Tapping into the global coffee trend.

Water – the main ingredient in coffee – is not just water. Quality and mineral content immensely impact taste - yet vary from country to country - even from household to household.

Water developed in cooperation with the University of Copenhagen optimizes and enhances the taste of coffee and minimizes lime scale and corrosion of brewing equipment. Scientifically proven and tested by a trained sensory panel.

Sustainability Team

DesignWater

Functional Water for Better Coffee

Leading tech company – leverage via partnerships

Coffee and equipment vendors
- Exclusive or non-exclusive industry rights to coffee water
- We deliver technology, a custom "mix" for general or specific coffee offerings
- KU & DesignWater ApS own processing, formulation and IP

Horeca, Retail and eCommerce (B2B/B2C)
- Exclusive rights to sell customized "mixes" for specific coffee offerings through one or more channels or markets
- We deliver the technology and the "mix"
- KU & DesignWater ApS own processing, formulation and IP

Other business models or 'beverages'
- Rights to other business models and other beverages, e.g:
- Tea
- Ice cubes
- Cocktails (on draft)
- Anything where quality of water is of essence...

Technology Description

Coffee is 98% water of varying quality. We have invented a water/mineral composition, which ensures consistent and optimal coffee taste and at the same time with a focus on sustainability and equipment protection.

A team of coffee experts and researchers at the University of Copenhagen has worked on this project for 4 years with support from the Innovation Fund Denmark.

In consumer blind tasting, 7 out of 10 test persons preferred coffee brewed with DesignWater\textsuperscript{TM}. The invention has been found patentable by independent patent experts.

DesignWater ApS strategy is to be a leading tech partner to sublicense the invention to major coffee companies and subsequently to other beverages companies.

Intellectual Property Rights

European patent application has been filed on 16\textsuperscript{th} July 2021.
No.: 21186014.3 - Entitled: Design water for coffee.

The patent rights are jointly owned by the University of Copenhagen and DesignWater ApS.

DesignWater ApS and University of Copenhagen entered an exclusive worldwide license for any use of the patent rights.

Current State

- Water recipe invented, tested and patented application filed.
- Optimal production methods under development.
- Sub-licence partnerships being explored.

Business opportunity and Call to action

DesignWater ApS is seeking financial and strategic partners to unleash the potential of the invention within the immense and growing institutional and consumer quality coffee market.

Team

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