





binodine®



MISSION

improve indoor climate  
in millions of homes, offices and schools  
around the globe with a b!rd.

**ANDREAS KOFOED SØRENSEN**

CO-FOUNDER • MANAGING DIRECTOR

★ SALES / PRODUCTION / FINANCE



**HANS HØITE AUGUSTENBORG**

CO-FOUNDER • CREATIVE DIRECTOR

★ IDEAS / DESIGN / BRANDING / MARKETING





A minimalist house with a dark roof and a small window is silhouetted against a twilight sky. A bare tree stands to the left of the house. The house has a warm light emanating from a small window and a door. The background shows a calm sea or lake under a pale, overcast sky.

you spend 90%  
of your life **indoors**



open



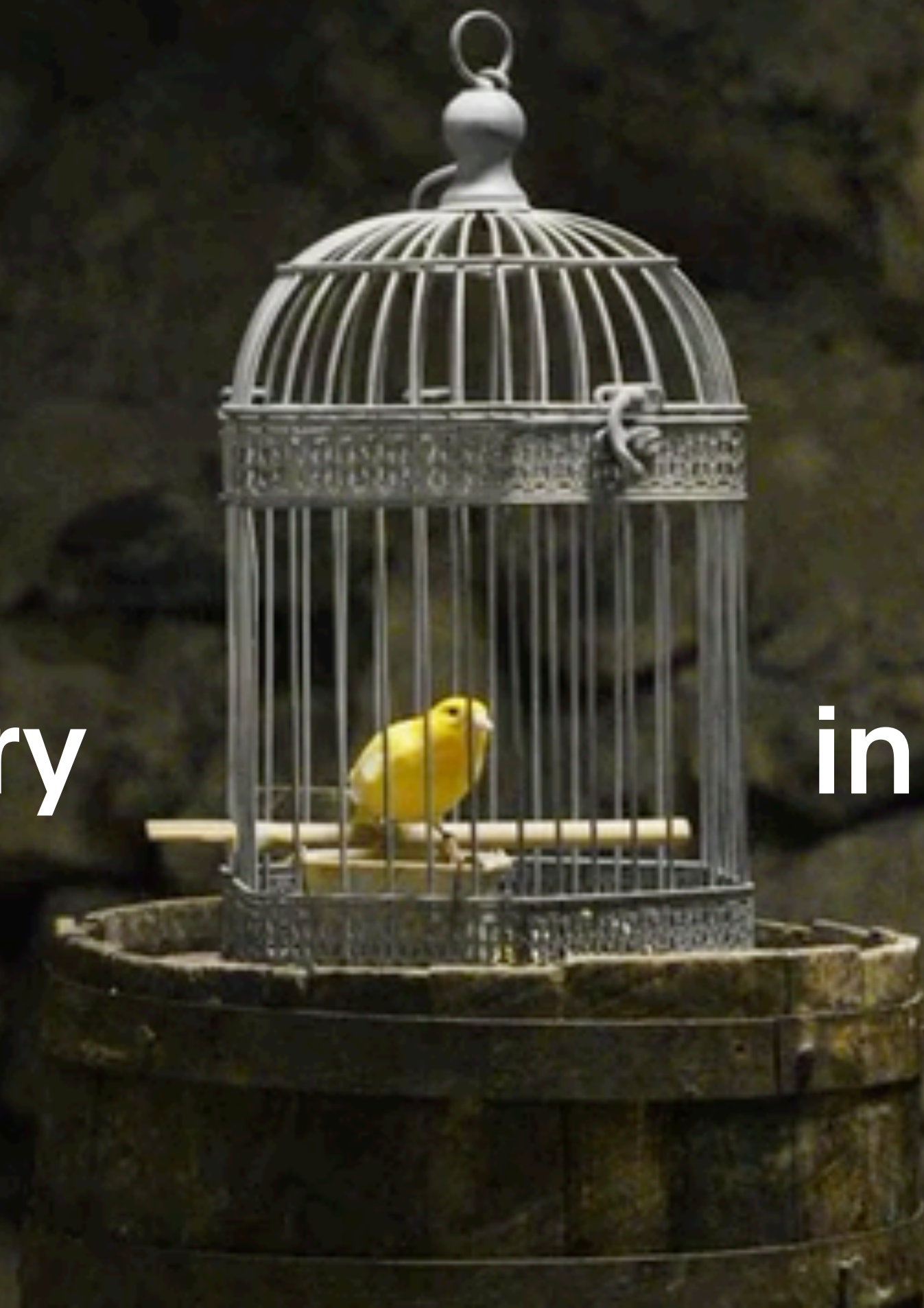
your windows



an invisible problem



**the canary**



**in the coal mine**



birdie®



a **visible** solution  
to an **invisible** problem





good air quality  
keep calm



poor air quality  
ventilate the room







KICKSTARTER

\$529.9999



04:30



# 1 month after launch

patent approved DK

patent pending WORLDWIDE

design protection EU

**68** countries

**5** design & innovation awards

**\$500.000** revenue

**5.000.000** video views

**+5000** followers

**+50** articles



# 14 months after launch

patent approved DK

patent pending WORLDWIDE

design protection EU

**69** countries sold in

**14** design & innovation awards

**\$1.000.000** revenue

**+20.000.000** video views

**+100000** followers

**+150** articles

product development

firmware development

production setup

VC-investment

logistics setup

**27** retailers

**+10** hires



# ...we have a unique product



**NEED**

vs.

**WANT**



# ...with an unique position

who



PRIMARY TARGET GROUP

HEALTH- & DESIGN  
AWARE PEOPLE

how

BY MAINTAINING AND BUILDING A PREMIUM BRAND THROUGH CONTINUOUS CREATIVE BRANDING AND A PRESENCE AT THE BEST DESIGN— & MUSEUM SHOPS, AWARD SHOWS & MEDIA.

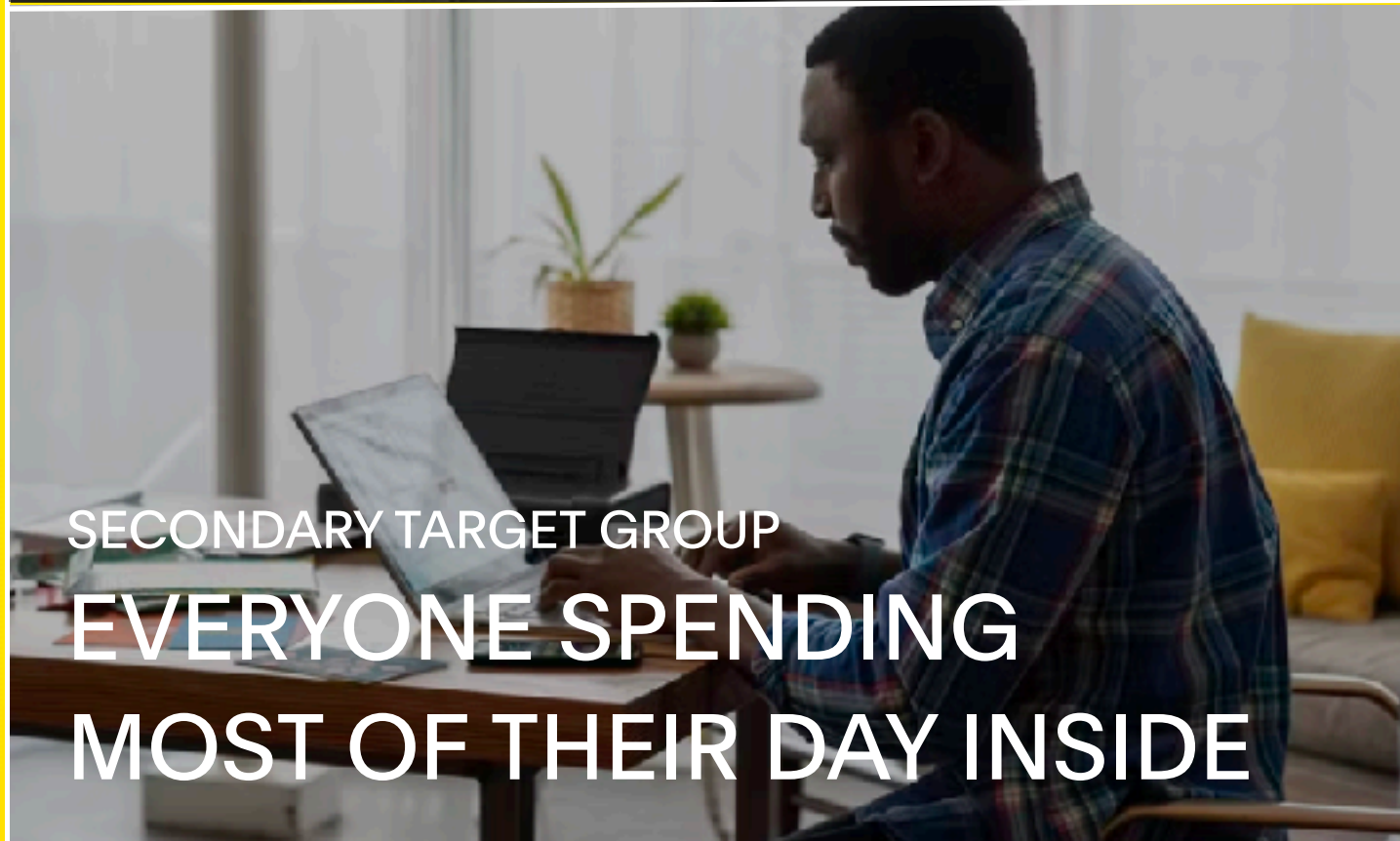
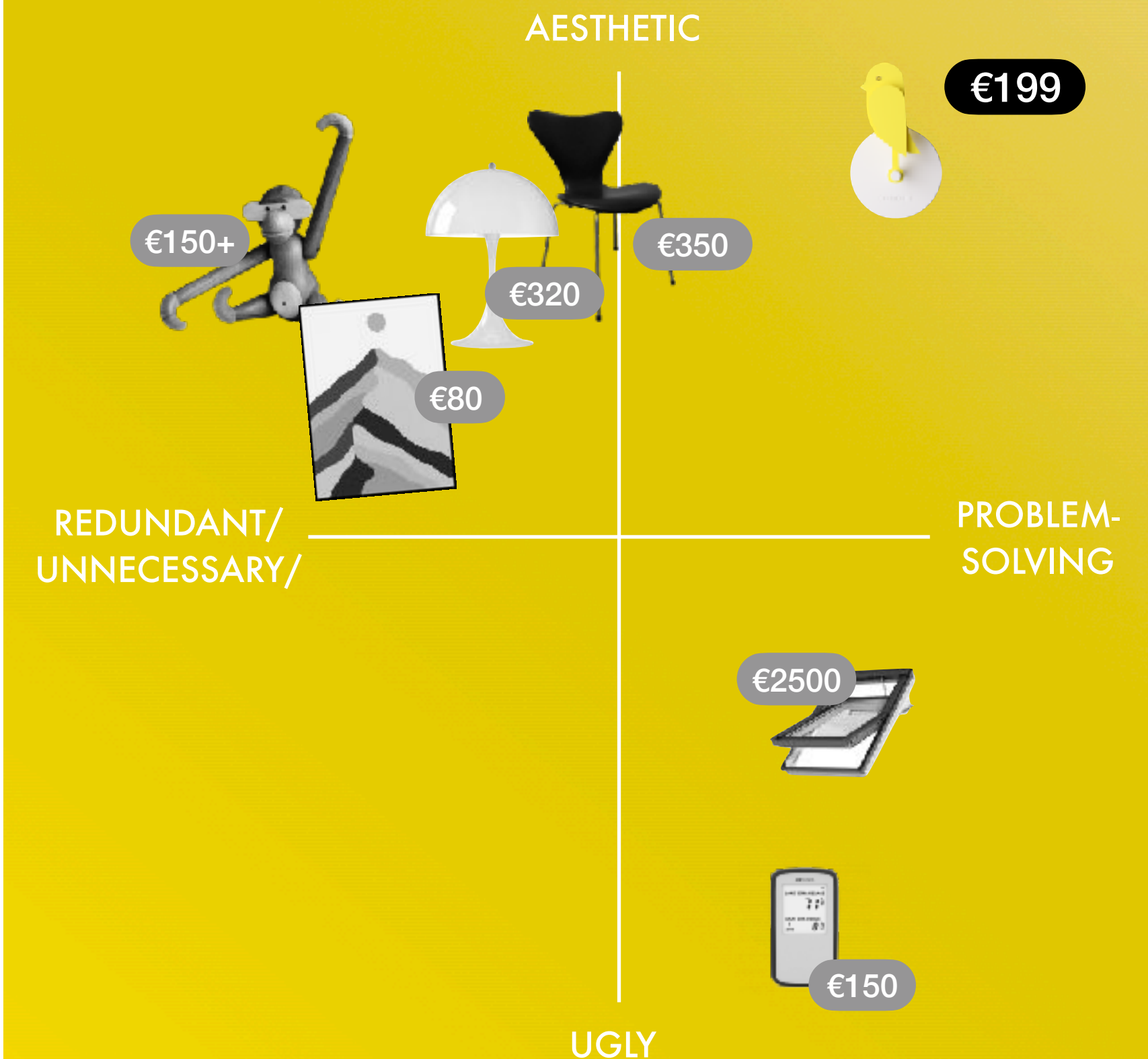
**B2C**

OUR MAIN FOCUS WILL BE TO TARGET OUR CUSTOMERS THROUGH ECOMMERCE (WEBSITE + MARKETPLACES) & STRATEGIC PARTNERSHIPS.

**B2B**

AS A SECONDARY SALES CHANNEL WE WILL CONTINUE TO BE FEATURED IN RETAILERS AND TO SELL LARGER QUANTITIES TO SCHOOLS AND LARGE ENTERPRISES.

who else



SECONDARY TARGET GROUP

EVERYONE SPENDING  
MOST OF THEIR DAY INSIDE



value proposition

IMPROVE YOUR HEALTH, WELL-BEING,  
PRODUCTIVITY & CONCENTRATION  
WITH AN AESTHETIC & INTERACTIVE BIRD  
HANGING ON YOUR WALL



## HOMES

IMPROVE **HEALTH**  
AND WELL-BEING IN HOMES.

## OFFICES

INCREASE **PRODUCTIVITY**  
AND WELL-BEING IN OFFICES.

## SCHOOLS

IMPROVE **CONCENTRATION**  
AND WELL-BEING IN SCHOOLS.



press

“Birdie is an intentionally dumbed-down device, going intuitively analog in a world dominated by screens”








**big corps too**





**Bjarke** has one



A scene from Game of Thrones showing Melisandre in the foreground, looking off to the side. In the background, several soldiers on horseback are visible in a snowy, mountainous landscape. The text "Melisandre has one" is overlaid on the image.

**Melisandre** has one

GAME OF  
THRONES



