



# ZincFive

A Battery Journey

# Birth of a Battery

Battery Bill

*Let's build a battery!*

*Lots of testing and validation will be required.*

Marketing Mike

*It can change the world!*

*That will take time and money, but we must meet customer needs.*

Investor Iggy

*Maybe we'll win a Nobel Prize!*

*Let's minimize cost and get to market ASAP*

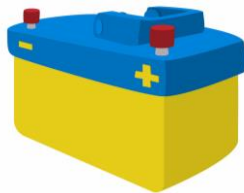


# 10 years and \$100,000,000 later...

Battery Bill

*Wow, that was harder than I expected!*

*Look at it - isn't it beautiful?!*



Marketing Mike

*Customers will be lining up for this one!*

*I just spoke to a key customer. A few more tweaks and we'll be ready to go!*



Investor Iggy

*I've heard this before, when can we get revenue?*

*Why do you need more money? Let's ramp what we have!*



# Near-Death of a Battery

Battery Bill

*Customers are excited,  
so many applications!*

*All they need to do is  
redesign their systems  
around our battery!*

Marketing Mike

*Yeah, they love the  
performance!*

Investor Iggy

*What?! How long will  
that take?*



# 5 years and \$50,000,000 later...

Battery Bill

Marketing Mike

Investor Iggy

*Customer projects  
keep getting delayed.*

*Our investors are  
getting anxious.*

*Anxious? No, we're  
done here.*

*So THIS is how  
battery companies fail?*



# Delivering Value

Find the sweet spot application



Innovate "Beyond the Battery"



Bring the benefits of your battery directly to end users





# Accelerate Market Adoption

- Prepare your proof statements:
  - **Reliable**
    - 100 full discharge cycles at 10C rates at 35°C
    - Over 15 Million operating hours in harsh, outdoor environments
  - **Safe**
    - UL approved, no thermal runaway
  - **Powerful**
    - High power density with high C rates, regardless of state of health
  - **Green**
    - Common elements supply chain, fully recyclable
- Create demand with end users to influence the incumbent system providers





# Battery Reborn

Battery Bill

*Delivering battery value  
to end users is the ticket!*

*So THIS is how battery  
companies succeed!*

Marketing Mike

*System suppliers are  
demanding product!*

Investor Iggy

*Paying customers,  
licensees, OEM's!*

