

SPARKING A
COLOUR
REVOLUTION

WITH NATURE'S INTELLIGENCE

MOUNID

ALGID[®]

1ST BLUE ALGAE INK COLOUR

BIOBASED
NON-TOXIC
NATURAL SAFE
UNIQUE

SAVES 90% ENERGY
AND WATER



ENABLING
FOR
CIRCULAR
DESIGN



BIOBASED
TEXTILE MATERIAL

MADE BY
MICROALGAE

SAFE FOR NATURE
AND HUMAN

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



6 CLEAN WATER
AND SANITATION



14 LIFE BELOW
WATER



5 GENDER
EQUALITY



MOUNID

STATUS 2023-2024

Received funding from [Vinnova](#)
Sweden's Innovation Agency –
Innovative Startups "Algae ink for the
textile industry" 2023-2024

Part of the EU research project [LOCALITY](#)

2023

Patent in Sweden

Pilot project in collaboration with
[Wargön Innovation](#), [Baux AB](#),
[Fristads AB](#), [IVL](#), [Svenska](#)
[Miljöinstitutet](#),
[Martinson](#), [Imogo](#), [Sjuhäradsbygd](#)
[ens Färgeri](#), [Industridoktorn](#),
[Woolpower Östersund](#). Financed
by [Vinnova](#); Upscaling for
Sustainable Industry

2021-
2023

CONCEPT VALIDATION TO PROTOTYPING

Winner of [Venture Cup](#)
[Startup](#) region West
category "Impact Maker"

2022

Finalist in [Venture](#)
[Cup IDEA Hunt](#)

2021

Received funding from
[Vinnova](#) Sweden's
Innovation Agency –
Innovative Startups,
"Algae ink for textiles"
2020-2021

2020

Pre-study, funded by
[Smart Textiles](#),
[Business Innovation](#)

2019

'ALGAE INK FOR THE TEXTILE INDUSTRY'



GOAL: LEAST 500 L PRODUCTION OF ALGID COLOUR
AND PROVE THE VALUE CHAIN WITH FIRST PRODUCT
ON THE MARKET, READY FOR CAPITAL TO SCALE UP

'LOCALITY'



GOAL: DEVELOP ALGAE-BASED
COLOURING AND ADDITIVE FOR TEXTILES AND
MARKET READY TEXTILE PROTOTYPES

2024 STRATEGY:

APPLY FOR EIC
ACCELERATOR
& INVESTORS

GOAL:
GLOBAL
COMMERCIALISATION
AND PRODUCTION
INTEGRATION

2040
GLOBAL MARKET
LEADER

MOUNID

REDUCE FOSSIL-BASED
SYNTHETIC TEXTILE DYES
TO
TRANSFORM THE CURRENT
TAKE-MAKE-WASTE SYSTEM
AND
ADDRESS THE CHALLENGE WITH
WATER CONTAMINATION

A HEALTHY COLOURFUL FUTURE

MOUNID

IDA NÄSLUND
CEO/FOUNDER

HELLO@IDANASLUND.SE

HELLO@MOUNID.SE

WWW.MOUNID.SE



FOLLOW US