

## Reefilla

### PERSONAL DATA

**Company name:** Reefilla

**Country:** IT

**Province (Italy only):** TO

**City:** TORINO

**Postal Code:** 10132

**Website:** www.reefilla.com

**Registered in Italian MISE Registro delle Startup Innovative / PMI Innovative:** Yes

### BUSINESS MODEL

#### Short description of your start-up/business idea:

Reefilla is a climate tech startup providing energy storage solutions based on second life batteries. Reefilla is able to use vehicle batteries that comes at the of life in its device, actually giving them a second life. Reefilla produce and commercialized "Fillee", its iconic product able to charge electric vehicles without being connected to the grid.

#### Company Stage:

Commercial launch,

#### Company Economic sector and Industry

(max 2 answers):

Automotive & Transportation, Energy & Utilities,

#### Company Technology

(max 5 answers):

5G, Internet of Things / Internet of Machines, Micro-mobility / Smart mobility, Waste transformation,

#### Target market (sector)

(max 5 answers):

Automotive & Transportation, Energy & Utilities,

#### Business Model in synthesis (B2B, B2C, B2B2C):

B2B

#### Describe your Sales & Marketing strategy:

Reefilla commercializes its device through a rent approach. A monthly fee per each device and a service variable fee (logistics services, dashboards, energy management) if needed

#### Describe the competitive landscape and list your competitors:

Mobile charging market is a rapidly evolving market. Several players are born and die frequently. Key difference are emerging on the main focus, please see the competition slide in the pitch deck for further information. Competitor lists: - e-GAP (ITA) - Sparkcharge (US) - Nimbee (CZE) - Mob Energy (FRA)

#### What Intellectual Property is attributed to the project? (Patents/Trademarks/Copyrights):

Patent on the device

#### What Barriers to Entry other than formal IP has the project established?:

- Knowhow on EV market - Knowhow on second life batteries - Flexibility to adapt to changes

### FINANCE & ECONOMICS

Please fill in the table below with the key financial data of your company, including Last Balance Sheet and 5 Years Business Plan.

	Currency EURO				
	2022	2023	2024	2025	2026

<b>Revenues</b>	70000	180000	530000	1800000	2500000	4000000
<b>EBIDTA</b>	-100000	-150000	-80000	12000	150000	560000

## CIRCULAR ECONOMY

**Circular Economy Solution:** Yes

### DESCRIPTION:

Reefilla's innovative approach to second life battery management charts a circular path for batteries, ensuring a sustainable and purposeful journey beyond their initial use within electric vehicles (EVs). Our streamlined process commences with OEMs (Original Equipment Manufacturers) who initially own and deploy these batteries in their vehicles, marking their first life cycle. Upon completion of their primary use, OEMs take responsibility for collecting these batteries and entrust Reefilla with the crucial task of managing their second life phase. Reefilla's role begins with meticulous dismantling, extracting viable modules from these batteries. These salvaged modules undergo rigorous assessment and qualification, ensuring only high-quality modules are selected. These qualified modules find renewed purpose within Reefilla's energy storage devices, serving as the powerhouses for our innovative charging solutions. Remarkably, this circular model allows the energy stored in these batteries to recharge new vehicles, creating a sustainable ecosystem within the EV industry. Central to this process is Reefilla's agreement with OEMs, establishing a dynamic pricing system for used batteries based on their state of health. This forward-thinking approach incentivizes the reuse of batteries and aligns interests between parties, fostering a sustainable economy for second life batteries. A tangible testament to this process is our contract with IVECO / FPT Industrials, outlining the practical implementation of this battery management model. This contract underscores Reefilla's commitment to translating sustainable concepts into actionable, real-world practices. At the culmination of their second life, typically spanning 3-5 years within our devices, Reefilla takes responsibility for the responsible recycling of these modules in collaboration with our trusted recycling partners. This holistic approach, encompassing the entire lifecycle of batteries, emphasizes Reefilla's commitment to sustainability and responsible resource management.

**Do you offer a solution that extends the Life of Products?:** Yes

**Do you offer a solution based on the use of Renewable Resources?:** Yes

**Do you offer a solution that improves Resource Efficiency and Effectiveness?:** Yes

**Do you offer a solution that uses Recyclable / Compostable Products? :** Yes

**Does your innovative technology enable Circular Economy models? :** Yes

## INTERNATIONALIZATION

**Internationalization:** Planned

### Description :

Scale our capacity to bring our offer at an European level and leverage on the higher maturity of other countries in terms of EV adoption

## EQUITY AND FUNDRAISING

**Last Post Money Valuation (if applicable):** 5-8Mln

**Capital Amounts Raised in Previous Rounds:**

1 M€

**Current amount of Capital Seeking €:**

4 M€

Intesa Sanpaolo Innovation Center SpA

**in what timeframe:**

Q2 2024

**Pre-Money Valuation:**

10 M€

**Past significant milestones****(up to 450 characters):**

Reefilla raised its pre-seed round in 2022 (1M€) and used funds to test several use cases: - rent devices to road assistance ( 5 devices rented to main road assistance companies Europ Assistance, Hlpy) - Parking: rent devices to Coca-Cola HBC Italia for their headquarter - car sharing: mobile charging activities (Drivalia, Enjoy) - logistics companies - Other successful milestones: - Deployed almost 40 Fillees - New Second Life architecture - Impactful partnerships: Iveco, Wuerth, ENI - Awarded PNRR grant project

**Resources needed beyond capital****(up to 450 characters):**

New product development, continuous product improvement, supplier selection, and multichannel supply chain management is a strategic investment in innovation and operational excellence. Internalizing Software, Hardware, and Sales expertise is a strategic move to maintain and increase market positioning and enhance vertical competitive advantage.