

KAURI

CORPORATE PRESENTATION





RESPONSIBLE  
INNOVATION  
CHALLENGES US ALL  
TO THINK ABOUT  
OUR RESPONSIBILITIES,  
AS SCIENTISTS, INNOVATORS  
AND CITIZENS,  
AND TO ACT  
UPON  
THESE.





# 3 Who We Are

360° SUSTAINABLE  
LIFESTYLE



We are the first 360° sustainable lifestyle store...

... focusing on first creating a wow effect to the consumer and then offer our sustainable lifestyle products offline and online. Kauri will focus on medium-high positioned products. All the brands will have sustainability as key concept in their business model.

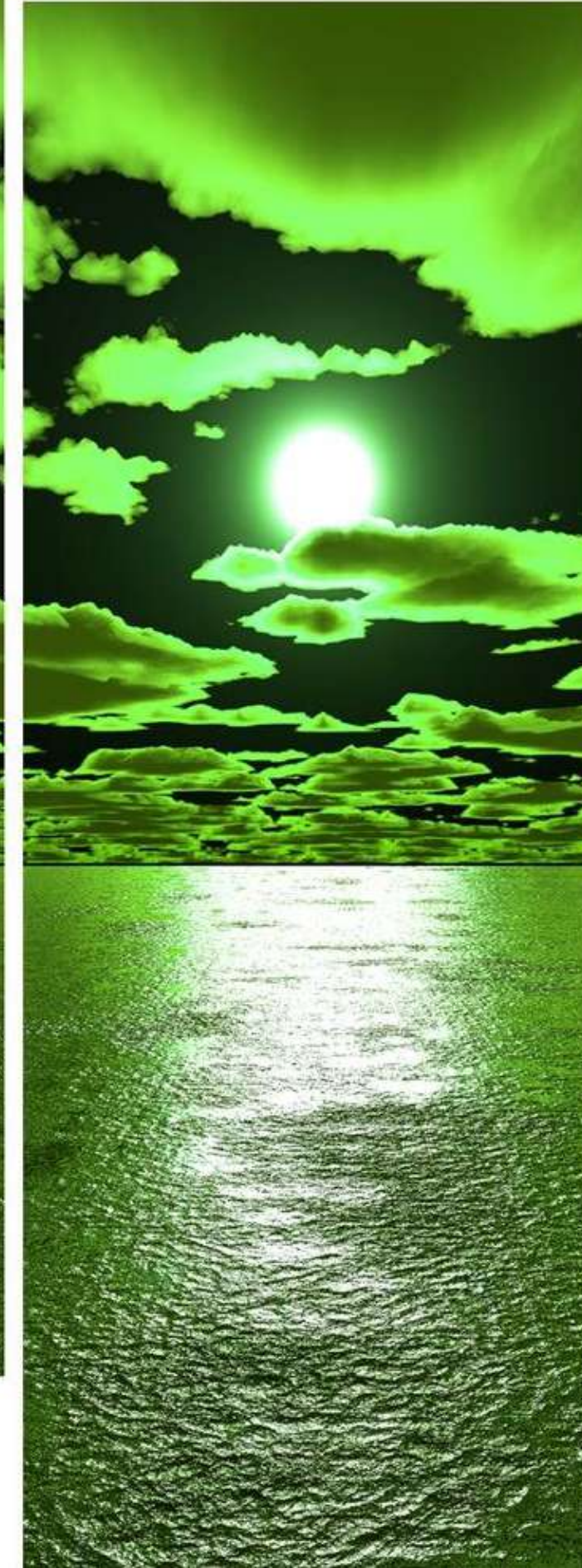
All the selected brands will have a dedicated corner in the physical store and will be also sold in the Kauri Online Marketplace. Each brand will have the possibility of directly presenting & explaining the brand to the end consumer.



# 4

## Our Vision

OUR VISION IS TO  
CONVERT THE  
WORLD TO A 360  
DEGREE  
SUSTAINABLE  
LIFESTYLE







## Our Mission

### TOWARDS RESPONSIBLE CONSUMPTION

We provide solutions to sectors with a high impact on people's health and environment. Moreover we want to change the way we consume, by educating and offering to our customers a mix of sustainable, innovative and high quality products. Therefore we are here to promote a conscious and responsible consumption, for the world of today and tomorrow.

# 6 Mission

LONG VERSION



## WHY?

Our society needs positive impulses. We would always choose the right way, but often the market is not able to offer us the tools to do it. There cannot be a future for everyone and everything if we do not start thinking consciously and choosing wisely. Responsible innovation stands for progress.



## HOW?

We provide solutions to sectors with a high impact on people's health and environment. Moreover we want to change the way people consume, by offering green education and innovation. When you enter inside Kauri, you do not have to check the label. Everything you will find there, will be certified by the highest sustainable certifications on the market.



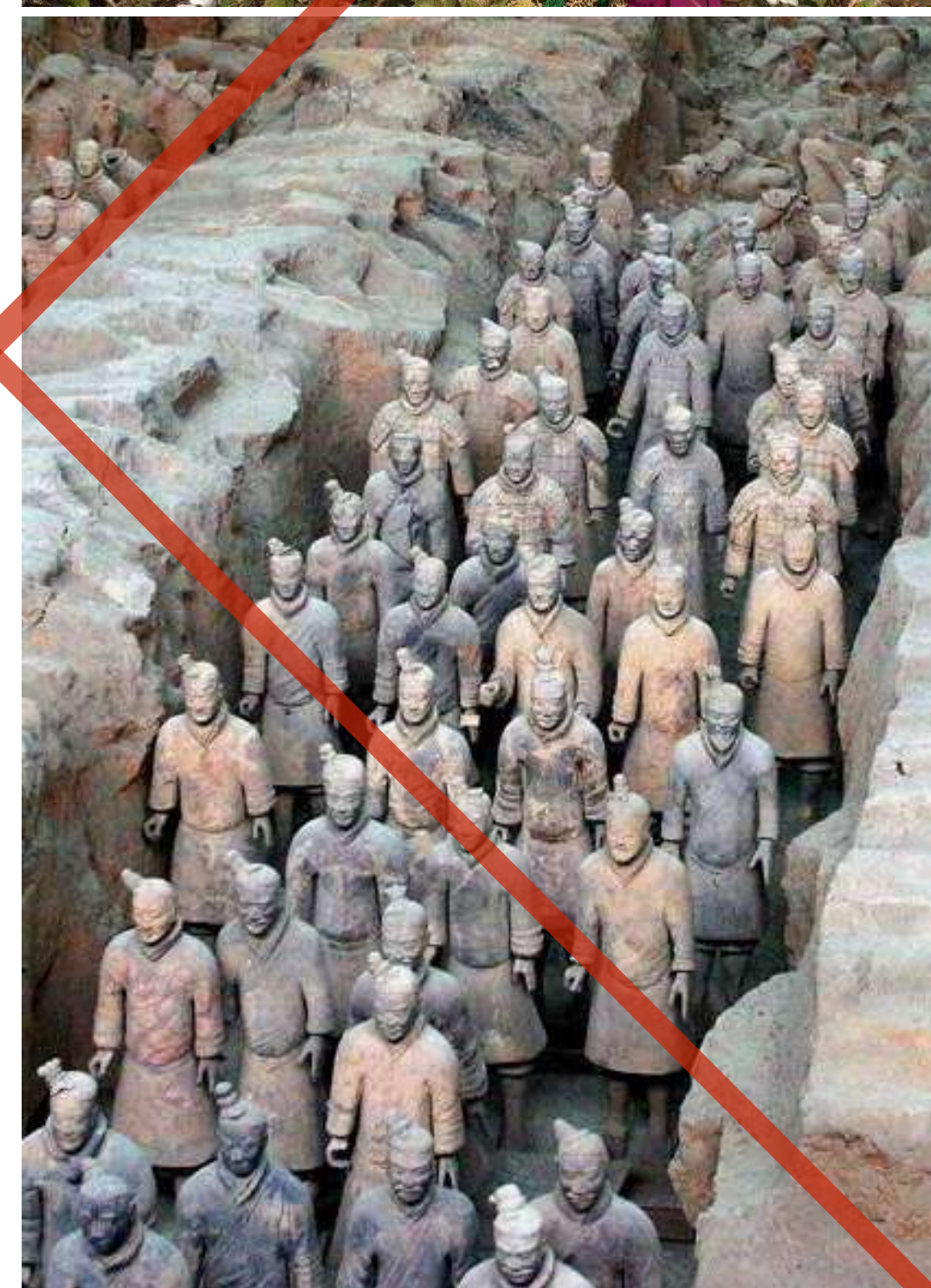
## WHAT?

We want to offer to our customers a mix of sustainable, innovative and high quality products through a physical and online concept store. Moreover through an innovation hub we will give the possibility to innovators, students, scientists and researchers to use our spaces to educate and involve Bozen, Italy and the world to a green revolution. Kauri is a new world experience which is all about responsible innovation.





**Sorry!**  
The lifestyle you  
ordered is currently  
out of stock

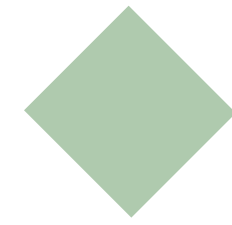




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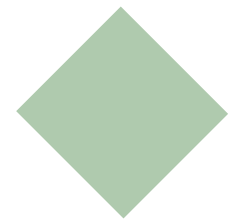
## Our Values

WHAT REALLY MATTERS IS THE EXPERIENCES WE HAVE LIVED, THE PEOPLE WE KNOW, AND THE VALUES WE BELIEVE IN...



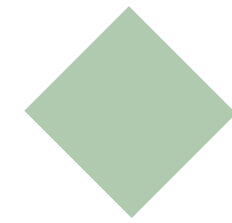
### **360° RESPONSIBLE INNOVATION**

Our society needs positive impulses. We need to choose right but sometimes the market is not able to offer us the right tools. There cannot be a future for everyone and everything if we do not start thinking consciously and choosing wisely. Responsible Innovation challenges us all to think about our responsibilities, as scientists, innovators and citizens, and to act upon these.



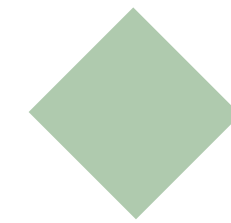
### **SUSTAINABILITY**

When you enter inside Kauri Store, you do not have to check the label. Everything you will find there, will be good for your health, for the health of the world, for people and for the future generations.



### **HEALTH & RESPECT**

Choose healthy for the mankind and for the planet. Act respecting the environment, people and the future generations.



### **SLOW REVOLUTION**

Buy less, choose well and make it last. In a loud, crowded, crazy world, it is good for the soul to live life better by living slower.





# 9 Brand Name

KAURI

The Plant Kauri is among the largest species of trees in the world. These trees have been felled by cataclysms and buried in the mud of the marshes; a set of climatic conditions has left them intact for a period ranging from 20,000 to 50,000 years. What makes the Kauri incredibly unique and fascinating is that despite its long stay under the mud is neither rotten nor petrified, allowing the man to work it like a freshly cut wood. Moreover the Kauri can be considered as the most environmentally friendly wood in the world. To work it does not require any deforestation.

We get inspired from this plant because it's a unique resource that does not represent any damage for the environment. Moreover the Kauri is the oldest plant in the world symbol of care, quality, nature, preservation, reuse.

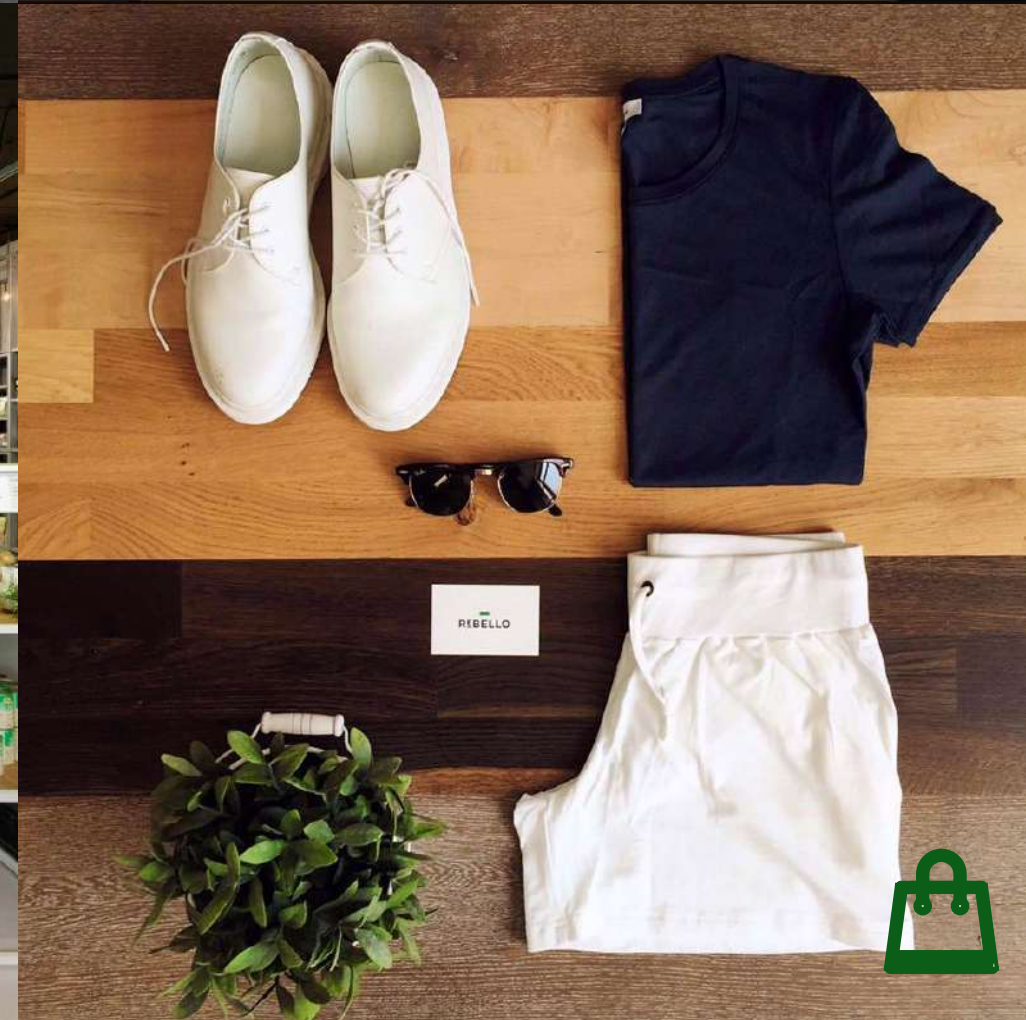
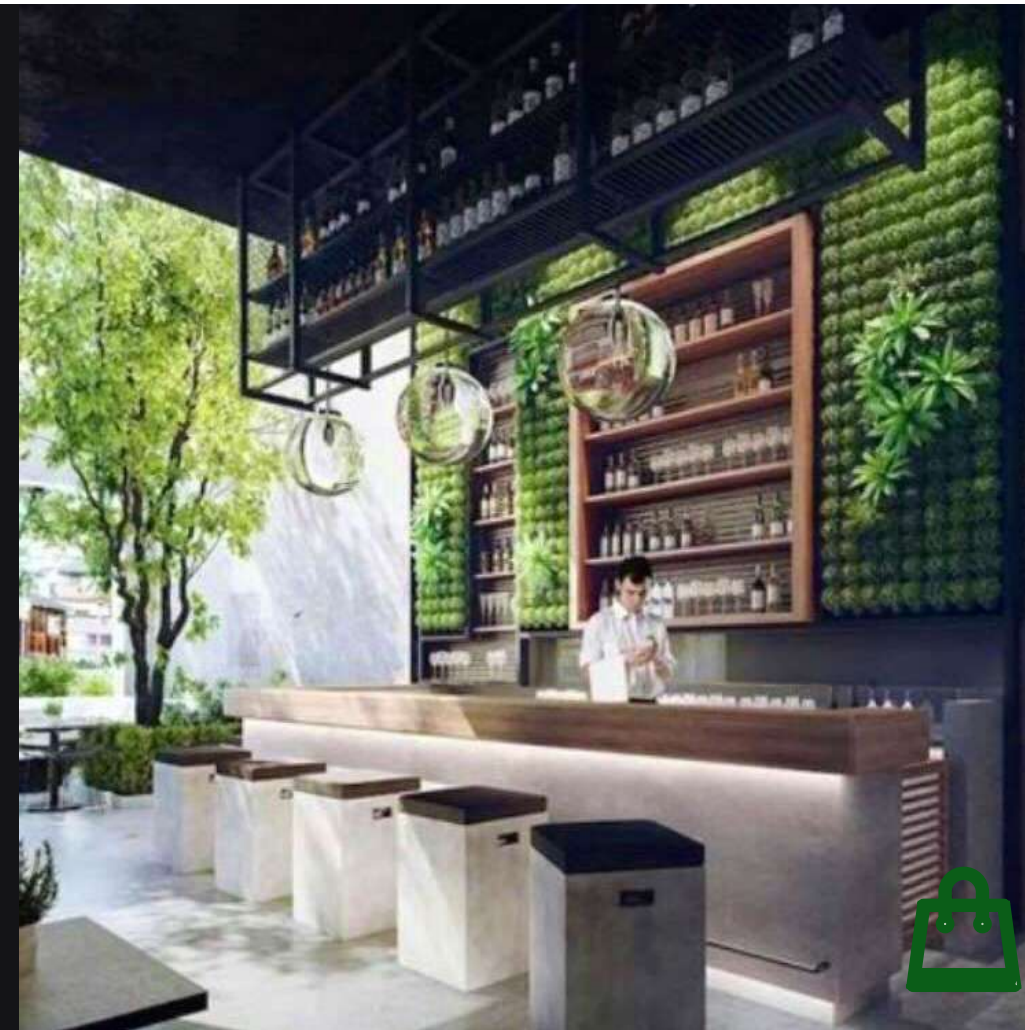
We choose to called our concept Kauri because it stands for quality which is going to be the drive for all we do. When you enter in kauri you do not have to check the label, because everything you find there, will be good for your health and for the health of the world.



# THE STORE & THE SECTORS

## Kauri Educational Concept Store Sectors

- Organic Niche Food & Drinks,
- Home&Gardening,
- Cosmetics & Beauty,
- Fashion,
- Natural Baby&Kids,
- Lifestyle,
- Services & Office,
- Mobility,
- Special Gift
- Kauri Innovation Hub





# Marketing Strategy

TOGETHER FOR A MORE SUSTAINABLE WORLD!

The innovative strategy of Kauri relies on **creating awareness through hosting and organizing events & workshops on sustainability**. The weeks will be divided into topic weeks: Week of sustainable fashion, Week of sustainable cosmetics, Week of sustainable energy, Week of sea pollution, Baby Week...etc. Public organizations, Schools and companies can organize events in Kauri for free if approved by the Kauri edu lab. Every day, local and international schools and universities will visit the KAURI and know more about sustainable lifestyle. **The aim is to create an Offline and Online community** that first wants information about a sector/product and then has the chance of buying the product. Companies can organize their sustainable conventions in the Kauri physical store if approved by the Kauri Edu lab. in Kauri for free if approved by the Kauri edu lab.



Workshops...



...Community Building...



...Education, responsible consumption...



...Events, Company Convention



# Business Model

## KAURI BUSINESS MODEL IN 3 STEPS



### **Attracting People through this new Concept**

Kauri will attract people through hosting and organizing events of sustainable lifestyle and create a community interested in its products



### **Agreements with commercial partners**

Selected brands have the chance of having their own space within Kauri and pay a small rent (in comparison to an own shop) and % of the revenue. Brands can decide whether to put their own personnel for the whole month, just for the events or using Kauri's personnel.



### **Online Marketplace**

For the online marketplace, Kauri will take the orders and then send it directly to the brands and get a small %.



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## Main Target

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YOUNG FAMILIES -MILLENNIALS

KAURI STORE is the home to all those interested in a sustainable lifestyle or are getting concerned about it. In particular, young families from 30 to 45 years old with medium-high income and sustainability oriented can find their place in KAURI STORE.



*«I giovani hanno un forte interesse verso la tutela del pianeta, sono sensibili alle questioni ambientali. Tra i Millennials le decisioni per investimenti in imprese con obiettivi di sostenibilità sono due volte maggiori rispetto al totale della popolazione complessiva di investitori».*

*Nina Gardner, Johns Hopkins University – IL SOLE 24ORE*



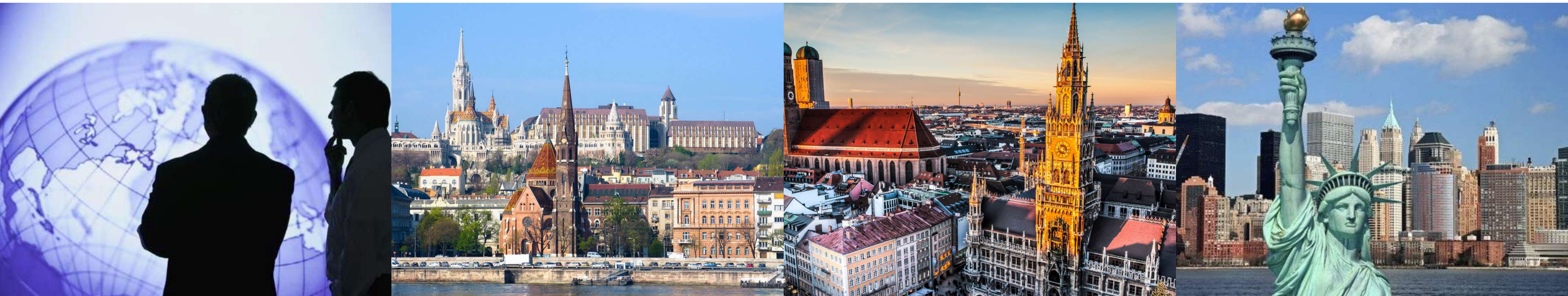
# Future Developments

EXPANDING THE RETAIL STRATEGY THROUGH OWN STORES & THE ONLINE MARKETPLACE

After the opening of the first KAURI STORE in Bolzano and Bressanone.

Kauri aims to enter other markets through the opening of own shops & its online marketplace.

Our target will be scaling with the same concept in **international** cities with a sustainable approach like **VIENNA, MUNICH, BERLIN** and then **going worldwide**.





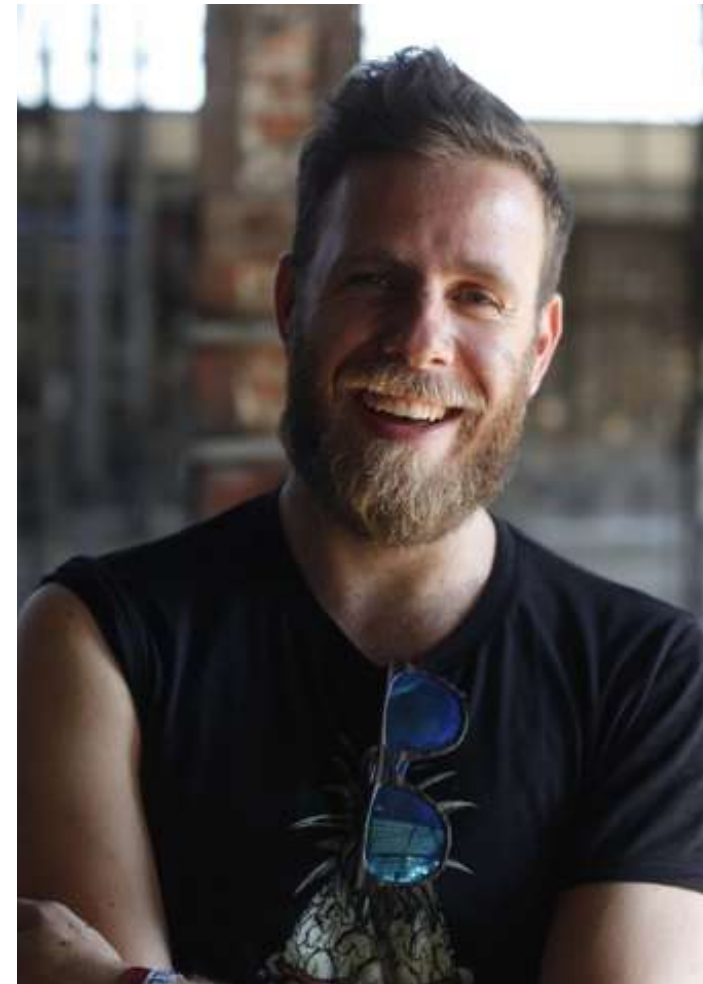
# The Board

A DREAM TEAM



**BERHARD SHOENHUBER**

COO & FOUNDER



**DANIEL TOCCCA**

CEO & FOUNDER



**SARA PACIFICI**

CONCEPT CREATOR & MARKETING



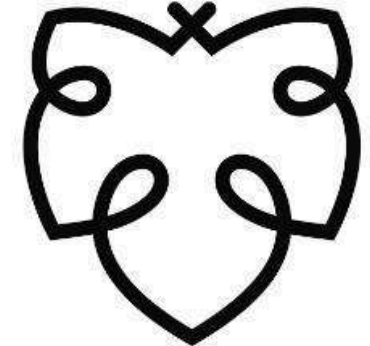
# Our Brands

OUR SELECTION FOR THE FIRST STORE

 AIRPAQ

**ECOALF**  
BECAUSE THERE IS NO PLANET B

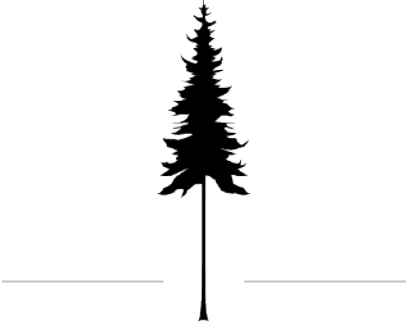
LAIMER



  
**REBELLO**

**CALIDA**

e t i c l ó



A-dam  
UNDERWEAR

**[sn]**  
super.natural

CÓRA  
HAPPYWEAR

*feines*  
FAMILY NATURE STORE

REW@LUTION

**VEJA**

+eQ'o

 ENVI

**FREITAG®**

*People*  
WEAR ORGANIC

**WOMSH**

M I C L E  
UNIQUE HANDCRAFTED CLOTHING



# OUR STORES

## Kauri Store

- Bolzano, Via Bottai 1a
- Bressanone, Via Santa Croce, 13
- Bressanone, Hotel Forestis \*\*\*\*\*





# ΚΑΥΡΙΣΤΟΡΕ

360° SUSTAINABLE LIFESTYLE





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## Thank You!

KAURI STORE -

THE SUSTAINABLE  
ALTERNATIVE YOU  
ARE LOOKING FOR!



Soltanto una cosa rende  
impossibile un sogno;  
la paura di fallire.

-Paulo Coelho-