



KOFOLA INCUBATOR

BRING YOUR GREAT IDEAS TO LIFE

If there's one thing that's really true about Kofola, it's that we love new ideas and are always looking for new ways to do things. The Incubator is our latest venture to support smart, creative people who aren't afraid to come up with something new. We are interested in all innovative ideas that align with our entrepreneurial mission.

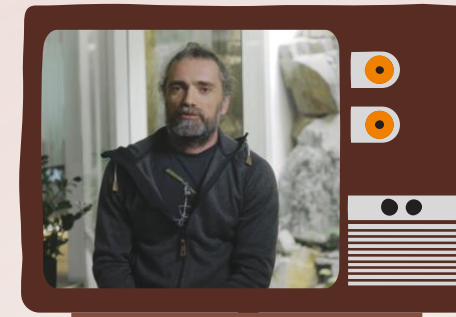
If you're nurturing an idea like this, we'd love to provide you with the resources to develop it. In this material you will learn in more detail [what we are interested in](#), [possible ways of cooperation](#), and [what we expect from you](#) in return.

It would be a pleasure to have you as a member of our big Kofola family and help us write the next chapters of our story.



Jannis Samaras

CEO of Kofola Group and
Entrepreneur of the Year 2011



Watch our mission video to get to know us better.





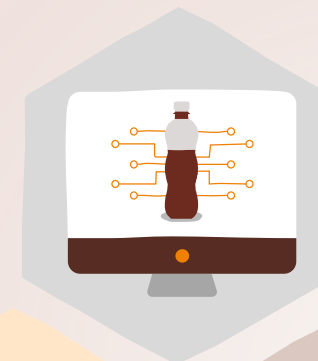
WHAT ARE WE INTERESTED IN?

In the beginning, we don't want to limit your ideas, although, generally, they should make sense in relation to what we do.

Sustainability



New technology –
both hardware and digital



Changing consumer
habits and preferences



Efficiency –
*to have more time
for our families and
activities we love*



But we may also be interested
in other innovative ideas if we
believe they have great potential.

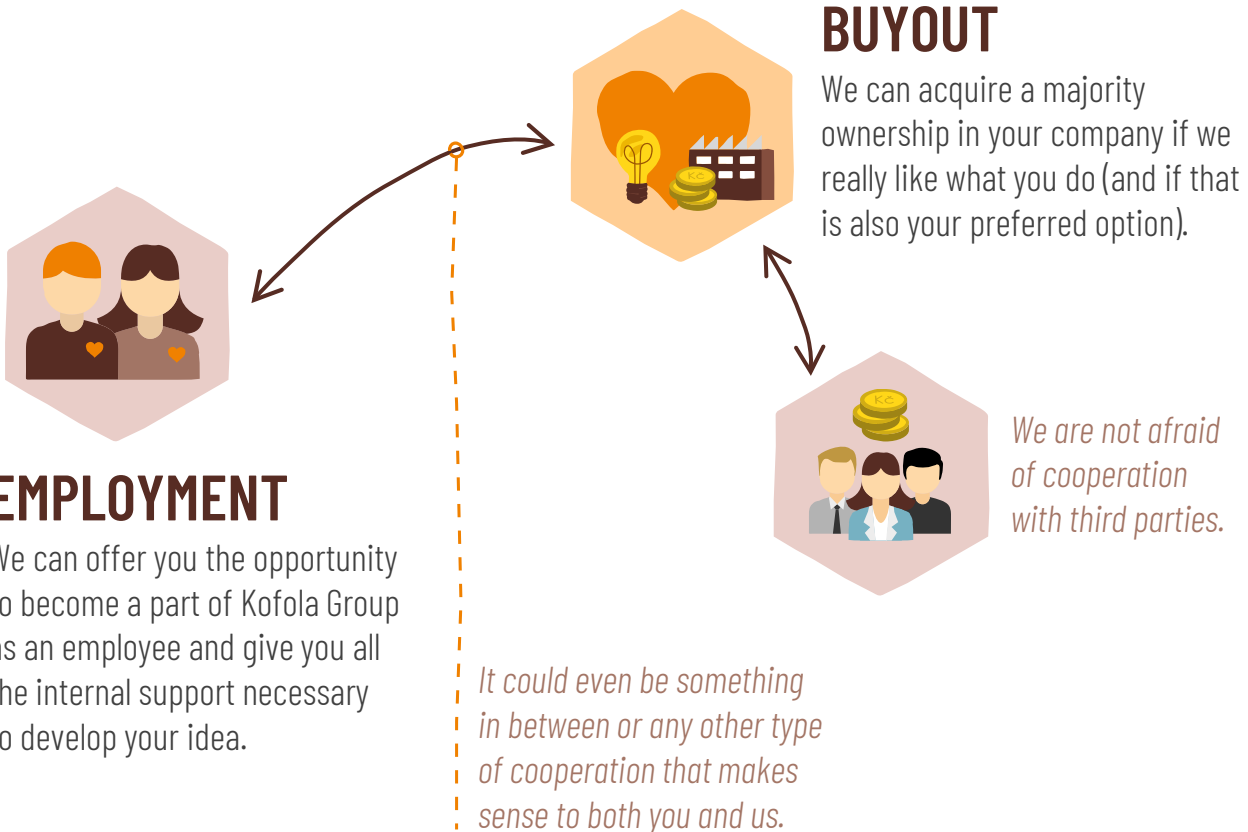


Cost saving and new revenue streams –
so we can afford to do all the things we enjoy





WHAT ARE THE POSSIBLE WAYS OF COOPERATION?



WHAT IS OUR INVESTMENT RANGE?

From millions to a few tens of millions of Czech crowns per year.



Higher investments can be made in the case of unique projects with huge potential.

Rather than committing ourselves to spending a certain amount of money each year, we prefer to invest rationally, according to specific situations and projects.



Expected payback
Five years



WHY HAVE YOUR IDEA DEVELOP WITHIN THE KOFOLA INCUBATOR?





WHAT DO WE EXPECT FROM YOU?

We are happy to devote time to your ideas. However, we would also kindly ask you to take the time to prepare the following materials to help us sort all incoming innovations.



Fill in this Q&A Excel file [↗](#)

Don't forget the Business plan section if this is applicable in your case



Prepare a short presentation

Describe your idea in a concise and engaging way on no more than five slides

HOW TO CONTACT US

Send both documents (Excel file and presentation in PDF format) to our email address.



incubator@kofola.cz

We kindly ask for your patience

We receive many ideas, and we are very thankful for all of them. If you receive no immediate response from us, it doesn't necessarily mean that we have given preference to our own ideas or other projects. It could just mean that we haven't had time for your ideas yet.



WHO WILL BE DEALING WITH YOUR IDEAS?



Václav Novák

Group Reporting Manager



Lenka Frostová

Financial Manager

Your ideas will be in good hands. Our colleagues Václav and Lenka are responsible for the operation of the Kofofa Incubator. They will be your main contact point.

Although it probably goes without saying, you can best get their attention with a precisely described business plan and a clear presentation rather than by trying to hunt them down over the phone.

HOW THEY WILL GUIDE YOU THROUGH THE PROCESS



Initial assessment of your idea



Identification of your strengths and mitigation of your weaknesses



Arrangement of the first meeting with our top management if you proceed to that stage



Support during the whole process and afterwards

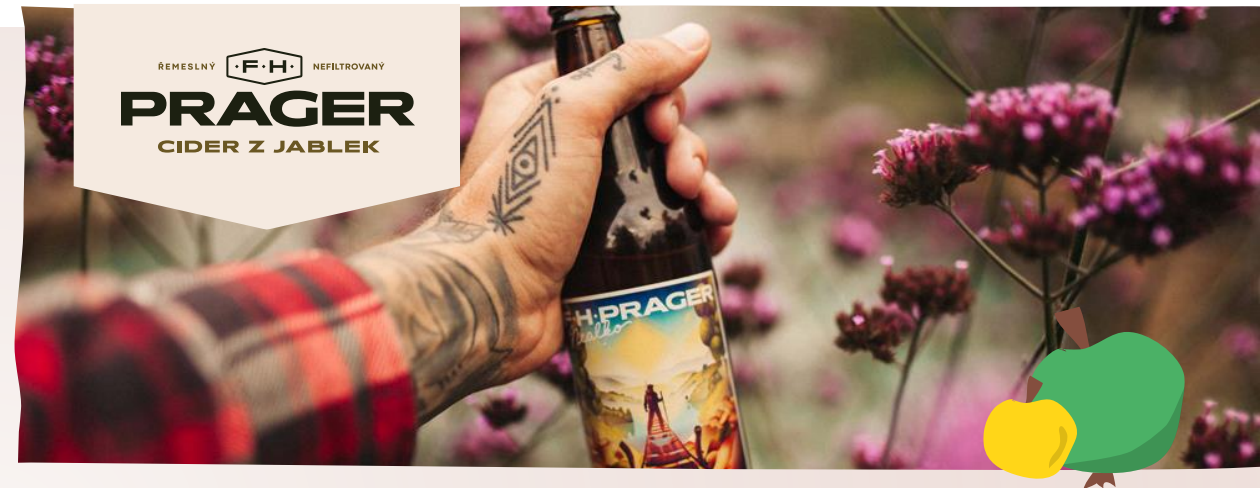


PROJECTS THAT HAVE ALREADY BENEFITED FROM THE INCUBATOR



- ignores conventions
- has introduced its own **fashion** collection
- cooperates with **ambassadors**
- considers **new trends**

[Visit website for more information](#)



- has brought in experience of craft cider production
- is about apples in their **natural form**
(no flavourings, preservatives, added sugar, or colouring)
- is the only CzechoSlovakia cider producer that uses **returnable glass packaging**

[Visit website for more information](#)

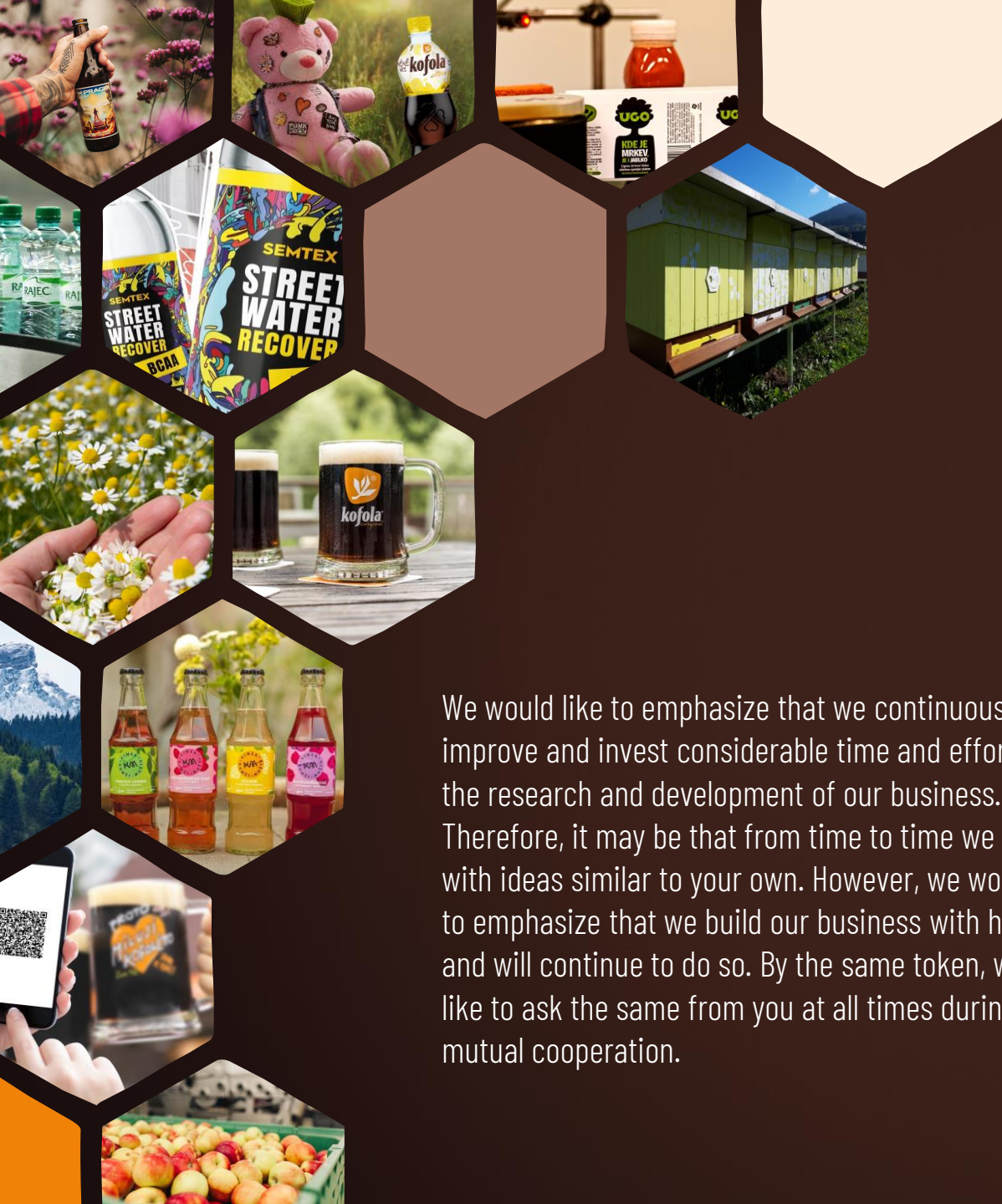


PROJECTS THAT HAVE ALREADY BENEFITED FROM THE INCUBATOR



- OLLA is the term for **ceramic containers designed for economical and controlled irrigation** of plants
- cleverly **uses physical laws** known for over two thousand years
- **reduces water consumption** by 50-90% compared to surface watering
- **saves time** needed for watering
- **reduces weeds**, fungi and pests
- is made of **natural materials**

[Visit website for more information](#) 



LOOKING FORWARD TO YOUR IDEAS!

incubator@kofola.cz



We would like to emphasize that we continuously improve and invest considerable time and effort into the research and development of our business. Therefore, it may be that from time to time we come up with ideas similar to your own. However, we would like to emphasize that we build our business with honesty and will continue to do so. By the same token, we would like to ask the same from you at all times during our mutual cooperation.

...AND BASICALLY THE SAME THING IN LEGAL TERMS:

For the avoidance of doubt, until a specific obligation is accepted by Kofola or you, nothing shall require either party to

- i. disclose any of its confidential information to the other party;
- ii. enter into any further arrangement, including, without limitation: (a) any licence agreement in respect of the confidential information and/or technology belonging to the other party; and (b) any sale or purchase agreement in respect of any business or part of a business; or
- iii. continue with any discussions or negotiations between the parties.

Except as expressly agreed by the parties, neither party grants to the other by implication, estoppel or otherwise, any right, title, licence, or interest in any intellectual property right.