

SPARKING A  
COLOUR  
REVOLUTION

WITH NATURE'S INTELLIGENCE

MOUNID

# WITH MICROALGAE

## WE WILL

REDUCE FOSSIL-BASED  
SYNTHETIC TEXTILE DYES

TRANSFORM THE CURRENT  
TAKE-MAKE-WASTE SYSTEM

ADDRESS THE CHALLENGE  
WITH WATER CONTAMINATION



# ALGID<sup>®</sup>

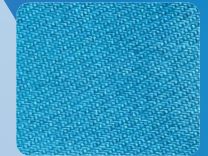
## 1ST BLUE ALGAE INK COLOUR

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

# ROADMAP

**2023** Recieved 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 First patent in Sweden**

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

[READ ABOUT THE PILOT PROJECT HERE](#)

**2022** Winner of [Venture Cup Startup](#) region West category "Impact Maker"

**2021** Finalist in [Venture Cup IDEA Hunt](#)

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

**2019** Pre-study, funded by [Smart Textiles](#), [Business Innovation](#)



**2040**  
GLOBAL MARKET LEADER

**2028**  
ESTABLISHED BRAND WITHIN THE BIOBASED DYE MARKET

# TEAM

WE ARE A PART OF THE [ELLEN MACARTHUR FOUNDATION](#) COMMUNITY

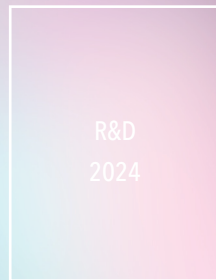
## CORE TEAM



CTO  
2024



CEO / FOUNDER  
IDA NÄSLUND



R&D  
2024



HEAD OF PRODUCT  
AND R&D  
2024

## ADVISORYS



CIRCULAR ECONOMY  
ANN SILFVERHIELM



BUSINESS STRATEGY  
PÄR RYLÖV

## COMMERCIALIZATION TEAM



VALUE CHAIN &  
PRODUCTION FLOW  
THOMAS STEINDAHL



GLOBAL TEXTILE  
MARKET & SALES  
PÄR GOTTFRIDSSON



R&D / CELLULOSE  
MATERIALS &  
MANUFACTURING PROCESSES  
MICHAEL PERSSON

## PARTNERS



MOUNID

# A HEALTHY COLOURFUL FUTURE

## MOUNID

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