

'Commercialising & Pitching an Innovation In Natural Materials'



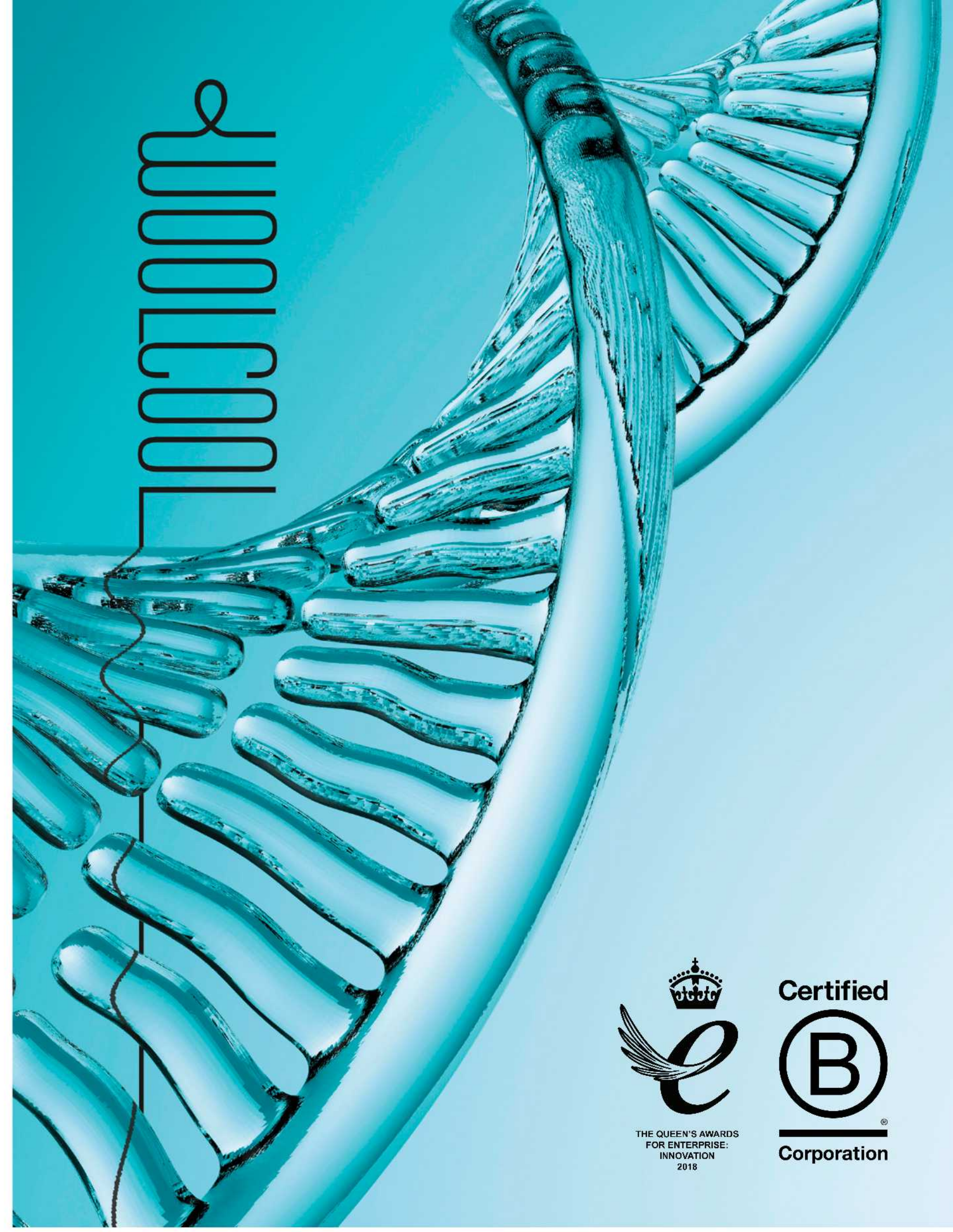
Introducing Woolcool

- Founded in 2009
- Family Business
- Our focus is team based
- People, Planet & Profit – B Corp
- Sustainable Insulated Packaging



Biggest Challenges

- Credibility of a Natural Material
- Why Wool?
- Poachers
- Challenging the Status Quo
- Choosing trusted partners
- Recession



Building Product, Brand & Credibility

Three Key Focuses

- Strong Scientific Basis - No smoke and mirrors – Know Your Product inside and out.
- Marketing & Image – Professional website, clear story and transparency – Appear bigger than you are.
- Partnering – carefully selecting (trust is important) – Collaboration with the right partner can be game changing.



Thank you for listening



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2018



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