KILDE

INVESTOR SNAPSHOT · KOKOSVANN

Seed stage · Oslo, Norway · July 2026 · v3.5

Norway's coconut-water brand — grocery-priced, Nordic-branded, asset-light.

INVESTMENT HIGHLIGHTS

Category
European coconut water USD 1.57bn, growing 13–20% CAGR; Norway pays ~2.2× Swedish prices for the identical leading product.

Brand
KILDE — «Naturens andre kilde». Nordic design, The Source of Life packaging system; muted glacier-blue cap as shelf asset.

Model
Asset-light: qualified co-packers, shared Oslo 3PL, no cold chain, zero fixed-asset capex.

Route
DTC subscriptions → gyms & saunas → grocery with velocity evidence. 47.6% DTC contribution margin.

Funding
NOK 2.0m seed — itemised to the krone; 18+ months runway; monthly EBITDA break-even M11; capital payback M30 (base).

MARKET OPPORTUNITY

USD 1.57bn VERIFIED
European category 2025

13–20% VERIFIED
category CAGR

2.2× VERIFIED
Norway vs Sweden price gap

BUSINESS MODEL

Qualified co-packer → KILDE brand & specification → shared Oslo 3PL → DTC · outlets · grocery. One ambient inventory pool; every carton resealable with the glacier-blue screw cap.

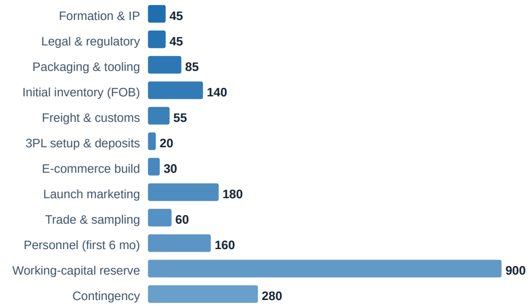
MILESTONES

M0–2	Supplier & product validation
M2–4	First inventory landed
M4	DTC launch
M5–12	60+ outlets
M16	Grocery pilot
M24+	Nordic expansion gate

FINANCIAL HIGHLIGHTS (BASE CASE)

NOK 2.0m FUNDING SOUGHT	**18+ mo** RUNWAY	**NOK 2.1m** YEAR 1 REVENUE*
NOK 32.0m YEAR 3 REVENUE*	**68%** GROSS MARGIN Y3*	**M11 / M30** EBITDA BE / CAPITAL PAYBACK*

USE OF FUNDS · NOK 2.0M



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*Management estimates, unaudited; supplier-quoted figures are pre-contract. Not an offer of securities; no guarantee of returns. Nutrition and health statements pending laboratory confirmation and EU/EEA review. Full model: KILDE_Integrated_Financial_Model_v3.5_2026-07.xlsx.