



# Social Cooling

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# The Problem

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Traditional Air Conditioners are

## POLLUTANT

Traditional cooling systems use **20% of global building electricity** and contribute **4% to global greenhouse gas emissions**.

## INEFFICIENT AND COSTLY

Traditional air conditioners suffer energy losses due to **inefficient** heat dissipation methods, leading to **higher electricity bills** and overall expenses.

## INCONVENIENT INSTALLATIONS

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

# The Solution



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

Our Air Conditioner is

## ECO-FRIENDLY

Our solution consumes up to **40% less electricity** than standard 12,000 BTU cooling systems and uses eco-friendly refrigerant (R-1234ze) with **99% lower global warming potential** (GWP).

## EFFICIENT AND AFFORDABLE

Through **patented thermal storage technology**, we enhanced the heat dissipation cycle, which **boosts efficiency and drastically reduces operational costs**.

## PLUG-AND-PLAY

Plug-and-Play Technology: **no installation**, no outdoor unit or exhaust hose, allowing affordability and flexibility without construction permits or infrastructure requirements.



## PRODUCT MILESTONES

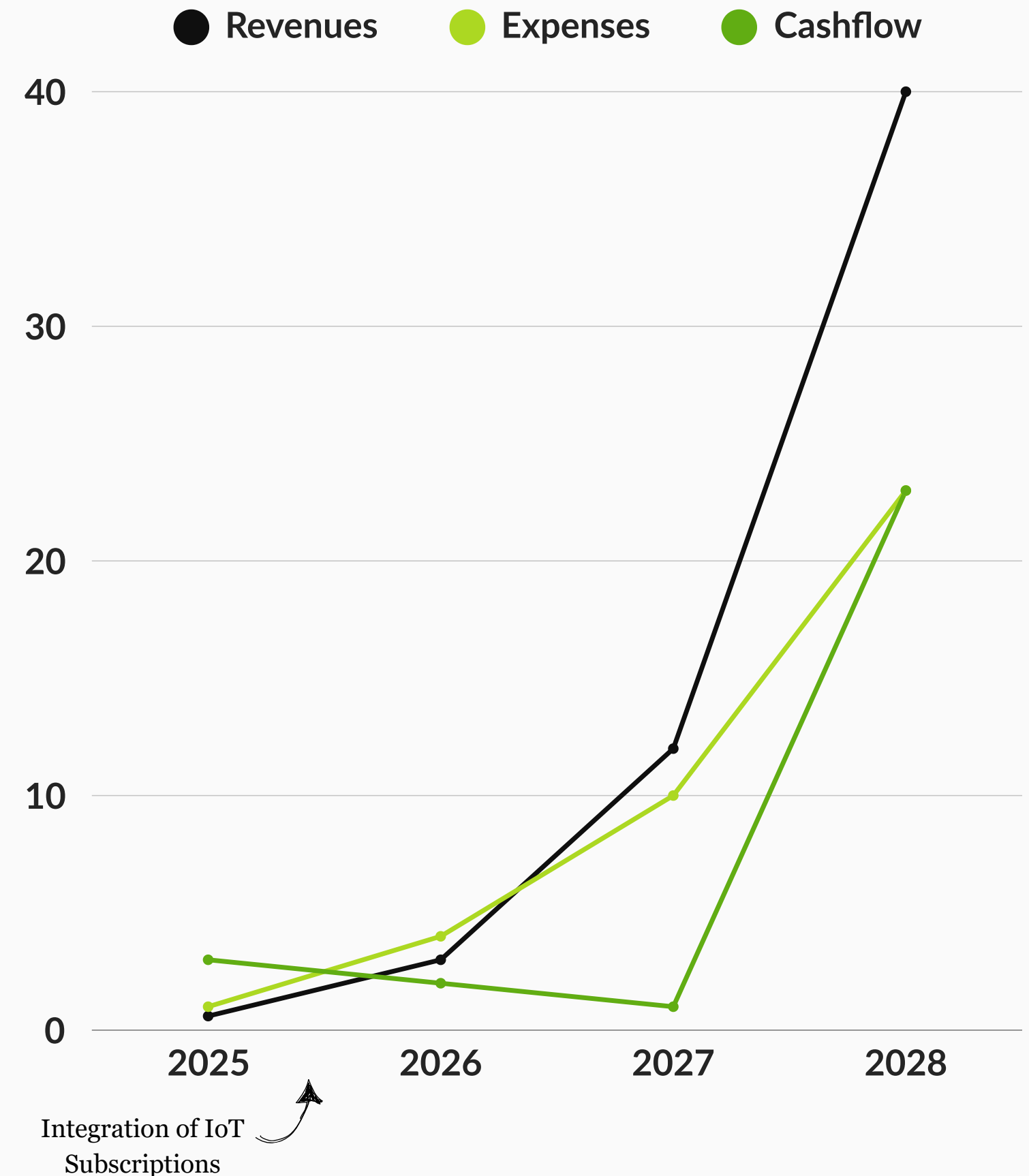


# Financial Overview

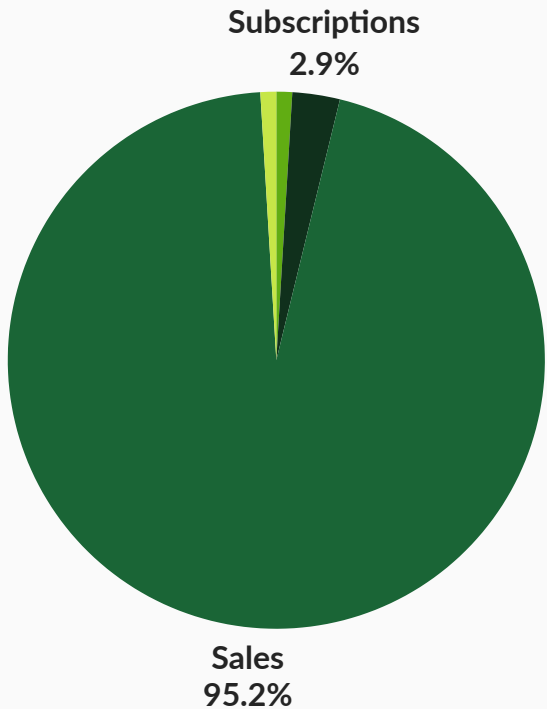
**We expect rapid growth after reaching the break-even point by the end of 2027.**

We have begun developing our AI integration to optimize heat and humidity control. Once this is fully realized, we will be able to implement subscription-based models.

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.



# 3 Years - Revenues Projections

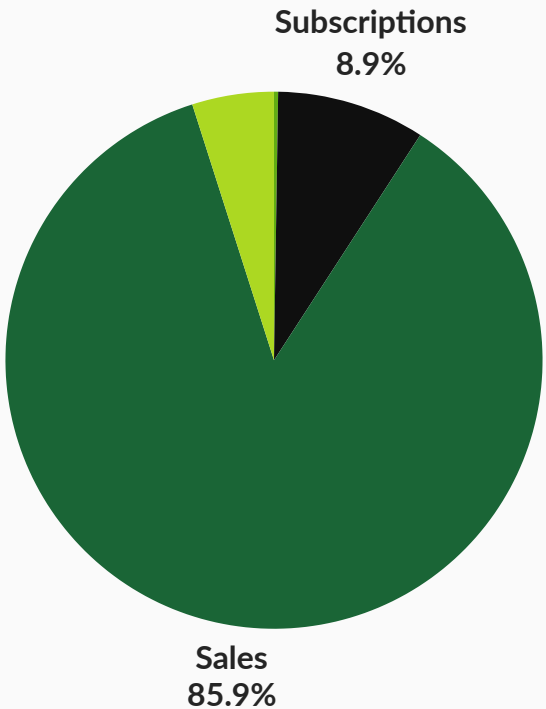


3.2M

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.

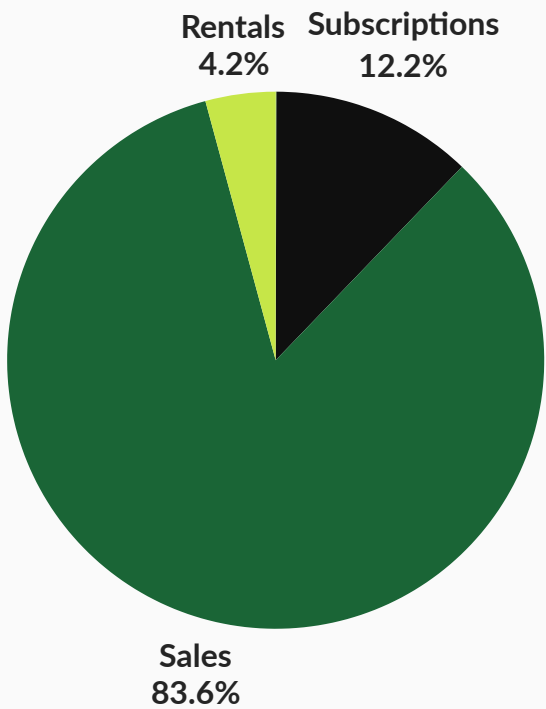


12.1M

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

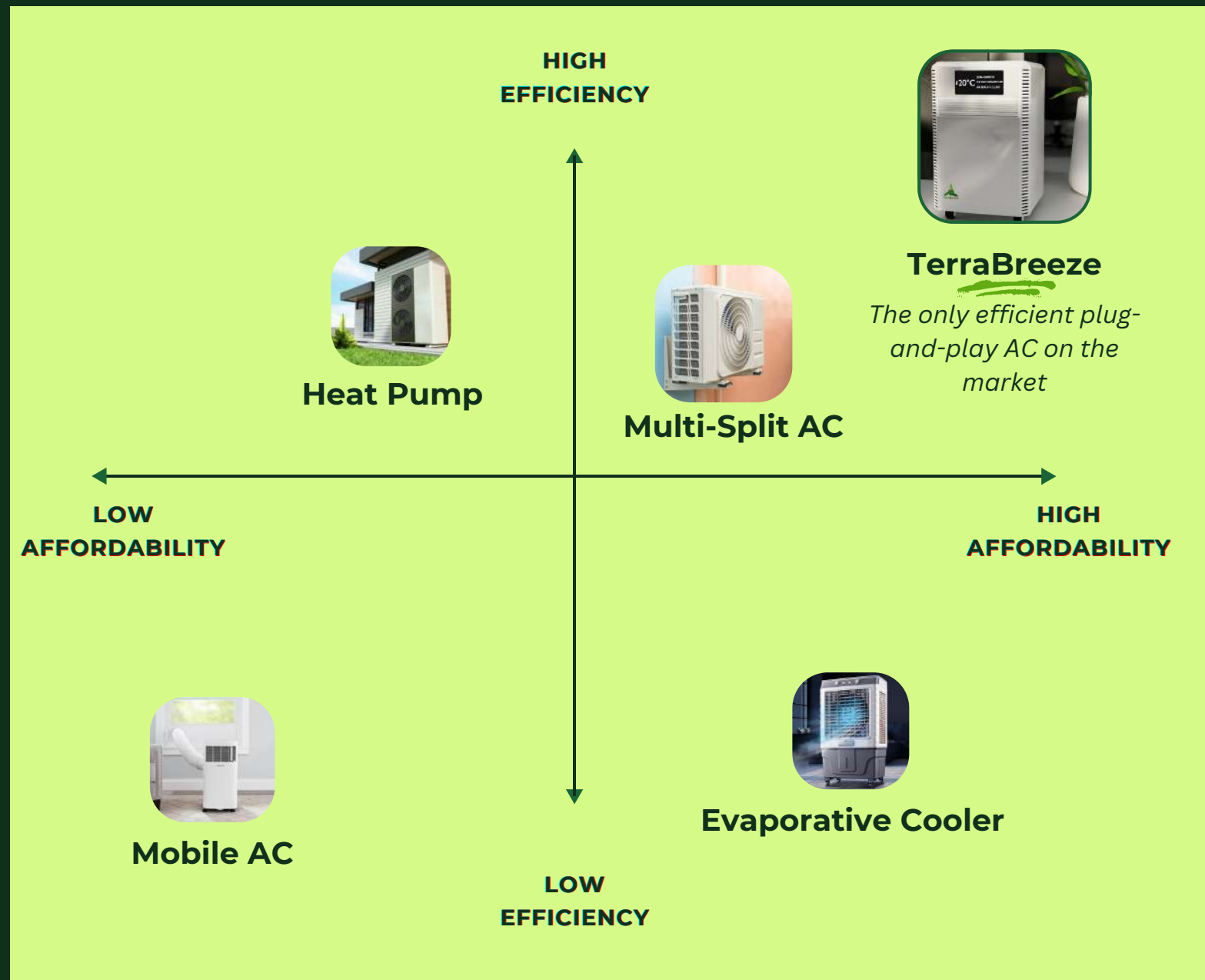
€ 9,30  
Billion

• 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

Co-Founder and  
Chief Innovation Officer (CIO)

Double Major in Business & Physics //  
2+ Years Startup Experience in two  
Startups

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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  
Hardware and Software Companies  
33 Patens  
[a.eslamian@social-cooling.com](mailto:a.eslamian@social-cooling.com)

## R&D



### Dr. Alireza Jafarinia 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



# Strategic Advisors & Partners



**Taya Kudashkina**

Serial Entrepreneur with 2 Exits, Investor and Mentor



**Robert Schlafer**

Serial Entrepreneur, Investment Banker



**Clemens Handl**

Partner at CHG Rechtsanwälte  
Legal Advisor



**Alain Mestat**

Serial entrepreneur specializing in cooling systems and investments.



# Roadmap

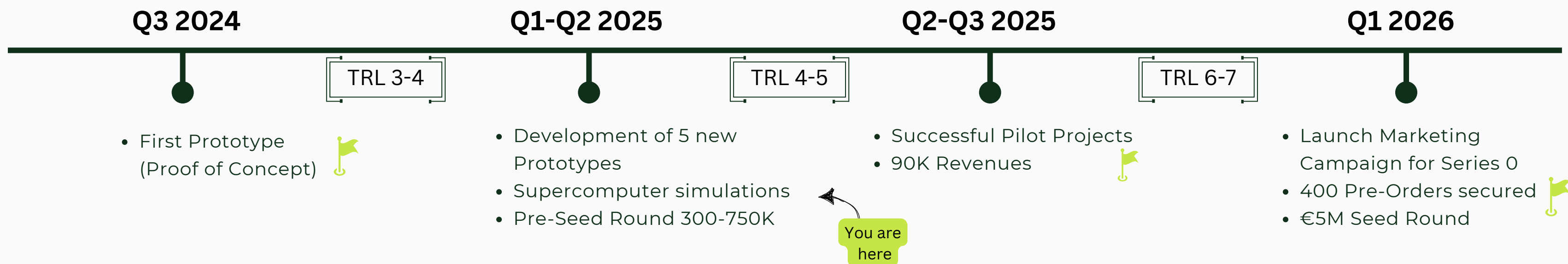


Market Entry  
90K in Revenues

400 Pre-Orders  
€1M Revenues

Teams	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2026
Road to 400 Pre-Orders by 2026	<div>Selling Pilot Programs €90K in Revenues</div>	<div>15 Pilot Programs (see Appendix 1)</div>	<div>Generating 200 Pre-Orders from Pilots</div>		
	<div>MVP Physical Construction</div>		<div>Pre-Order Campaign for 2026: 200 Pre-Orders</div>		
		<div>Development and integration of AI Heat Managment System</div>			
Pre-Seed and Seed Round	<div>Pre-Seed Round €300K Secured (€200K Currently Under Discussion)</div>				
		<div>Seed Round €5M: Discussions have started</div>			
Grants and Public Funding		<div>FS Grant Luxembourg: €70K</div>	<div>F4S Grant Luxembourg: €50K</div>		
		<div>AWS Grant Austria: €250K (MVP)</div>			
			<div>FFG Grant Austria: €3M (AI Integration)</div>		

# Call To Action

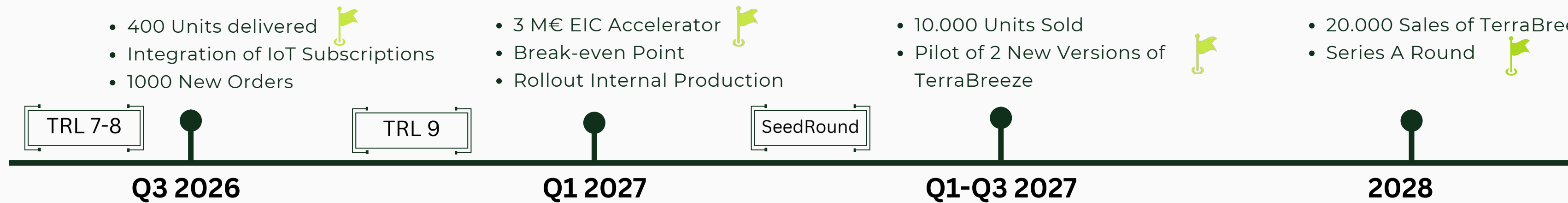


€3M

Now Raising Seed-Round

Series A planned for Q3 2027

= Milestone



Let's   
connect!



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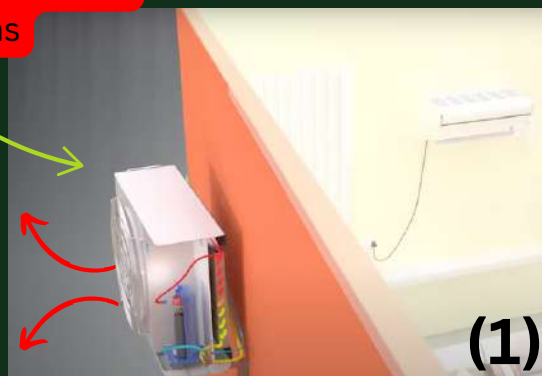
# Appendix 1

## 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



Phase Changing Material, capable of absorbing 19MJ of heat

### 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.**

# Appendix 2

## 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.



## Appendix 3

### Our Mission

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

## Appendix 4

### Our Vision

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"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."