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# air up<sup>®</sup>

The world's first drinking system flavoring pure water just by scent.



# think new. drink new.

Our innovative drinking system adds flavor to water through scent alone. By transporting scent through air and by using the biological effect of retronasal olfaction, we create an impression of taste that is actually scent. air up® combines the desire of consumers for carefree enjoyment with all the health benefits of plain water. The bottle's interchangeable flavor pods add naturally flavored air to water or whatever you are drinking, which is perceived as taste by our brain. This way, we enable our customers to not consume unnecessary and unhealthy ingredients, but only plain water.



# air up<sup>®</sup> in numbers.

In almost four years we have accomplished:

- Available in **10 European countries** and the **USA**.
- More than **5 Million customers**.
- Potentially **saved** more than 368M single-use 1L **plastic bottles**
- More than 7360 tons of **sugar** potentially **saved**.
- More than **300 employees from 45 nations**.
- Bring almost all our **production to Europe**.



# the idea.

Lena and Tim created the base of air up® in 2016 during their joint product design studies at the University of Design in Schwäbisch Gmünd (Germany). In their bachelor thesis on the topic "Neuroscience meets Design", they analyzed one of the greatest social problems of our time: unhealthy nutrition, which leads for example to obesity, diabetes and coronary heart diseases. As a solution, they designed the first prototype of the air up® bottle. Based on modern neuroscientific knowledge, the two developed an innovative and completely new technique that counteracts this problem with the help of retronasal olfaction.

To explain briefly: our brain distinguishes between orthonasal (perceived via nose) and retronasal (perceived via mouth) scent. While orthonasally perceived smell is also interpreted as such by our brain, retronasally perceived scent is interpreted as a part of our taste impression and our brain attributes it to food or drinks in our mouth. This biological connection made it possible for Lena and Tim to flavor simple tap water with a multitude of tastes only via scented air.

## flavor is in the air.





It quickly became clear that the invention not only helps people to meet their daily liquid needs with pleasure and health but is also sustainable. While a flavor pod is sufficient to aromatize at least five liters of water, a consumer would have to buy five to ten single-use plastic water bottles for the same amount of any other drink. This saving, in turn, leads to great logistical potential. For air up®, one container can transport around 144,000 3-pod pouches (or 432,000 individual pods), which flavors up to 2,100,000 liters of water. For bottled drinks, one container can transport roughly 35,000 single-use water bottles at 500ml per bottle. Overall, this means the transportation of our flavor pods is up to 99% more efficient in comparison to 500mL single-use water bottles.

After completing their undergraduate studies, our two inventors received enthusiastic feedback from all sides and had the idea protected by patent law. However, they did not yet take the next big step towards founding their own startup.

For this, Fabian was needed, who had heard of the air up® idea during a conversation at a campfire with Lena's sister. As a nutritionist and student in food technology, he was immediately enthusiastic about the product and further developed the bottle, the flavors and the required carriers as part of his master's thesis.

It was of great help to him that he already had an extensive knowledge about flavors during his time as a chef in a Michelin-star restaurant.

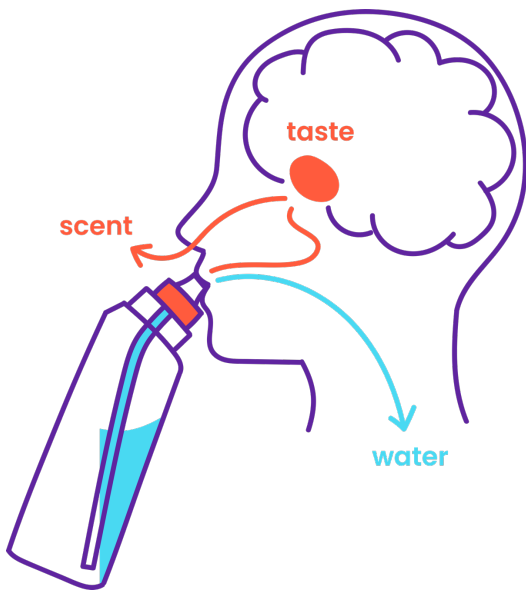
To ensure not only the technical and creative elaboration of the air up® drinking system and its flavor pods, Lena, Tim and Fabian onboarded Jannis as a business economist for founding the company. With the elaboration of the air up® business model, he laid the foundation for the successful acquisition of valuable partners and investors, and a little later Jannis received active support from Simon, who was still busy with his own beverage startup at that time. Since Simon's idea did not quite work out due to unforeseen hurdles, he joined the still small air up® team that he had met at an investor pitch.

With their passion for the idea and the help of some more experienced supporters (including the EU funding "Climate KIC" for particularly sustainable startups and the "EXIST" startup grant at the TU Munich), the five young entrepreneurs were able to inspire three well-known investors for their startup in 2018. With their financial support, series production of the air up® drinking system was initiated in early 2019.





# the function and facts.



But how does the air up® drinking system work? The idea is actually very simple: You fill still or sparkling water into the air up® bottle, select your favorite taste and put the flavor pod on the mouthpiece. Drinking from the bottle creates a suction that transports the water and also air from the outside through the flavor pod into the mouth. This is where retronasal olfaction comes into play: in the throat, the flavored air rises from the water and is perceived as taste at the olfactory center. Incidentally, the scent-taste-function can be easily activated and deactivated using a sliding mechanism.



#### Filling quantity

Classic Bottle: 650ml  
Steel Bottle: 480ml and 850ml  
Gen 2 Bottle: 600ml and 1l

#### Flavours

kola, apple, lime, orange-passion fruit, peach, raspberry-lime, cherry, tangerine, coffee, virgin mojito, ice-tea peach and many more

#### Accessories

Straps and mouthpieces in different colours such as Vivid Orange, Soft Lilac, Rose Blush, Aqua Blue, Fresh Mint, Pink Berry, Cobalt Blue, Soft Apricot, Pale Blue and more

#### Material

Classic Bottle: BPA-free Tritan and food-grade silicone  
Steel Bottle: stainless steel with double-walled insulation  
Gen 2 Bottle: Tritan™ Renew 50 and food-grade silicone

#### Price

Classic Bottle	from £29.99
Steel Bottle	from £49.99
Gen 2 Bottle	from £34.99
Pods (3-Pack)	from £4.99

#### Website

<https://uk.air-up.com>



# air up GmbH

## Management team

**Lena Jüngst:** Chief Evangelist & Co-Founder

**Tim Jäger:** Chief R&D Officer & Co-Founder

**Jannis Koppitz:** Co-CEO & Co-Founder

**Fabian Schlang:** Chief R&D Officer & Co-Founder

**Simon Nüesch:** CMO & Co-Founder

**Christian Hauth:** Co-CEO

**Patric Fornasier:** CTO

**Tobias Klostermann:** SVP Supply Chain & Logistics

## Headquarter

Friedenstr. 22A  
81671 Munich  
Germany



## Company chronology

Summer 2016: Bachelor thesis „Neuroscience meets design“ by Lena and Tim

February to September 2017: Master's thesis „Investigation on the development of a retronasal drinking system“ by Fabian

February 2018: Foundation of ten-ace GmbH

July 2018: Christoph Miller, Freigeist and DS Produkte invest in air up®

March 2019: Foundation of air up GmbH as a 100% subsidiary of ten-ace GmbH

June 2019: Further investment by DenkPharma (Stephan Huber), FRe Capital UG (Felix Reinshagen) and private investors

August 2019: Product launch in Germany

January 2020: Christian Hauth supports as Co-CEO and further investment from existing investors.

September 2020: Product launch in France

November 2020: Product launch in Belgium and the Netherlands

January 2021: Announcement of air up®'s successfully closed Series A founding round by Oyster Bay, Five Seasons Ventures, Ippen.Media and PepsiCo

March 2021: Product launch in Switzerland

June 2021: Product launch in Great Britain

June 2021: 1 Million Starter-sets sold

September 2021: Product launch in Italy

September 2021: Announcement of air up®'s successfully closed second funding round including existing investors

Winter 2021: Opening of a production site in Turkey and warehouses in France and the UK, as first milestones in the nearshoring project

March 2022: Product launch in Sweden

June 2022: Product launch in the USA

August 2022: air up® launches its first-ever stainless steel water bottle

October 2022: Opening of new warehouse in the Netherlands

December 2022: Opening of the Tritan™ bottle production site in Austria

February 2023: Opening of the pod production site in the Netherlands

April 2023: Opening of air up®'s new Headquarters in Munich

October 2023: Product launch of the Gen 2 bottle