raw materials such as Carrara marble, Austrian dolomite or Azorean green tea

THE POSSIBILITIES ARE ENDLESS

DEFENSIBILITY

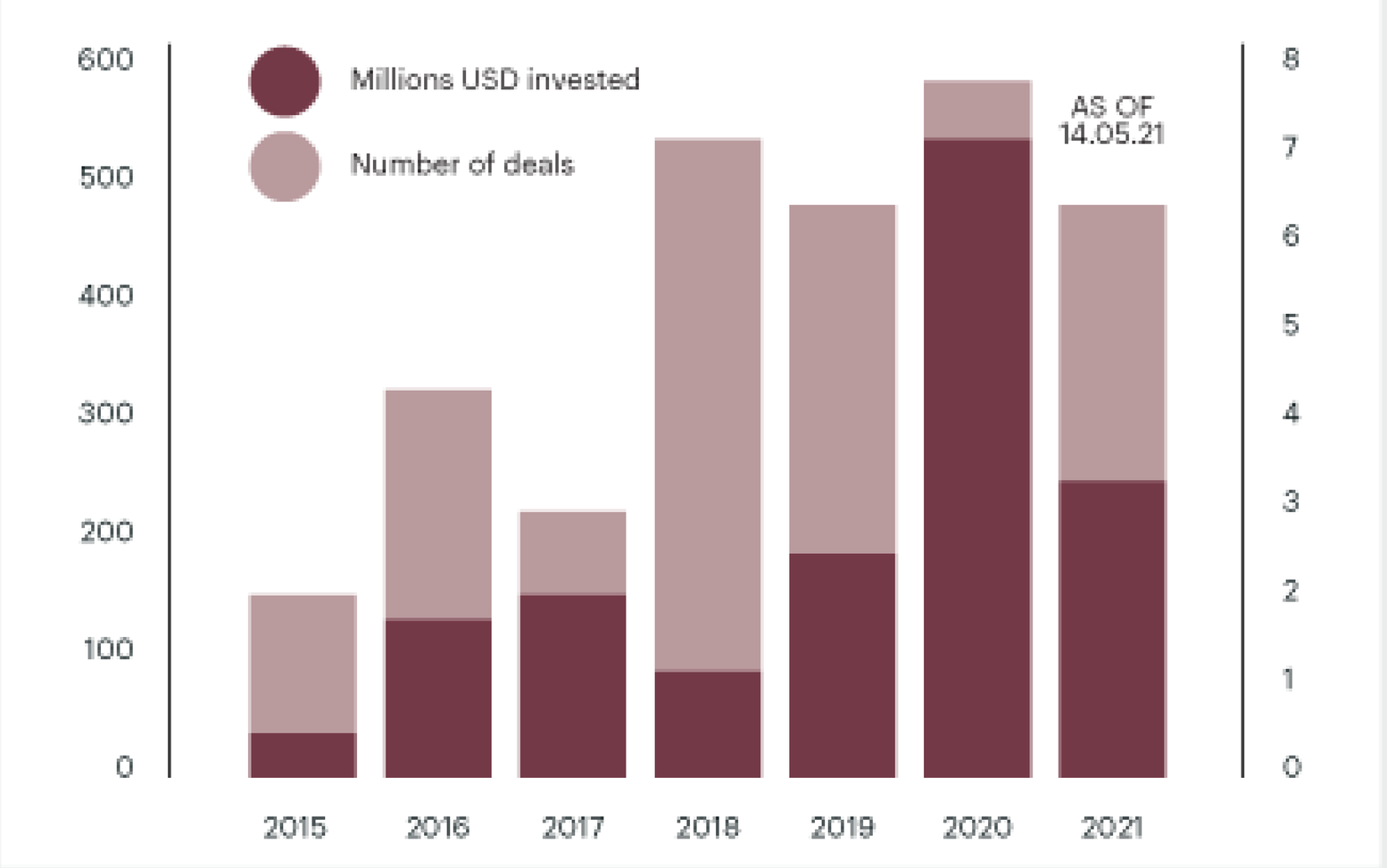
FUTURE-PROOF

- ✓ **PATENTED PRODUCT AND PRODUCTION PROCESS** *(German patent granted, international patent pending)*
- ✓ **HIGH AVAILABILITY OF RAW MATERIALS & RAPID MANUFACTURING PROCESS**
- ✓ **2 YEAR HEAD START IN RESEARCH & DEVELOPMENT**
- ✓ **RAW MATERIAL EU SOURCED** *(Reliable supply chain with minimal carbon footprint)*
- ✓ **MADE IN GERMANY** *(With high regulatory transparency)*
- ✓ **COMPREHENSIVE *ESG *SDG BRAND** *(committed to 5 key SDG goals)*
- ✓ **EASILY SCALABLE INDUSTRIAL PRODUCTION** *(via licensing/franchise)*
- ✓ **STRONG BRANDING** *(To create market awareness)*
- ✓ **TRADEMARK** *(German Trademark since 2018)*

**Environmental, social and corporate governance *Sustainable Development Goals*

MARKET GROWTH

VC INVESTORS ARE SEIZING THE OPPORTUNITIES



MILLIONS
USD INVESTED

NUMBER
OF DEALS

Sources: Material Innovation Initiative. 2021

PRODUCT ASSESSMENT

A COMPARATIVE STUDY OF CURRENT COMPETITORS

HIGH AVERAGE POOR INKNOWN

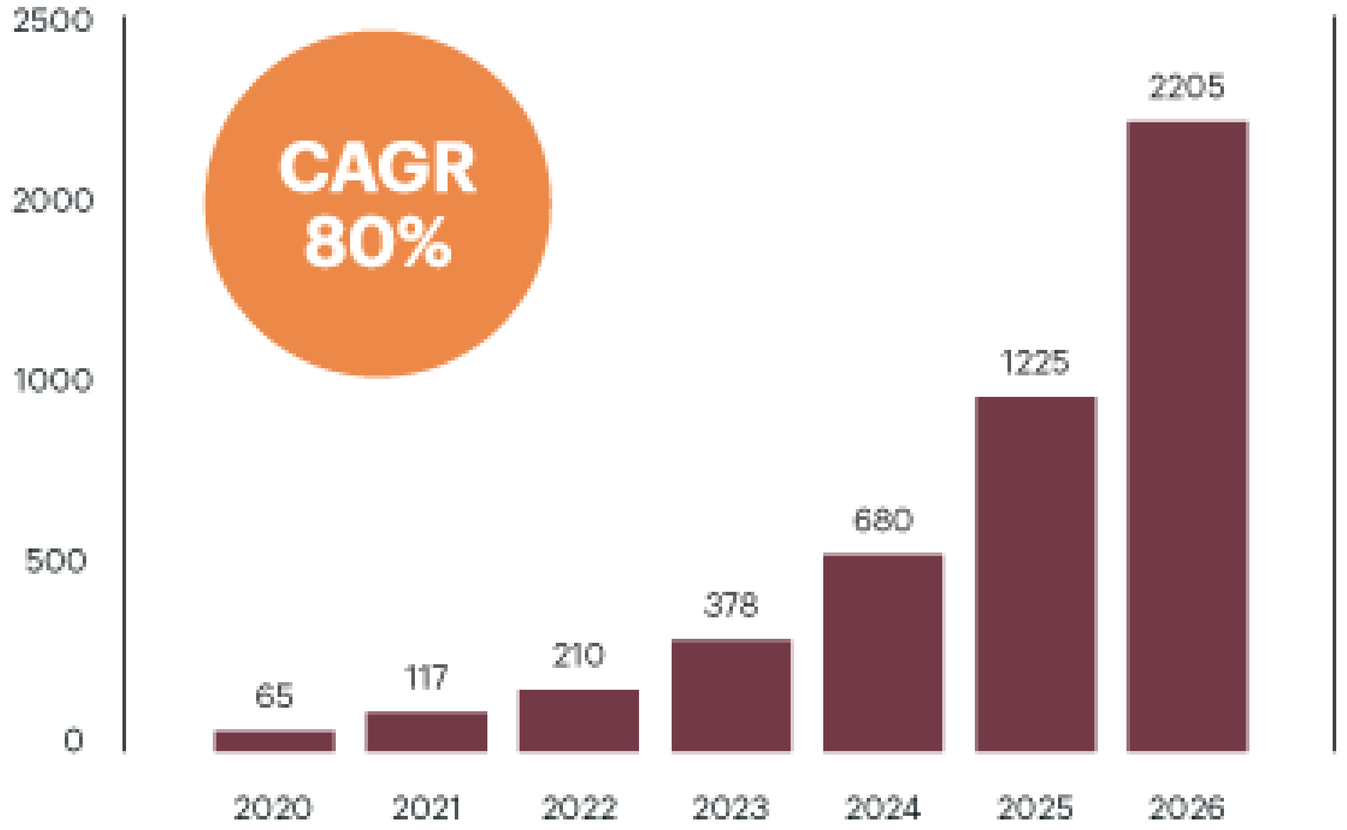
	BIODEGRADABLE CAPACITY	MARKET ACCEPTANCE	SIMILARITY TO GENUINE LEATHER	COMPETITIVE PRICING	CRUELTY FREE CERTIFICATION
NUVI RELEAF	HIGH	HIGH	HIGH	HIGH	HIGH
APPLE LEATHER	POOR	AVERAGE	POOR	INKNOWN	HIGH
CACTUS LEATHER	POOR	AVERAGE	AVERAGE	HIGH	HIGH
POMACE LEATHER	INKNOWN	AVERAGE	AVERAGE	INKNOWN	HIGH
MUSHROOM LEATHER	HIGH	AVERAGE	AVERAGE	POOR	HIGH
EUCALYPTUS LEATHER	POOR	AVERAGE	AVERAGE	HIGH	HIGH
GENUINE LEATHER	INKNOWN	HIGH	HIGH	HIGH	POOR
PINEAPPLE LEATHER	HIGH	HIGH	POOR	HIGH	HIGH

Source: Purplelinewarrior.com

NEXT-GEN MATERIALS

EXPECTED COMPOUND ANNUAL GROWTH RATE 80%

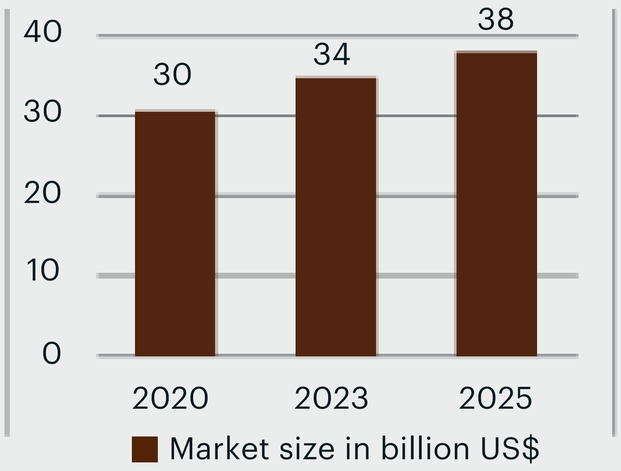
Projection of growth of the next-gen materials global wholesale market (2021-2026)



MARKET SIZE
USD MILLION

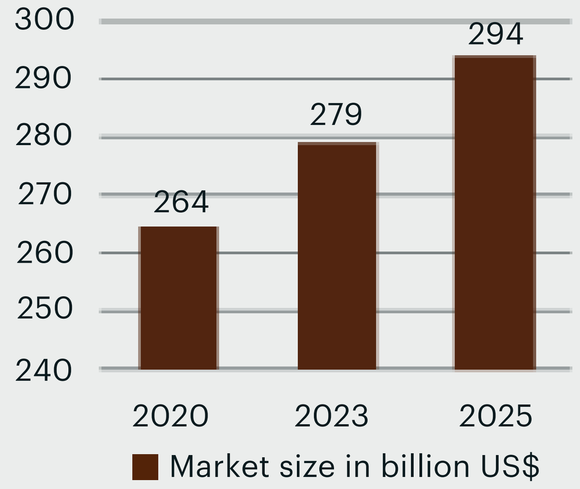
Sources: MII / Speeda Edge Analysis

HOW BIG IS THE GLOBAL LEATHER MARKET



SYNTHETIC LEATHER

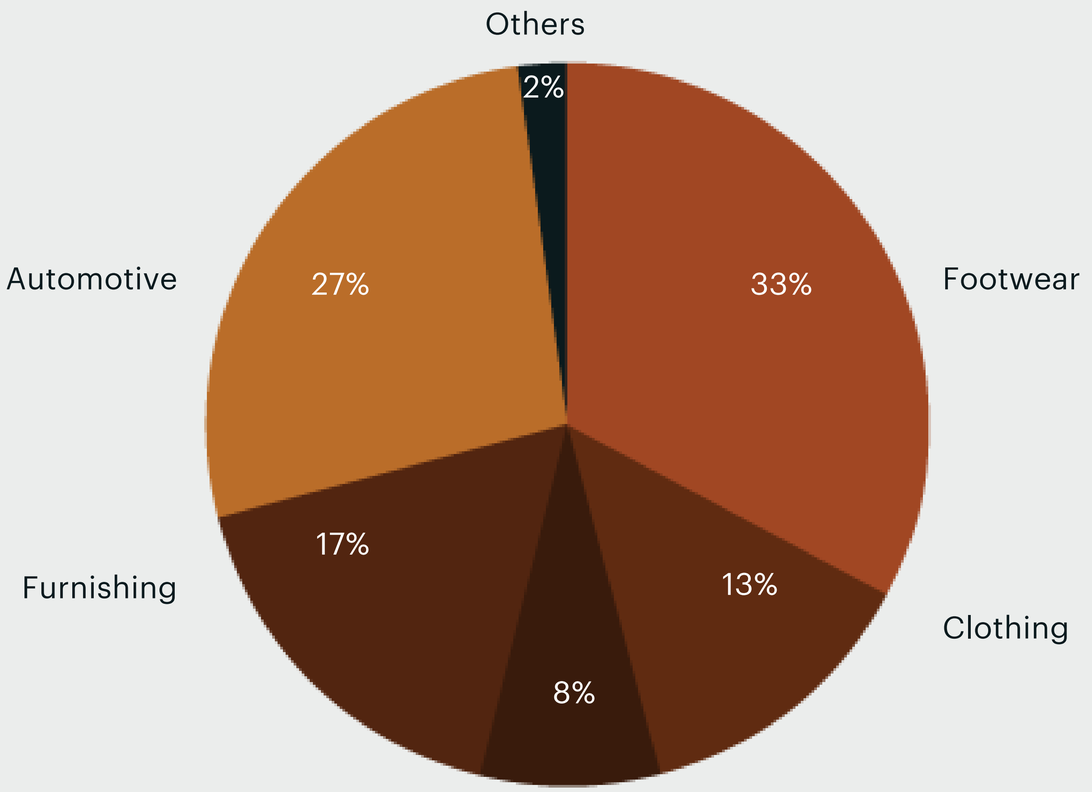
Estimated CAGR 4,4%



LEATHER

Estimated CAGR 5,4%

MARKET SHARES BY APPLICATION 2021



statista.com
voguebusiness.com
grandviewresearch.com

MARKET READY

MARKET ENTRANCE

NUVI is currently market ready for certain applications within the fashion and interior industry.
By 2024, we will supply the footwear industry, and by 2025 the automotive sector.

PROMISING TEST RESULTS

Our material has been independently tested by the FILK Institute for climate chamber (UV), Martindale (rub fastness), tear strength, aging etc. Furthermore, in addition to running their own tests, our customers have begun making prototypes.. and the results are impressive!

BRAND INTEREST

NUVI IS A PULL PRODUCT

Over 70 of the most respected names in the fashion and automobile industry have reached out to us, and over half of them have ordered samples

RICHEMONT

for Chloé, Dunhill, A. Lange & Söhne, Glampiero Bodino, Jaeger-LeCoultre, Lancel, Montblanc, Azzedine Alaia, Baume & Mercier, Van Cleef & Arpels etc

KERING FOUNDATION

for Gucci, Yves Saint Laurent, Balenciaga, Alexander McQueen, Bottega Veneta, Boucheron, Brioni and Pomellato

Steiff

THONET

PORSCHE STUTTGART

STRATEGY

INNOVATION, COLLABORATION & SCALABILITY

NUVI Releaf addresses the world’s sustainability needs head-on. Specifically, our material will have a major impact on climate change, biodiversity and supply chains worldwide. At the core of our innovation is a scalable, plastic-free, biodegradable material that can be made from a range of materials including (but not limited to) tobacco, marble and chalk. NUVI Releaf is made in Germany from EU-sourced raw materials.

Throughout the last 2 years, NUVI has developed a patented formula and production process on a prototype machine and has distributed samples to the fashion, footwear and interiors industry. In order to get as much material into circulation as quickly as possible, NUVI is seeking partnerships with German textile manufacturers - thus benefiting from their infrastructure, technology and distribution channels. This collaboration will serve as a pilot for a global licensing expansion model.

In parallel to this maiden production run, NUVI is engaging with German research institutes in order to continue developing its technical properties. As our material improves, we will gain access to new products, applications and industries, such as the automotive sector.

Following our first production run and with the support of our manufacturing partners, NUVI will continue to optimize its production processes. By producing high volume at a low cost NUVI stands to radically disrupt the global leather market and thus generate a swift, radical impact.

SUSTAINABILITY IMPACT

CLIMATE, BIODIVERSITY, SUPPLY CHAIN

CLIMATE

NUVI offers a 95% reduction in carbon emissions, compared to animal and synthetic leather. Here's why:

Vegan & petroleum-free
NUVI uses neither animal nor petroleum based products.

Made in Germany & EU-sourced
NUVI is made in Germany from EU-sourced raw materials.

Circular economy
NUVI uses upcycled raw materials.

Low consumption
NUVI's production process requires minimal energy and can be readily powered by renewable energy sources.

BIODIVERSITY

The Problem
Current synthetic leathers are made from petroleum-based plastics which break down into microplastics.

Meanwhile, livestock is responsible for the decimation of rainforests and leather tanneries are severely contaminating water systems.

Our Solution
When it comes to biodiversity, our solution is simple. NUVI Releaf is all natural, plastic-free and biodegradable - nor does it contain any toxic chemicals, whatsoever

SUPPLY CHAIN

NUVI Releaf material is made in Germany from EU-sourced raw materials; ensuring a reliable, transparent supply chain.

Resource Diversification
NUVI Releaf can be made from a diversity of raw materials. As such, it is neither over-reliant on, nor straining, one specific resource. Furthermore, should the opportunity (or need) present itself, our material can be made from additional, alternative raw materials.

Scalability
Regardless of the region, NUVI can source its raw materials from diverse, locally abundant sources, rendering it globally scalable.

SUPPORT AND RECOGNITION

A FOCUS ON SUSTAINABILITY AND AWARENESS

Our focus on sustainability and environmental awareness has also garnished the support and recognition of some of the following government and independent bodies

GRANT	BAFA (Federal economy and export control) awards Nuvi “Venture Capital” grant for angel investment:2020 WIPANO, WIPANO, Knowledge & Technology transfer via patent sponsor with WSL (European Association of Patent Attorneys): 2019
CERTIFICATION	Material sustainability: Oeko-Tex 100 (requirements met) Life-cycle sustainability: Cradle-to-Cradle (requirements met) Vegan Sustainability: PETA, 2019 Life cycle assessment with IKK (University of Hanover): Estimated Co2 reduction of 90% compared to leather: 2020 FILK, The Accredited Laboratory Testing Institute sponsors Nuvi material for in-depth capability study: 2020
AWARD	German Design Award: Winner of Communication/Design/CI Award: 2021 DDC (German Design Club): Good Design Award: 2021 IF (Industry Forum) Design: Winner of Communication Award: 2021 German Design Sustainability Award: 2022 (application in process)
PRESS	Wirtschaftswoche (Economy Magazine): Nominated as “Startup of the week”: January 2021 HTAI: Nuvi is featured in startup initiative: 2018 Hessen Innovation Congress: Nuvi is sponsored to present at exhibition: 2018

FUNDING HISTORY

GENERAL OVERVIEW

2014-2017 *10k*	Nina Rössler receives a loan of 50k for NUVI Living - 10k of which goes to set up NUVI Releaf.
2017 *20k*	Nina Rössler raises money from a vegan-leather yoga accessory Kickstarter campaign.
2018-2019 *20k*	Nina Rössler privately funds NUVI Releaf.
2019 *100k*	NUVI receives private funding from investor.
2020 *200k*	NUVI receives funding from Andreas Rössler.
2020-present *20k*	Nina and Andreas Rössler continue funding NUVI Releaf.

TOTAL: 370K

OUR JOURNEY

WHERE WE COME FROM

2016

JUNE
Development of our first leather alternatives

2017

NOVEMBER
Development of tobacco based material

JUNE
Successful Kickstarter campaign 22k sees release of trial teak leaf collection

2018

JUNE
National patent Registration of NUVI Releaf leather Alternative

2019

MAY
Launch of NUVI Releaf website and social media

OCTOBER
Registration of international patent for NUVI Releaf

2019

DECEMBER
Registration of NUVI Releaf GmbH

2020

JANUARY
First investment through Business Angel

JUNE
Refinement of formula and testing at FILK Institute

2021

MARCH
Small scale production of Releaf leather

MARCH
Release offer available to 70+ businesses who inquired to work with NUVI

2021

JUNE
Receive first customer orders for Releaf essential leather

SEPTEMBER
Ongoing R&D in partnership with various institutions

OUR JOURNEY

WHERE WE ARE GOING

JUNE
Bridge fund to secure patent

NOVEMBER
Secure funding for industrial scale production

JANUARY
Continue R&D partnerships with institutes

MAY
Complete R&D prior to first production run

SEPTEMBER
Optimize processes and initiate licensing expansion

2022 | 2022 | 2023 | 2023 | 2023

AUGUST
Establish partnership with textile manufacturer

DECEMBERR
Develop production facility with textile manufacturer

MARCH
Testing phase of production facility

JULY
Delivery of customer orders on industrial scale

OCTOBER
Additional R&D for new applications/markets

OUR TEAM

NINA RÖSSLER

Co-founder
Diploma in Product Design

As a product designer for both the interior and textile industry Nina commonly found herself working with materials that were neither environmentally sustainable, nor cruelty-free. This gap in the market spurred her to explore plant-based leather alternatives. In 2019, she founded NUVI Releaf Gmbh. Driven by her vision to transform the leather industry, Nina is a constant inspiration to the team, a luminary to our customers and at the heart of everything we do.

ANDREAS RÖSSLER

Co-founder & Chief Production Officer
Diploma in Mechanical Engineering

For nearly two decades Andreas has been responsible for setting up key production lines at Daimler and Siemens plants worldwide. For instance, he headed project management for Daimler’s second largest Chinese plant – a revolutionary assembly facility. He has since focused his knowledge of production processes into NUVI’s industrial-scale machine. He and his daughter Nina are a highly symbiotic team, and both heavily invested in the success of NUVI.

CHRISTOPHE CAPPON

Senior Advisor
B.A in Social Science & International Development

Christophe has over a decade of experience running his own successful international businesses. Five years ago while in Thailand, he began to work with Nina Rössler in order to transform the region’s teak leaves into a next-gen leather-alternative. Christophe's entrepreneurial nature, communication skills and dedication to the cause has brought him to the helm of the company. Since then, he has undertaken critical responsibilities including communications, sales, marketing, networking, IT, HR, fundraising and strategic planning. His commitment to the team and vested interest in the company ensure that Christophe will help NUVI overcome obstacles, navigate shifting landscapes and realize its fullest potential.

PRODUCTION

SCALING UP MANUFACTURING, WITHOUT RE-INVENTING THE WHEEL

Our new, industrial-scale facility will ensure a continuous processing of material and enhanced drying capacity – resulting in a reliable, and exponentially greater production output.

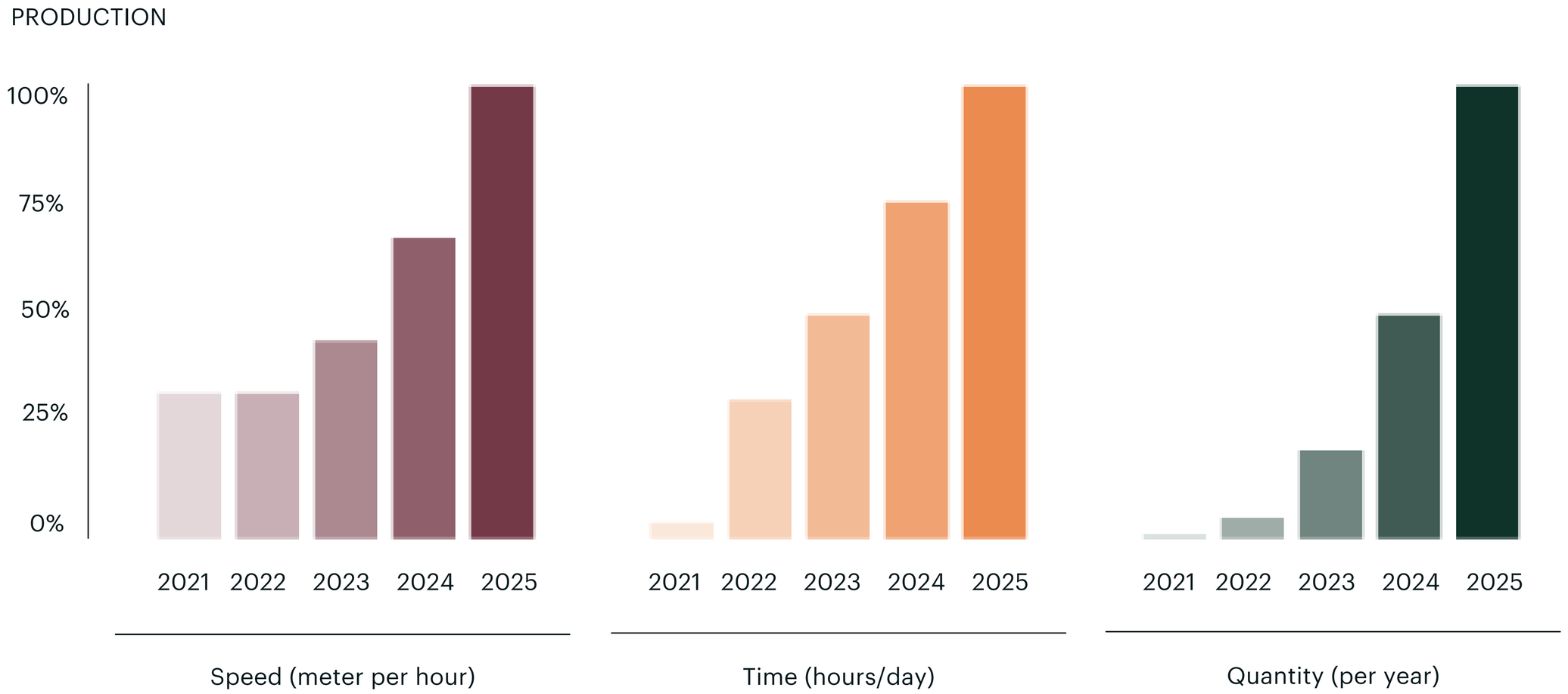
Based on our patented material and successful production process, our Chief Engineer has designed an industrial-scale machine built on the prototype’s existing technology.

NUVI's first production run will be outsourced via a local textile manufacturer, thus benefiting from their existing technology, infrastructure and distribution channels.

The leap to industrial scale production is well within our grasp!

Location: Frankfurt, Germany

PRODUCTION CAPABILITY



OUTLOOK

Our vision is to firmly establish production within Germany, before expanding globally. To achieve this, Nuvi will distribute their machines worldwide whilst their manufacturers locally source raw materials. By retaining control over the production process, supply chain and ingredient compounds, NUVI can ensure that its materials meet the highest technical and sustainability standards.

FINANCIALS

If you are interested in viewing detailed financials please contact us

NUVI IS GOING PLACES

THIS IS YOUR CHANCE TO JOIN US !

FOR FURTHER INQUIRIES PLEASE CONTACT

christophe@nuvi-releaf.com

NUVI **Releaf**