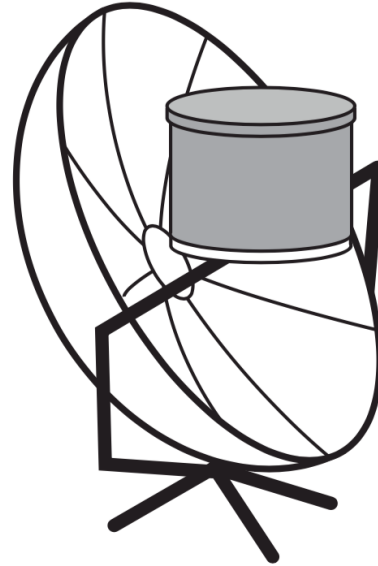
A close-up photograph of several hands of different skin tones gripping a thick, light-colored rope. The hands are positioned horizontally across the frame, suggesting a team effort or a group exercise. The background is a soft-focus green field under a bright sky.

# Building the Industry Together

Guro Grytli Seim  
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CEO, Morpho Solar  
Former COO, One Earth Designs

# 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 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



# How to enter new markets together?

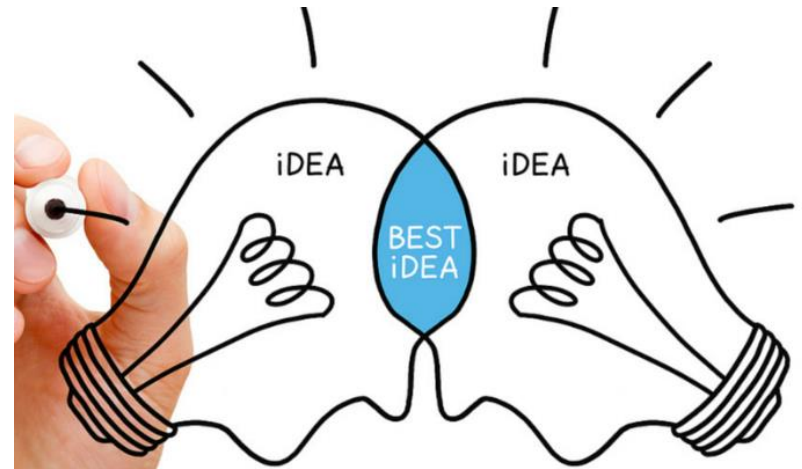
- Distribution relationship:
  - i.e. Morpho Solar and One Earth Designs
- Cross-selling:
  - i.e pilot with Solavore (sun oven)
- Retailers:
  - Cantinawest
  - Online retailers
- Tips:
  - Always start with a legal agreement
  - Make sure how you will share costs (i.e demo unit and shipping)
  - Create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



# How to do technology collaboration:

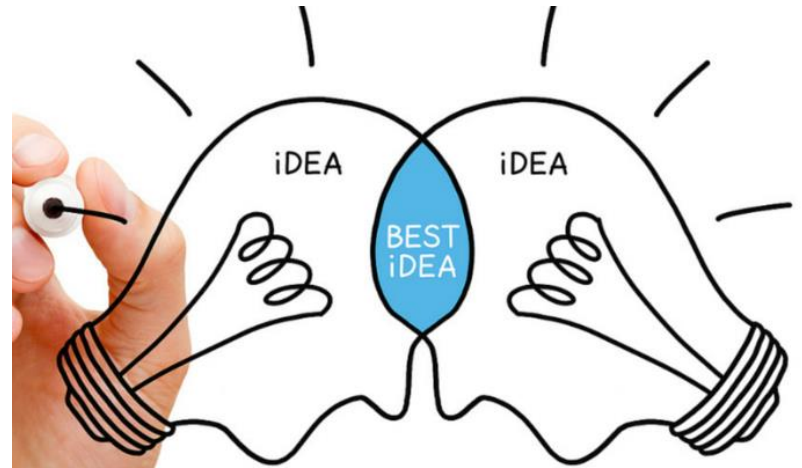
—use the best from both worlds

- **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)



# 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

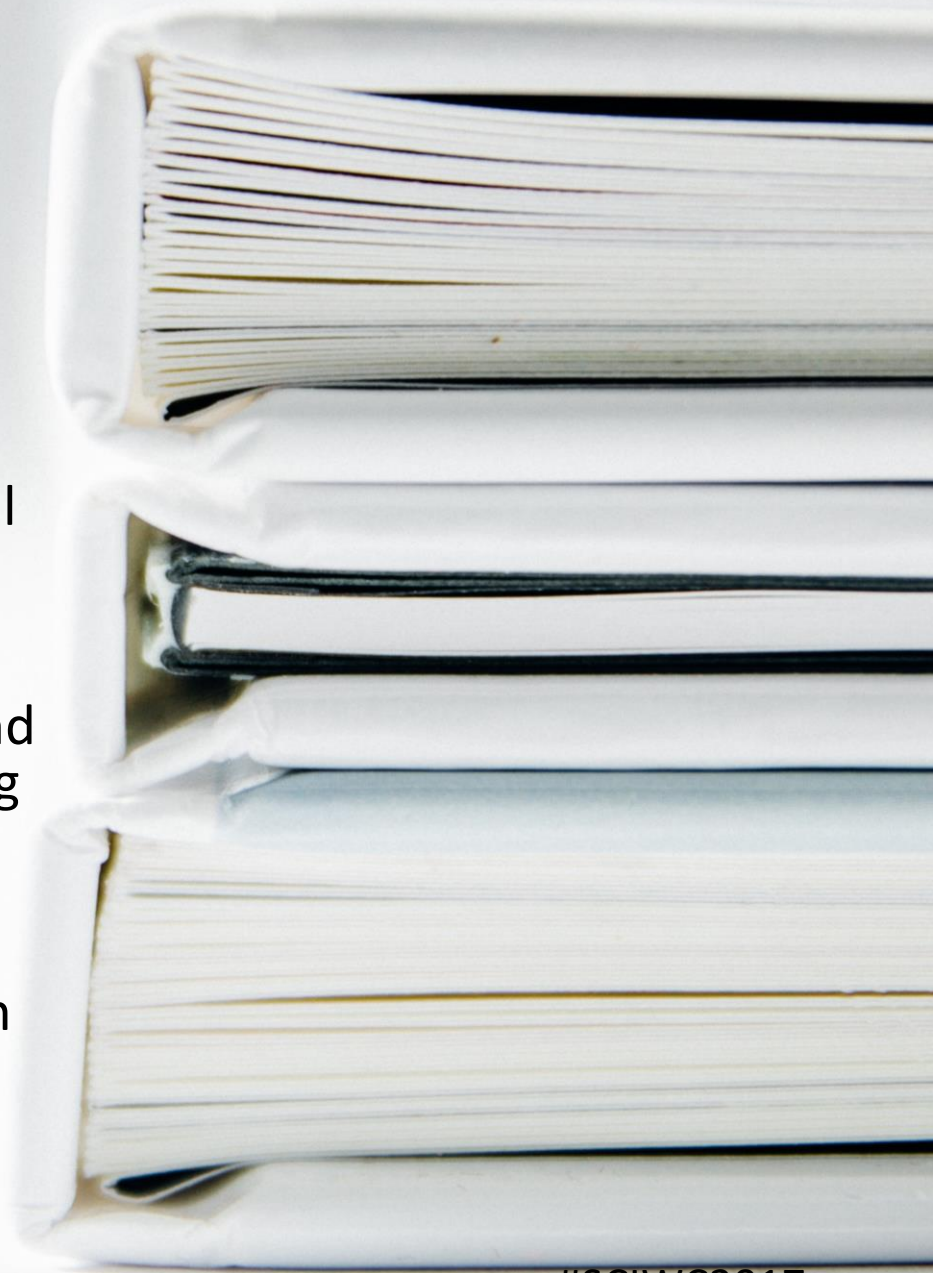


# Other: marketing and funding

- 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

A close-up photograph of four hands of different skin tones (dark brown, light brown, and two shades of white) stacked together in a huddle, symbolizing teamwork and partnership. The hands are positioned in a way that they form a central point, with fingers interlaced or resting on each other.

*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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A close-up photograph of several hands gripping a thick, light-colored rope. The hands are positioned in a line, suggesting a team effort or a group pulling together. The background is a blurred green field, and the overall tone is positive and collaborative.

# Thank you!

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