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
Background

- Morpho Solar and One Earth Designs decided to work together at SCI convention in 2014.

  - Onboarded Scandinavias largest 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

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How to enter new markets together?

• Distribution relationship:
  • i.e. Morpho Solar and One Earth Designs

• Cross-selling:
  • i.e pilot with Solavore (sun oven)

• 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?** Universities, research institutions and companies can collaborate
  - 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)

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Areas in need of research collaboration

• Heat storage

• 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

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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

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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.

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Together, we can build this industry.

We are partners, not competitors.

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

Good luck!

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Thank you!

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