



Social Cooling

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The Problem



Traditional Air Conditioners are

POLLUTANT

Traditional Cooling Systems consume **20% of global building electricity**. Additionally the **refrigerants** used are responsible for **2% of the global greenhouse gas emissions**.

INEFFICIENT

Traditional air conditioners experience significant energy losses due to their heat dissipation processes, as their efficiency is **depending on external factors** such as outside temperatures, weather conditions, urban environments, and surrounding buildings.

INCONVENIENT

Air conditioning systems need **complex installation**, construction permit and specific infrastructure, making them inflexible and inconvenient.

Our Mission



"Our mission is to develop an accessible and sustainable indoor cooling solution for small businesses and office spaces."

The Solution TerraBreeze



TerraBreeze is

ECO-FRIENDLY

TerraBreeze by Social Cooling uses **up to 40% less electricity** than conventional cooling systems of the same capacity (12000 BTU) and is **the first commercial AC to operate with an eco-friendly refrigerant.** (R-1234ze)

AUTONOMOUS EFFICIENCY

By leveraging thermal storage technology, we operate independently of outside conditions, controlling the entire process of the heat dissipation to drastically enhance efficiency.

PLUG-AND-PLAY

Plug-and-Play: **No outdoor unit nor exhaust hose is needed**, creating an ease of use technology and flexibility, without any construction permits or infrastructure requirements, especially important for the B2B and B2G sector.



90cm x 60cm x 60cm, for rooms of 20–40m².

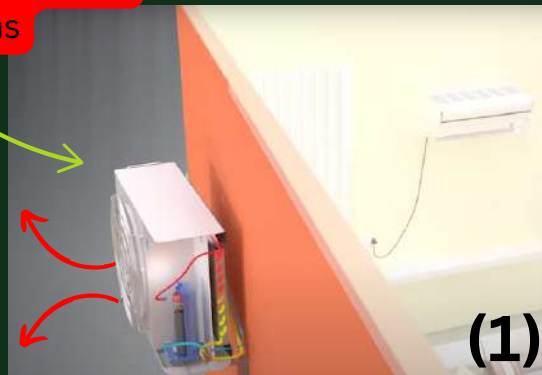
Technical Deep Dive



Why Current Systems Struggle:

Traditional ACs rely on transferring heat to the outside (1), but in high temperatures, little wind and pressure, this becomes harder and less efficient as the heat transfer needs more energy (2).

Dependency on outdoor conditions



Urban Heat Island, enhanced by ACs, hindering heat dissipation

Why TerraBreeze is so efficient?

Stores Heat During the Day:

- TerraBreeze uses **own created Phase Changing Materials** to dissipate and absorb heat instead of trying to “push” it outside when it’s hottest.
- This makes it much more efficient and less expensive to run as **we can control all the parameters and do not depend on the outside conditions.**

Smart Heat Release Mechanism over night



Smart Heat Release over Night:

- At night, when it’s cooler and no one’s using the space, the system releases the stored heat.
- This resets the system for the next day without wasting energy.
- Through this mechanism, **TerraBreeze is 40% more efficient than traditional ACs.**

Phase Changing Material, capable of absorbing 19MJ of heat

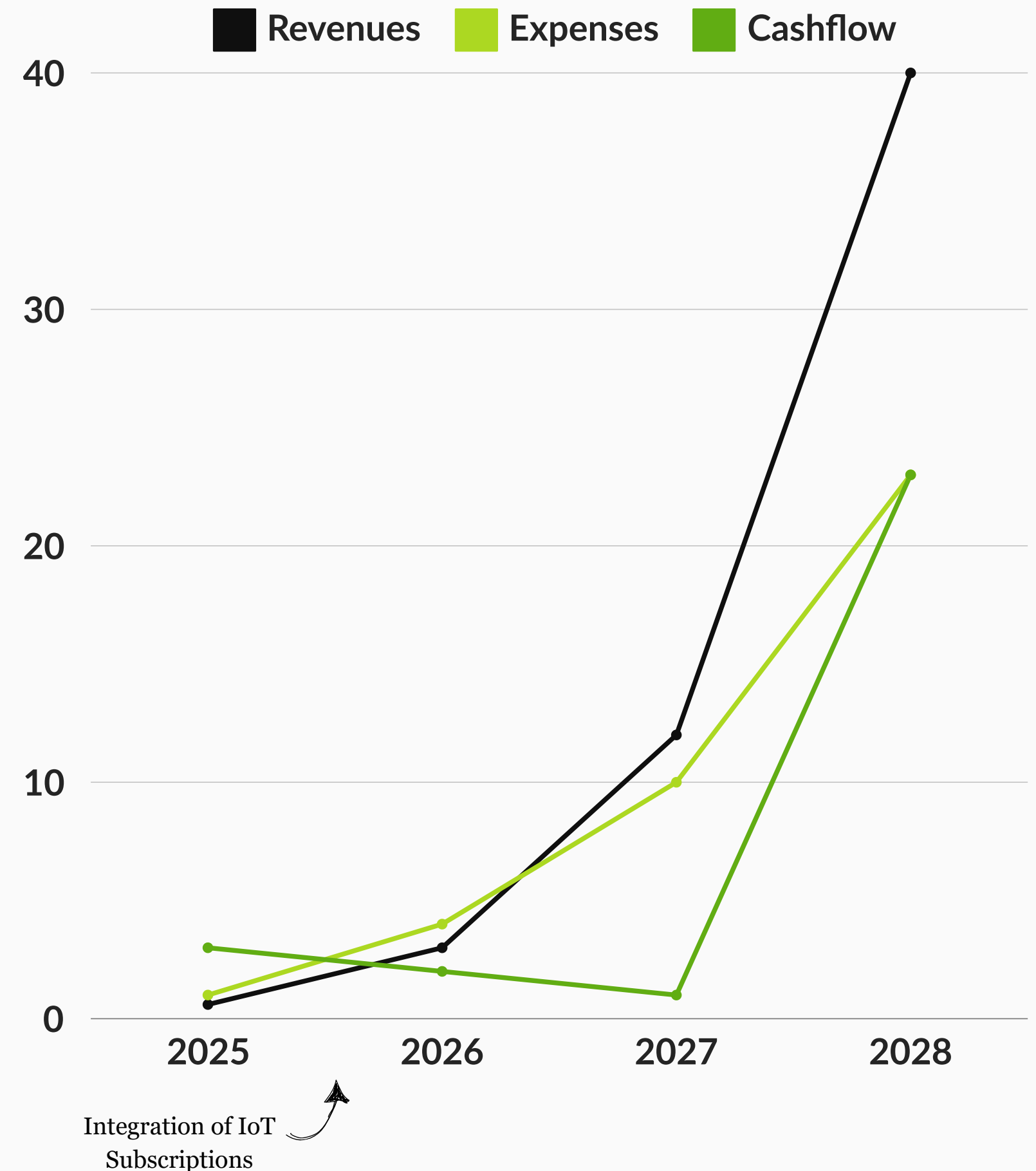
PRODUCT MILESTONES



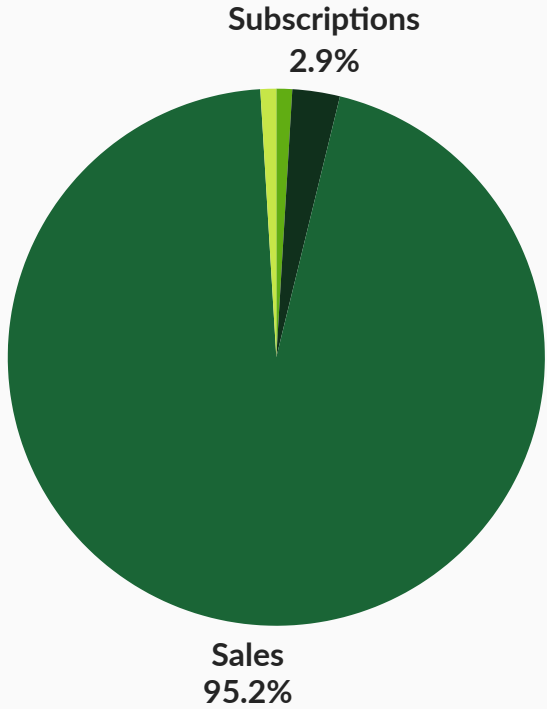
Financial Overview

We expect rapid growth after reaching the break-even point by the end of 2027.

In 2027, we aim to establish our own production line. Initial plant designs are currently being prepared. This factory is projected to cost approximately €7 million for 50.000 devices, which will reduce the COGS to €650 each.



Revenues - 3 Year Projections

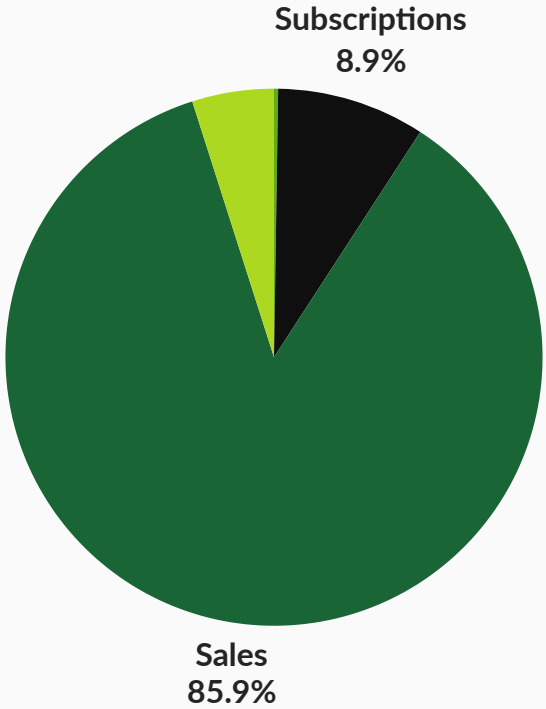


3.2M

Valuation Multiple: 9x

Revenues 2026

With an impressive increase of 1.200 sales, we are beginning to integrate our subscription models into 250 devices, paving the way for recurring revenue streams.

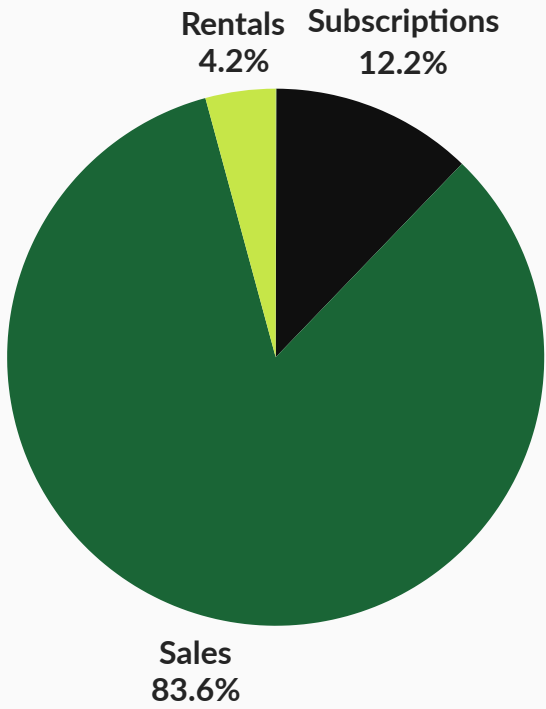


12.1M

Valuation Multiple: 12x

Revenues 2027

As we grow to 4.000 in sales and 3.000 subscriptions, we will begin generating significant recurring revenue.



61.1M

Valuation Multiple: 13x

Revenues 2028

With 20.000 new sales, we now have 21.000 subscriptions out of 24.000 models sold, signaling a strong start for ARR alongside direct sales and rentals.

ADDRESSING 2 NEW MARKET NICHEs

The European Air Conditioning Market is expected to double in the next five years, presenting us with significant potential for rapid growth and enabling us to ease market entry barriers.

The Plug-and-Play feature focuses on two emerging niches within the air conditioning market:

- **Short-Term Rentals:** Perfect for temporary structures and events where conventional systems are not feasible.
- **Historical Buildings:** Well-suited for locations with difficult or limited AC installation permits.

€ 185,1
Billion

• Total Available Market (TAM)
Global Commercial AC Market

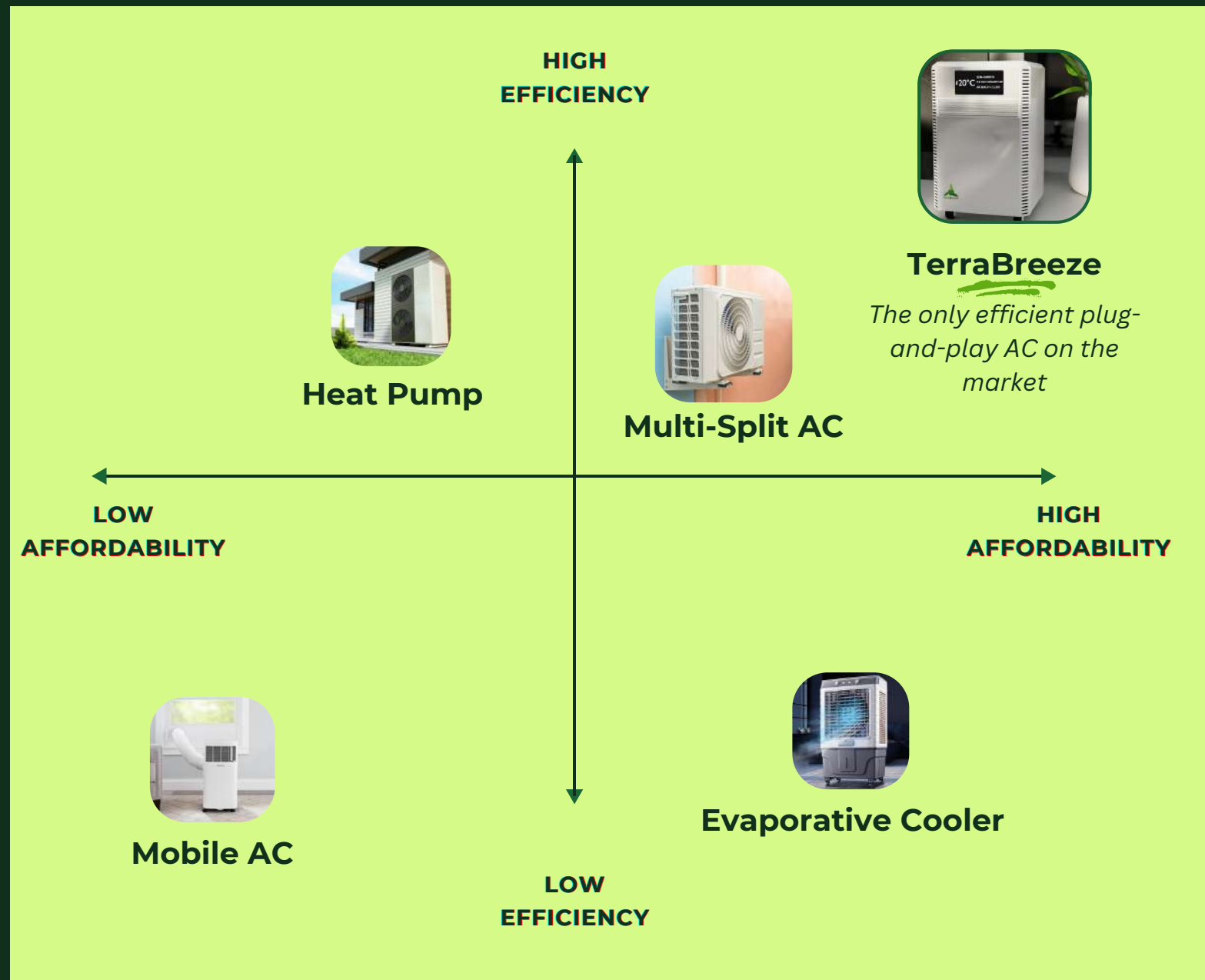
€ 9,30
Billion

• Serviceable Available Market (SAM)
European Commercial AC Market

€ 2,79
Billion

• Serviceable Obtainable Market (SOM)
Commercial ACs in Central and Western and Southern Europe

The Competition*



Traditional Multi-Split and Mobile ACs: Require complex installation/exhaust hoses, use refrigerants like R32/R410A having a GWP of 670/2088, and consume at least 0,9 kWh for 12,000 BTU/3,5 kW.

How TerraBreeze stands out

- Consumes 40% less energy than traditional cooling units
- Plug-and-play solution offers unmatched simplicity and affordability.
- No HFCs, but natural refrigerants, with a GWP of just 3 instead of 2088.

Founders



Philippe Schmit

Founder and Chief Executive Officer (CEO)

Multiple Masters in Law & Business //
3+ Years Experience in Private Firms &
United Nations

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Ben Assa

Chief Innovation Officer (CIO)

Double Major in Business & Physics //
2+ Years Startup Experience in two
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Prof. Dr. Alireza Eslamian

Chief Technology Officer (CTO)

Professor in Thermodynamics
PhD in Heat Transfer
20 Years Experience as a Founder of
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Team

R&D



Dr. Alireza Jefuarniann R&D

PhD in Thermodynamics and
CFD
10 years of experience in
computational mechanics



Egor Desiatnikov, R&D

3+ Years experience as
Nuclear Engineer (IAEA)
and Sytem Analysist

Marketing and Distribution



Kathi Kurzbauer CMO

10+ Years experience
as Social Media &
Community Manager



Wolfgang Wagner Head of Distribution

4 University degrees, 10
years experience in
Partnerships and different
industries

Awards



ROME BUSINESS SCHOOL

1st Place in Accelerator Programm



€150.000 Equity-Free
Accelerator Luxembourg



Won
€30.000 Austrian Accelerator



Nomination for the Earthshot Prize 2024



Special Award at Wolves Summit Vienna 2023



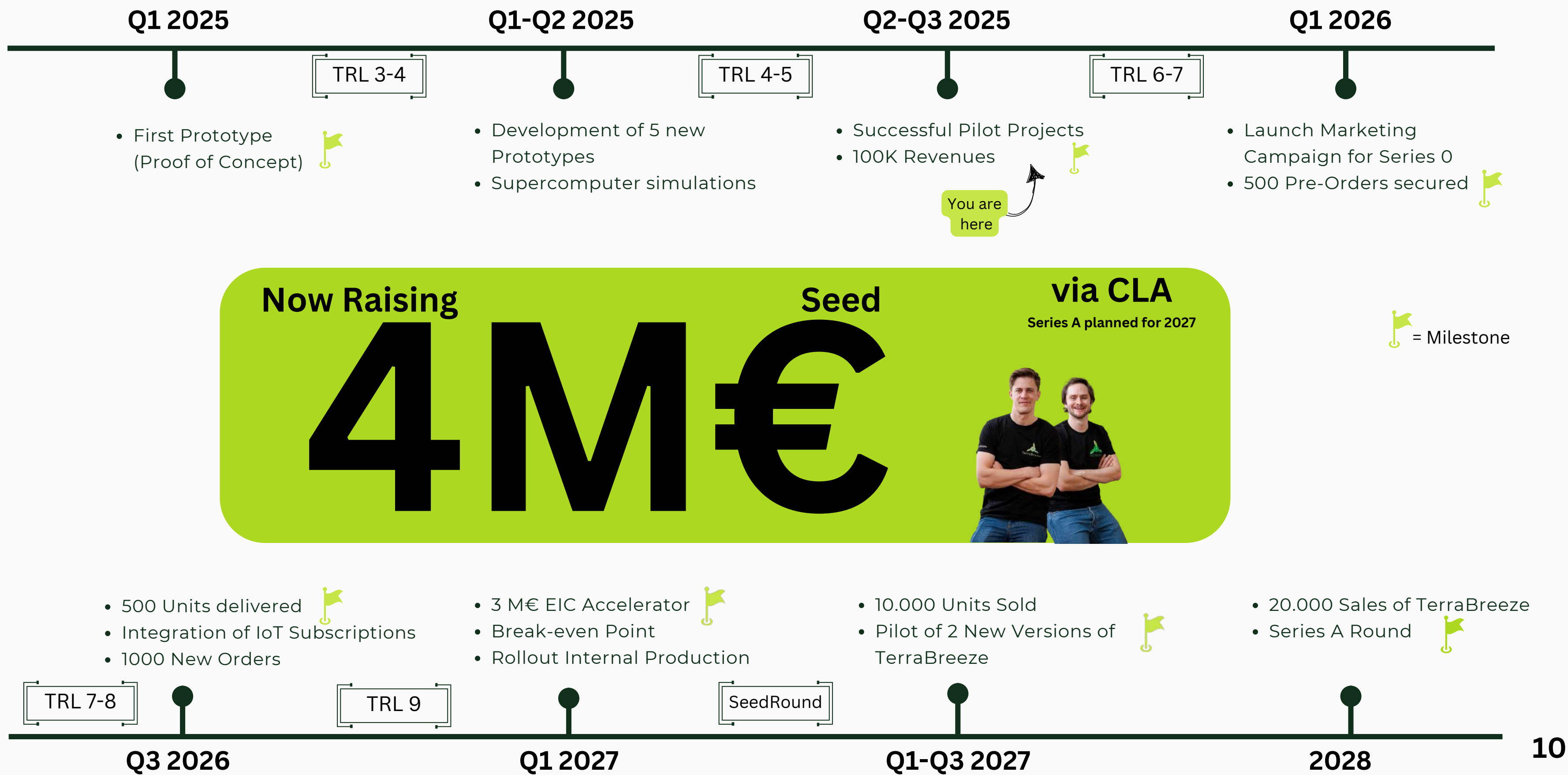
3rd Place in the Pitch Competition

Strategic Advisors & Partners



"We strongly believe in a world where sustainability and comfort can go hand in hand, without any compromise. At least, that's what we're aiming for."

Call To Action



Let's 
connect!



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Appendix 1

Pilot Program

Early Access & Testing

Our pilot program empowers B2B and B2G customers, including municipalities, schools, and co-working spaces, to experience the real-world benefits of TerraBreeze. Customers can choose a trial period of 2, 4, or 6 weeks, with each 2-week program priced at €6.000.

Incentivized Commitment

Upon successful completion, participants committing to a pre-order of 20 units or more will receive a discount equivalent to 50% of the pilot costs. This demonstrates a strong commitment to TerraBreeze and accelerates the sales efforts, expecting 200 Pre-Orders coming from the pilots.



Fast Traction

We began our pilot program on January 1, 2025, but halted the rollout by the end of January due to high demand and successfully selling it to six municipalities in Luxembourg and Austria. During this time, we also received collaboration inquiries from REWE Group and the City of Vienna.