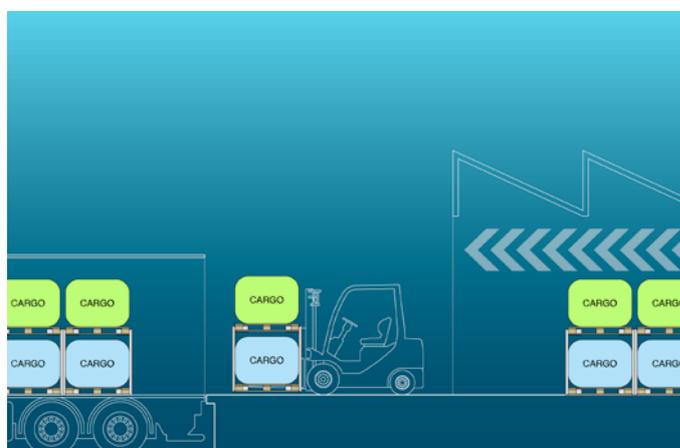
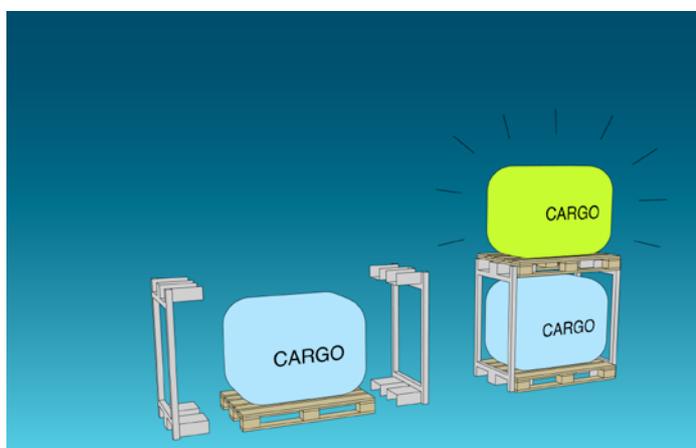


INNEON

Success Stories

SpaceInvader in a nutshell: How to make profit of space

500 million euro pallets are used in 4 billion cargo transports every year in Europe. The pallet infrastructure is central to European cargo, as transporters can use and leave pallets with minimal transactions costs, as all parties involved use the same standard. This market standard is central to efficiency. While the infrastructure is established and well-functioning, the efficiency is decreasing in recent years together with the weight per stack, resulting in higher CO₂ costs and inefficient marginal cost per pallet. This leaves unused weight potential as most trucks can carry more weight than currently loaded. Pallets are not easy to stack, hence you get a very poor utilization of both space and weight capacity on trucks with the result that 80–90 % of trucks are limited by floor space. As the market for cargo transportation is expected increase by 50 % from 2010 to 2030 (10.000 Million Ton/Km in 2010 to 15.000 Million Ton/Km in 2030) it leaves unused cargo opportunities and a huge potential market opportunity for SpaceInvader.





SpaceInvader's solution is an extension of the present pallet technology to accommodate the shift in cargo weight. SpaceInvader ApS have developed a multilayers system, called the SpaceInvader. Combined with the existing equipment, the SpaceInvader enable pallets to be stabled in two layers and thereby utilize the free top space available in 80-90 % of all truck transportations.

The product consists of two light frames made of aluminum. These devices can be applied to pallets for stacking in multiple layers. The potential value of the solution for transportation companies is very high, as the sector makes revenue and compete on very low marginal costs. By being able to fully optimize the load of their trucks, transportation companies become more competitive, and can reduce their carbon footprint by simply having to drive fewer times in order to deliver the same amount of goods.

So to put it short: SpaceInvader makes "Profit from Space" - and we do it in the entire supply chain.

The origin of SpaceInvader

The founder of the company, Jesper Rølund, is originally an architect and blacksmith of profession. He came in contact with a Norwegian food distribution company, who told him that they had a huge problem with wasted top space in many of their trucks. After a discussion, the distribution company then proceeded to ask if Jesper was interested in solving the problem for them. He was, and so SpaceInvader was born.

ENTREPRENEUR

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LOCATION: Copenhagen, Denmark

**SPACE
INVADER**
PROFIT FROM SPACE

The INNEON effect

When SpaceInvader came in to contact with INNEON they were enrolled in a Danish accelerator program. This meant they were in the process of reinforcing the team and building an initial business plans and rethinking their revenue model. The INNEON coaching supported this effort by focusing on business support with the aim of attracting capital. INNEON supported SpaceInvader in preparing investor materials and helped craft a good story to tell investors.

Furthermore, INNEON were an active partner in making a long term funding strategy, where we decided on a model where we try to combine public and private funding. It was decided to try and postpone private investments for as long as possible in order to grow and get a better valuation.

Finally, INNEON helped SpaceInvader receive public funding from several public sources by reviewing and correcting funding applications.

Next steps & Outlook



The company is still in a pre-revenue stage, but has been able to raise approximately 150.000 € since the creation of the company. 78.000 € has been raised with the support of INNEON from a mix of three sources – The SME Instrument Phase 1, Climate-KIC & miljø- og energifonden (the environment and energy fund). While the team is still in the process of testing and validating the numbers, initial indications point to the following:

In a best case scenario, the use of SpaceInvaders in a standard size truck can double it's capacity from 30 to 60 pallets. For a transporter this potentially means an revenue increase of 200 % per truck and a reduction in CO2 emitted of up to 30 % per pallet transported.

**More info about the company:
WWW.SPACEINVADER.DK**