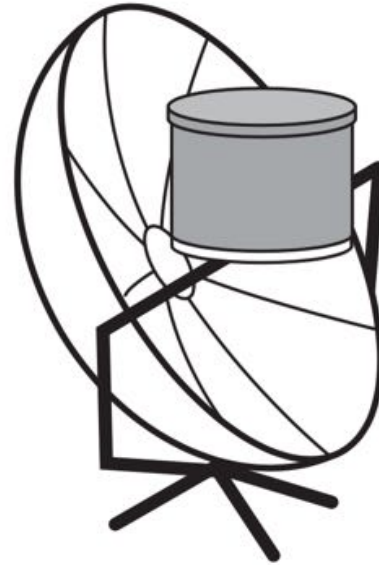


Building the Industry Together

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Morpho Solar

- Founded in 2014
- Spin-off from the Norwegian University of Science and Technology (NTNU)
- R&D company developing heat storage solutions for parabolic solar cookers




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Background

- Morpho Solar and One Earth Designs decided to work together at SCI convention in 2014.
- Morpho Solar became a distributor of SolSource in Europe in 2015.
 - Onboarded Scandinavia's grill retailer Jernia
- Morpho Solar and OED worked as one team from May 2015-Oct 2016.
- Collaboration on R&D, marketing. Used the same brand, One Earth Designs





How to enter new markets together?

- Distribution relationship:
 - i.e. Morpho Solar and One Earth Designs
- Cross-selling:
 - i.e pilot with Solavore
- Retailers:
 - Cantinawest
 - Online retailers
- Tips:
 - Always start with a legal agreement
 - Make sure how you will share costs (i.e demo unit and shipping)
 - Create incentives where both parties win
 - Utilize logistical partners (for VAT, shipping, warehouse)

How to do technology collaboration:

–use the best from both worlds

- **Why?** Share ideas and knowledge
 - Shorten the distance between customers and R&D departments
 - Combine market knowledge and technological expertise
- **How?** Collaborate with universities, research institutions and other companies
 - i.e Morpho: NTNU, Universidad de Carlos III Madrid & Prof Lecuona
 - i.e OED: MIT, Harvard, US and Chinese governments
- **Tips:**
 - Sign Non-disclosure agreements (NDA)
 - Agree on how to manage intellectual property
 - After completing a patent application you can share and publish the findings (patent pending)



Areas in need of research collaboration

- **Automated tracking systems**
- **Durable and affordable materials (reflective or fresnel lense)**
- **Optimized and durable cookware**
 - Dehydration
 - Pressure cooker
 - Steam engines
- **Medical and health accessories**
 - Autoclaving



Other: marketing and funding

- Marketing:
 - Marketing material:
 - Collaboration on photo shoots and blog posts
 - Events (ex: Bioneers)
 - Social media and marketing campaigns
 - Together we can be visible! We can engage with each other.
 - Like, share and re-tweet.
 - Solar kitchen:
 - Show the diversity of solar cooking
- Funding:
 - Common applications
 - Global Alliance for Clean Cookstoves

Be aware of some challenges

- Geographical distance
 - Skype, google hangouts make meetings possible
 - Similar time zones are beneficial (North-south collaborations)
- Cultural differences
 - Be upfront about differences and create a common understanding
- Legal documents and lawyers are expensive
 - Suggestion: SCI or coalitions can create templates together.



Partner selection– how to reduce the risk?

- Make sure it is a fit!
 - Personal fit
 - Technology or product fit
 - Market fit
- Start with a more distant and formal partnership (i.e. Supplier/customer).
- Move closer together after a time period



Together, we can build this industry.

We are partners, not competitors.

Start today! Talk with potential partners here at the conference.

Good luck!

A group of people are shown from the chest down, pulling on a thick, light-colored rope. They are wearing various colored shirts, including a grey sweater and a white shirt. The background is a blurred green field under a bright sky. The text "Thank you" is overlaid in the upper right quadrant.

Thank you

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