

CAMPELEON

THE ART OF CAMPING



MISSION

**DELIVER INDIVIDUAL
AND SUSTAINABLE
CAMPING SOLUTIONS**



VISION

**ENABLE THE BEST
TRAVEL EXPERIENCE
CO₂-NEUTRAL**

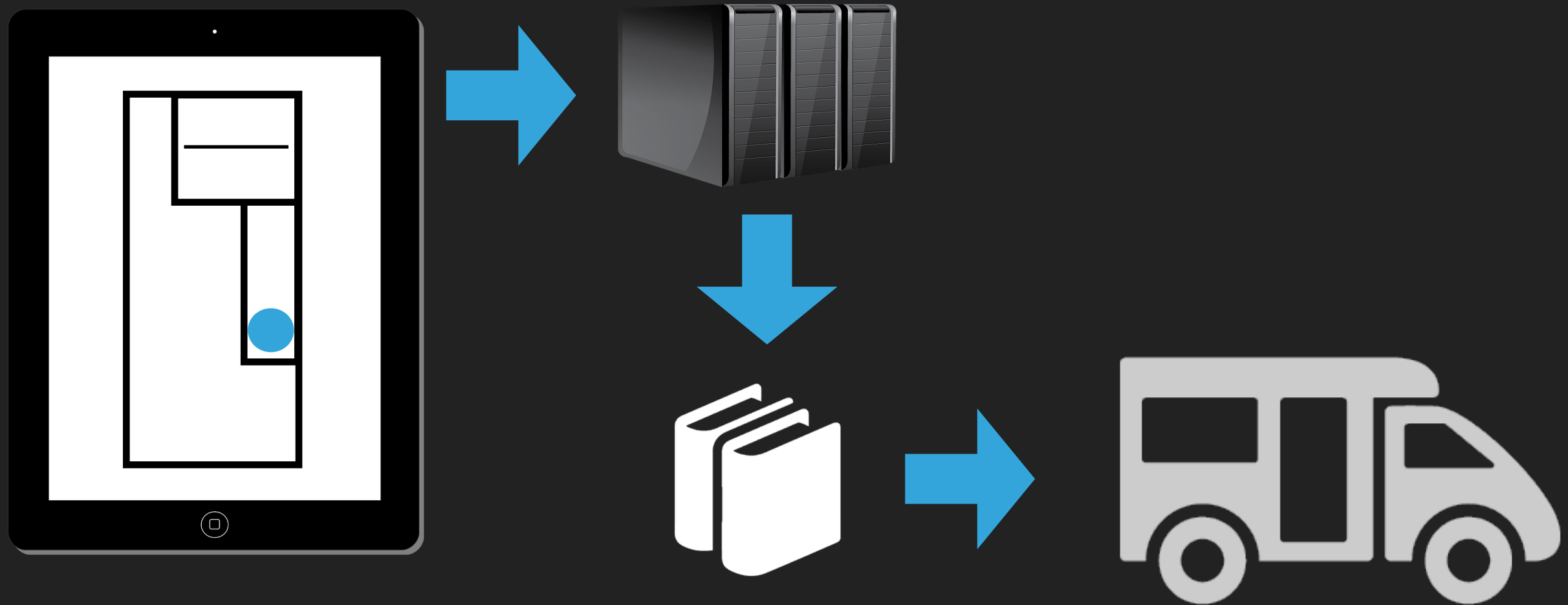
COMPANY DNA

- ▶ None of Campeleon's products will emit CO₂ during usage
- ▶ Transparency about ecological footprint, i.e., life-cycle assessment, e.g., including carbon impact and water usage
- ▶ Appropriate measures for eco balance compensation
- ▶ Social responsibility, e.g., UNICEF LIVING SCHOOLS (<https://livingschools.unicef.de/>)

CUSTOMER EXPERIENCE



TECHNOLOGY IN THE BACKGROUND



REQUIREMENTS

- ▶ Easy to use on tablet/smart phone and PC
- ▶ „In-App“-Buys, e.g., 1 hr of consulting of an interior designer
- ▶ Selection of car platform (minivan, van, delivery truck, caravan)
- ▶ Check of technical feasibility
- ▶ Nice-to-have: AI for cable layout, plan for water pipes etc.

MISC

SUSTAINABILITY BY MATERIAL SELECTION

- ▶ Chassis electric-driven only
- ▶ Materials need to fulfill certain sustainability criteria
- ▶ Applicable materials
 - ▶ Recycled plastic and plastic based on natural phases
 - ▶ Wood
 - ▶ Metal
 - ▶ Textiles
 - ▶ Paperboard
 - ▶ A mixture of above mentioned

SUSTAINABILITY BY ADAPTION DURING LIFETIME

- ▶ Requirements for the camper changes over time
- ▶ Example: kids extend the family, thus, the camper needs to adapt to these changes, e.g., by adding another bed
- ▶ Example: with a new born a baby bed, but only 2 to 3 years then it needs to be changes to another bed solution
- ▶ Not needed furniture could be brought to a re-usage market

SUSTAINABILITY BY AFTER-USAGE HANDLING

- ▶ To every camper a plan for handling the vehicle after usage, i.e., how to recycle the components.

DESIGN & USER-CENTRIC DEVELOPMENT

- ▶ Design Thinking with Campers, e.g., at campsite
- ▶ Development of new solutions, e.g.
 - ▶ How could cooking made easier at the campsite?
 - ▶ Why are the doors of all products that small?
 - ▶ Why is no baby bed available in a camper?
- ▶ Iterative process with direct feedback to R&D team

TIMETABLE

Timeframe by	Subject
end of 2019	<ul style="list-style-type: none">- Result of European-wide market research- Completing starting team and partners
end of Q1/2020	<ul style="list-style-type: none">- Planning of prototype (based on VW e-Crafter, Nissan e-NV200, Ford Transit PHEV, Mercedes EQV, or Opel Vivaro electric)
end of Q2/2020	<ul style="list-style-type: none">- Prototype build of campervan- Protoyping of IT system
end of August/September 2020	<ul style="list-style-type: none">- Presence at CARAVAN SALON Düsseldorf 2020 – showing of camper van and virtual draft of caravan
end of Q3/2020	<ul style="list-style-type: none">- Planning of concrete caravan prototype build
end of Q4/2020	<ul style="list-style-type: none">- Prototype build of caravan- Selling first campervans

NEXT STEPS

▶ Market Research

- ▶ Which country should be selected for the market entrance?
- ▶ What are the detailed criteria of the target group?
- ▶ Which basis is best to start, i.e., caravan or campervan? In latter case, it needs to be researched which size would be applicable.
- ▶ Until which step of the customer experience do the website user use the offered services, e.g., designing their own caravan layout, paying partially when ordering.

▶ Team Building

▶ Prototype Planning

PARTNERS (IN DISCUSSION)

- ▶ Burg Giebichenstein Kunsthochschule Halle (<https://www.burg-halle.de/>)
- ▶ LiGenium (<https://www.ligenium.de/>) - Wood
- ▶ Konglomerat Dresden (<https://konglomerat.org/>) - Prototype Building
- ▶ WPSystems (www.windpowersystems.de) - Recycling of wind wheels
- ▶ AL-KO Fahrzeugtechnik (<https://www.alko-tech.com/de/al-ko-fahrzeugtechnik>) - electrified trailer chassis
- ▶ Volkswagen - Future Mobility Incubator & VW Nutzfahrzeuge

SUPPORTERS (POT. CANDIDATES FOR ADVISORY BOARD)

- ▶ Dirk Röhrborn (Communardo)
- ▶ Henry Flack (Qoniac)
- ▶ Moritz Freiherr von Crailsheim
- ▶ Heiko Müller (WP Systems)
- ▶ Ronald Scholz (Sherpa)
- ▶ Nancy Nielsen
- ▶ Viola Klein (Saxonia Systems)