11x

20$m\text{illion}$

220$m\text{illion}$
it is not profitable
why it is not profitable

- not designed
- low profit margin
- perishable products
- fuel consumption: ~1,5€ cost/km
how might we create a profitable system ensuring food safety without changing the retailer logistic strategy
air box

insulation  tracking  modularity
4.1 °C

1 °C/10h

4.8 °C

aerogel & soft vacuum

0 h

7 h
20\times\frac{0.1\degree C}{1\text{h}}\quad\text{aerogel soft vacuum}

\frac{2\degree C}{1\text{h}}\quad\text{polyurethane}
-50% save on fuel waste
-80€

+100€ per year per box
sold

air box

becoming a standard
other use
thank you