

mynt

January 2023 | Seed Round

We revolutionize the paint industry.

Reinventing the traditional paint market
through a tech-driven D2C & D2B solution
for sustainable paint products.



Frankfurter Allgemeine

WESTWING

SCHÖNER
WOHNEN

Mappe

ds deutsche
startups

vegconomist

We believe **we can disrupt the industry** by combining subject matter expertise with product excellence and strong execution.

Founders

**Felix Dannich (MBA)**

Co-CEO, Finance & Operations



4+ years Business development, global project management & controlling

**Mark Shif (M.A.)**

Co-CEO, Marketing & Sales



7+ years sales & marketing experience, prev. founder of own marketing agency

Key advisor

**Karl-Heinz Scholz**

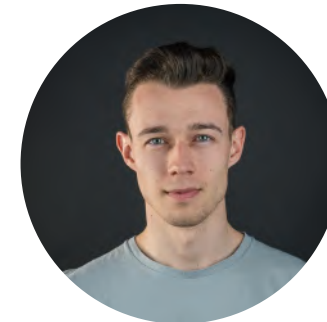
Former CEO, DAW SE



Investors

**Jason Modemann**

Partner, Increaze Venture

**Patrick Bruch**

Partner, Increaze Venture



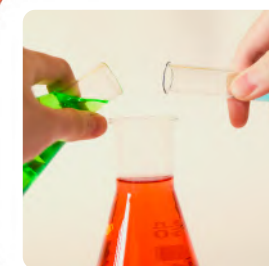


58% of all microplastic in the ocean is caused by paint ²

Problem

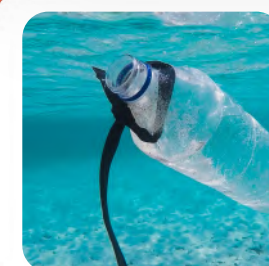
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Conventional paint damages our health and destroys the planet through:



Toxic ingredients

May lead to asthma, cancer & other disorders ¹



Largest source of microplastic

58% of all microplastic in ocean caused by paint ²



Massive carbon footprint

Global supply chain & exploitation of mineral oil ³

Source: ¹ Occupational & Environmental Medicine, ² Forbes, ³ Nat. Env. & Poll. Tech

4 largest paint incumbents dominate with >80% market share by selling **toxic, low-valued** and **greenwashed** products.



Global production

Foreign manufacturing, high **CO2 emissions**, and long delivery routes



Toxic products

>99% of common paint (dispersion) contains **mineral oil** based ingredients



Outdated distribution

Selling paint mainly through **hardware stores** (48%) with price oligopoly ¹



Greenwashing

Intransparent declarations & use of certificates like Blauer Engel to trick consumers

Solution

We **reinvent** the whole concept of paint.

Making decoration easy and eco-friendly through digital tools and natural ingredients.

Fully sustainable & ecological concept

Sustainable DNA with focus on environmental impact

Tech-enabled D2C+D2B distribution

Seamless, convenient customer journey without middle-man

Highest quality paint assortment

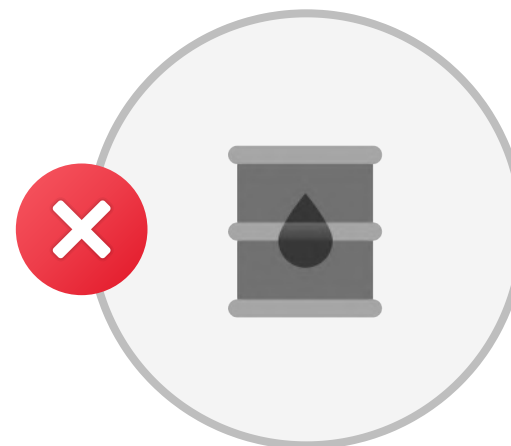
Durable products with above-market quality standards



We improve the way people and businesses buy **paint** through innovative, eco-friendly products...

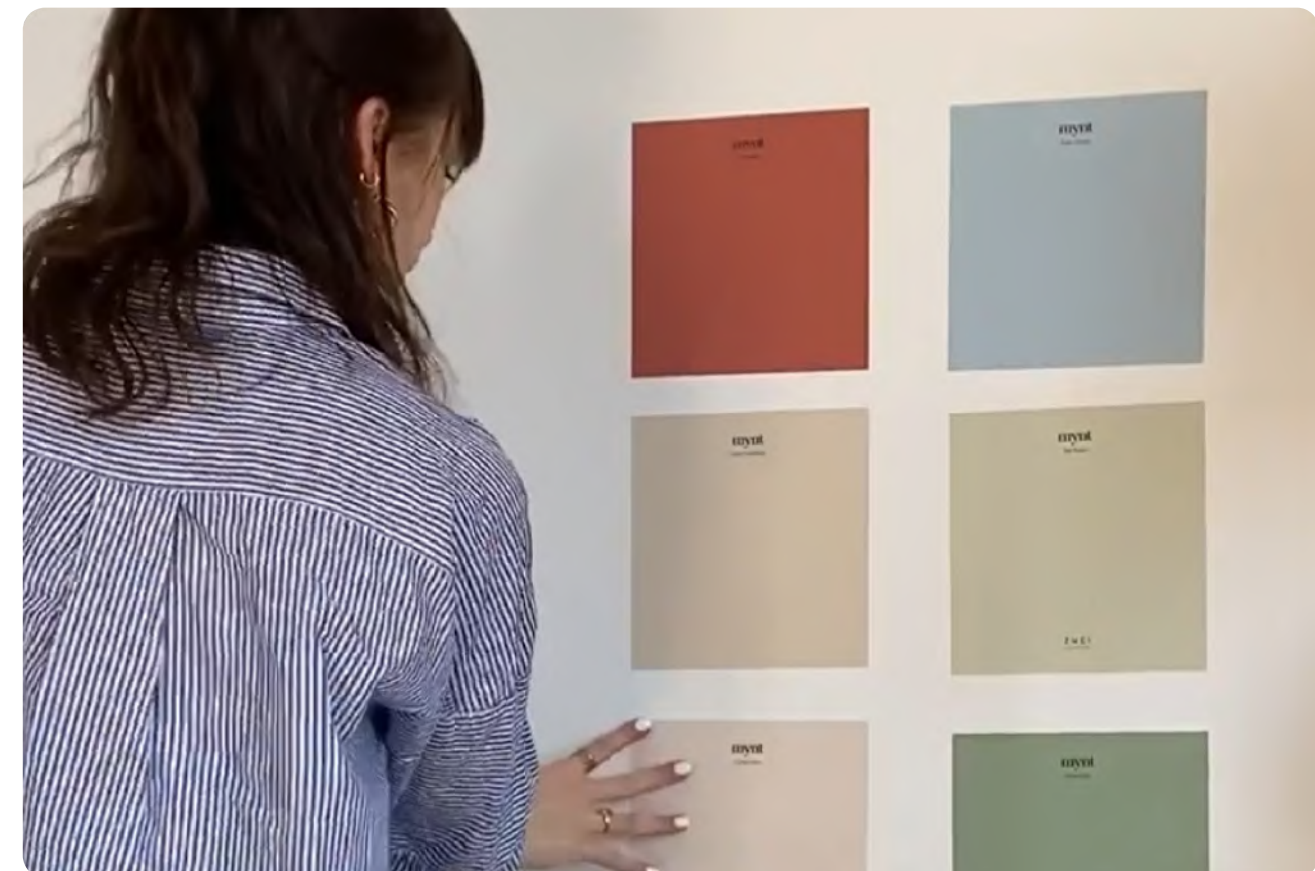
Eco-friendly paint products

Certified premium quality & biodegradable ingredients



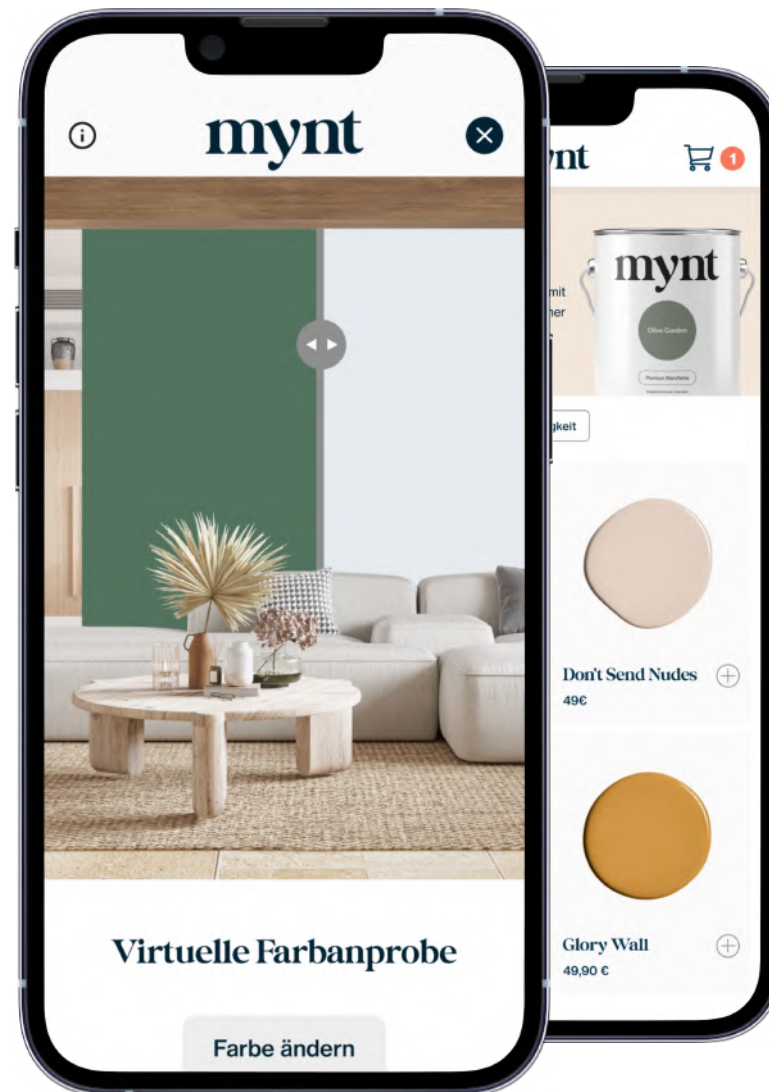
Innovative color samples

Large, colorfast peel & stick samples



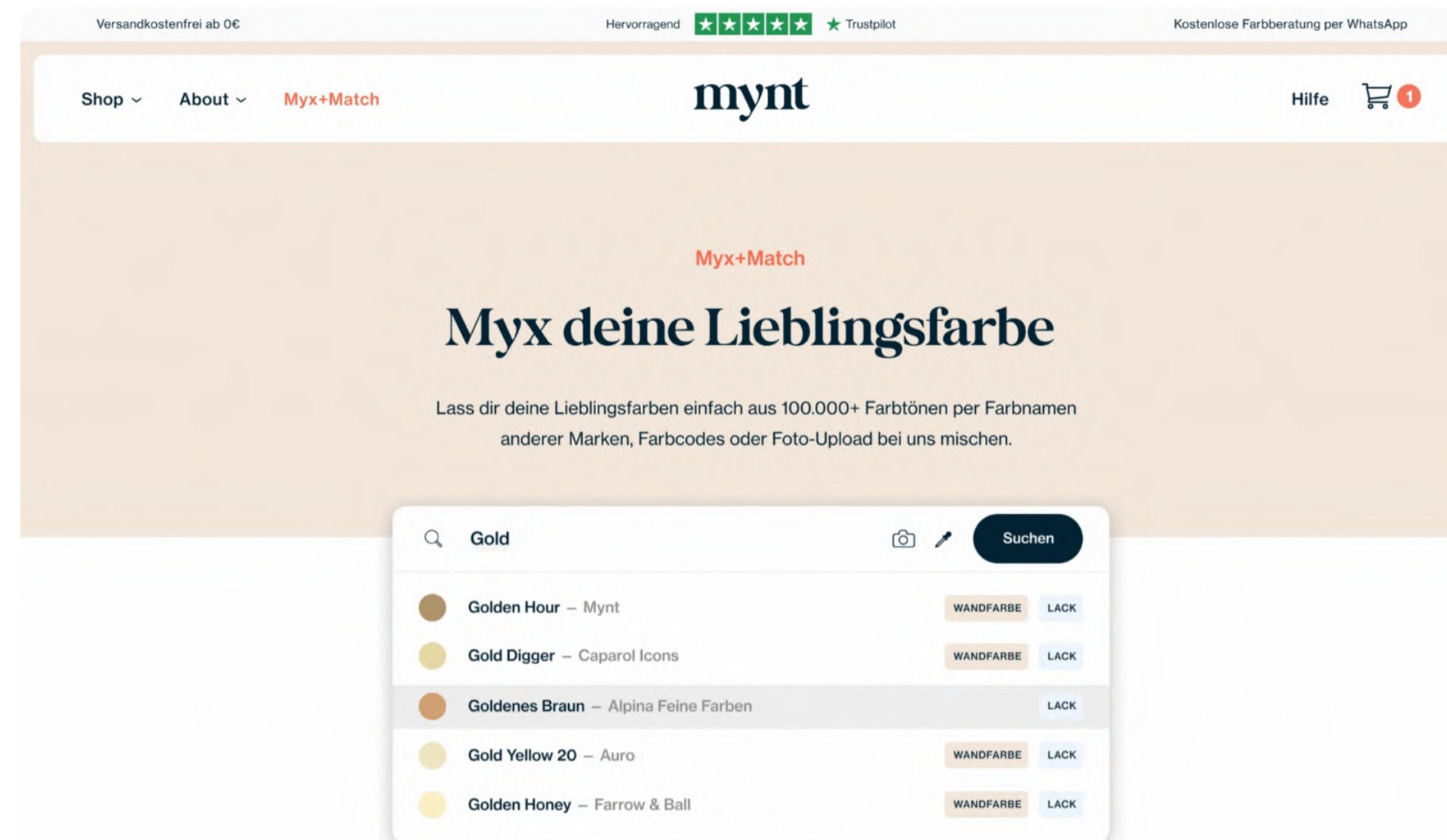
Color Visualizer

Testing colors live on walls & surfaces



Myx+Match™

Algorithm matching 100K+ custom colors



... and technology by building the **first digital paint mixing** solution in Europe with more than 100K available colors.

Paint & home decoration products are early in eCommerce and we cater towards **two mega trends** within the industry.



Outdated sales channel

Sales share of hardware stores
48%, online only at ~5% in Europe ¹



Sustainable consumption

57% of consumers plan to change
buying habits, <5% of paint
products sustainable ²

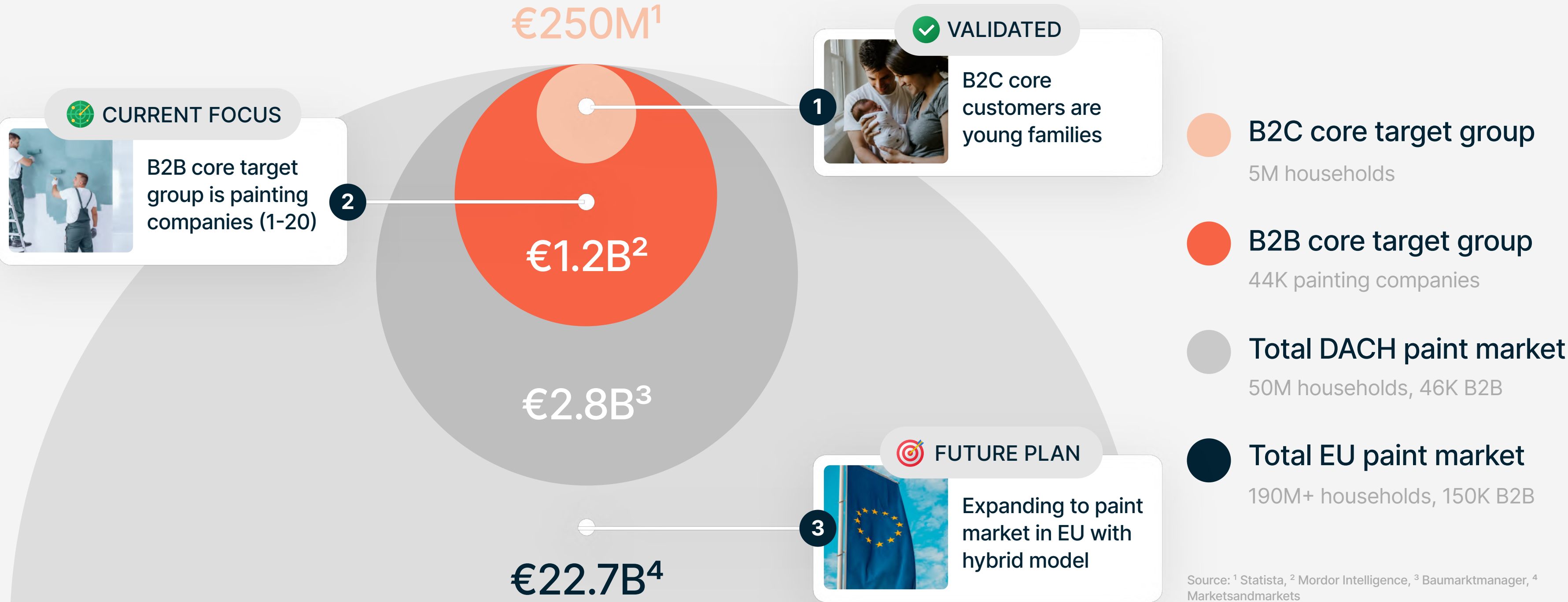


Digital adoption

The adoption rate of digital
solutions will increase immensely
and change customer habits ³

MEGA TRENDS

DACH paint market with tiny sustainable offer, providing a €2.8bn opportunity at a CAGR of 4.2%¹.



High margins and minimal operational effort within D2B will fuel our **engine of growth**. Acquiring first 100 customers now.

STEP 1



Building D2B credibility

- ✓ Created relevant brand awareness (PR)
- ✓ Onboarded 15 image paint companies
- ✓ Built tailored D2B product assortment

STEP 2



Acquiring 100 D2B customers

- Focus on relevant painting companies
- Growing image through D2B brand face
- Dropshipping products from supplier

STEP 3

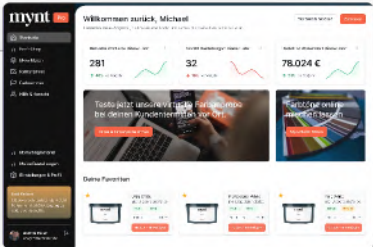


Expanding distribution

- Launch of dedicated D2B shop
- Growing to >500 paint companies
- Investing in marketing & growth

We build Europe's largest go-to destination for **sustainable** and **healthy home decoration** — paint is only the beginning.

Business outlook	2022	2023	2024	2025
Net Revenue forecast	€XXXXK	€XXXXK	€XXXXK	€XXXXK
EBIT	€XXXXK	€XXXXK	€XXXXK	€XXXXK
Funding	€XXXXK	€XXXXK	€XXXXK	—
	Pre-Seed	Seed	Series A	

Product roadmap				
Extending assortment and expanding to Europe within next 4 years				
	Q1 2022	Q1 2023	Q2 2023	€XM revenue milestone
	Started with only paint, lacquer and tools	Launch of large product range for B2B	Launch of Mynt Pro shop for B2B customers	Extend assortment by tapestry, panels & co.

Let's **disrupt** an outdated industry together.



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