

WE ARE MOXWORLD -
HELPING PLANET-LOVING
BUSINESSES THRIVE



CONTENTS

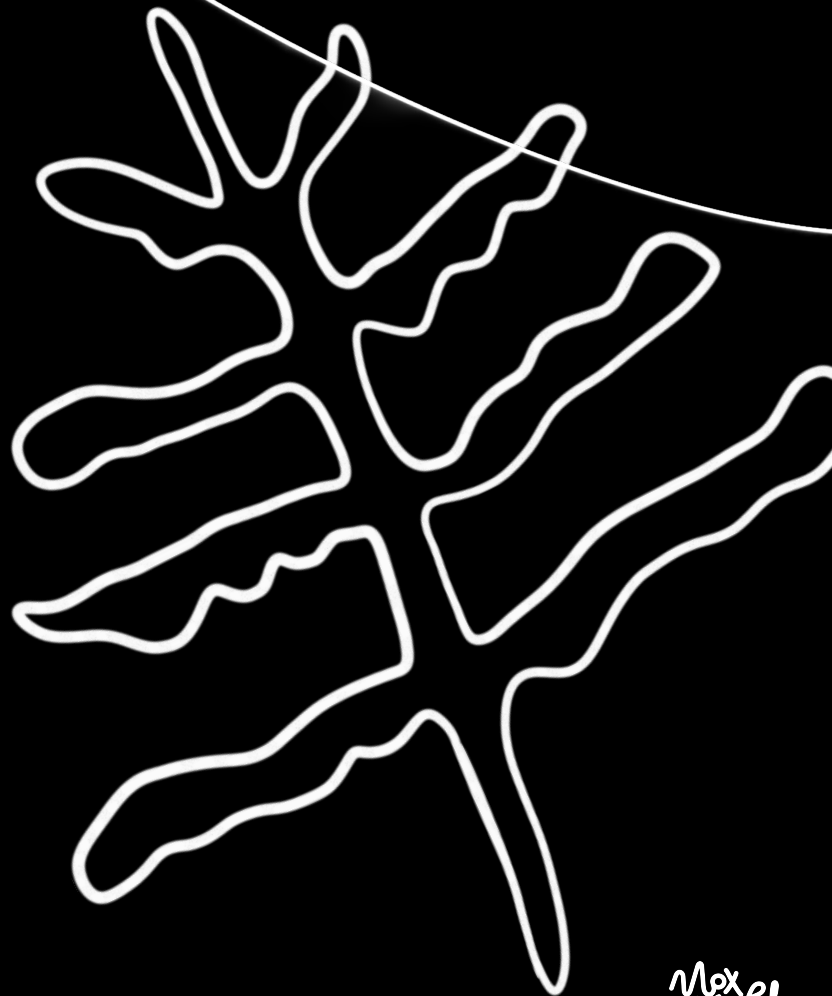
1/WHO ARE MOXWORLD?

2/OUR APPROACH

3/CASE STUDY: ORIGIN BY OCEAN

4/WORK WITH US

WHO ARE MOXWORLD?



We are Moxworld

Mox
World

OUR MISSION

At Moxworld, we are dedicated to growing businesses at the forefront of ecologically and socially conscious technologies and helping them to make a positive global impact.

Backed up by our unique ecosystem and globally connected, multidisciplinary team, we can help you to define your long-term strategy, differentiate your brand, and secure investment.

At the heart of everything we do is an unwavering belief in our clients' visions and a passion for driving the change that will enable us to create a better world for all.



OUR ECOSYSTEM

We are creating an inclusive community that creates mutually beneficial connections and is united by an ambition to make the world a better place.



Business leaders

Experienced industry professionals sharing their diverse knowledge and expertise



Brand owners

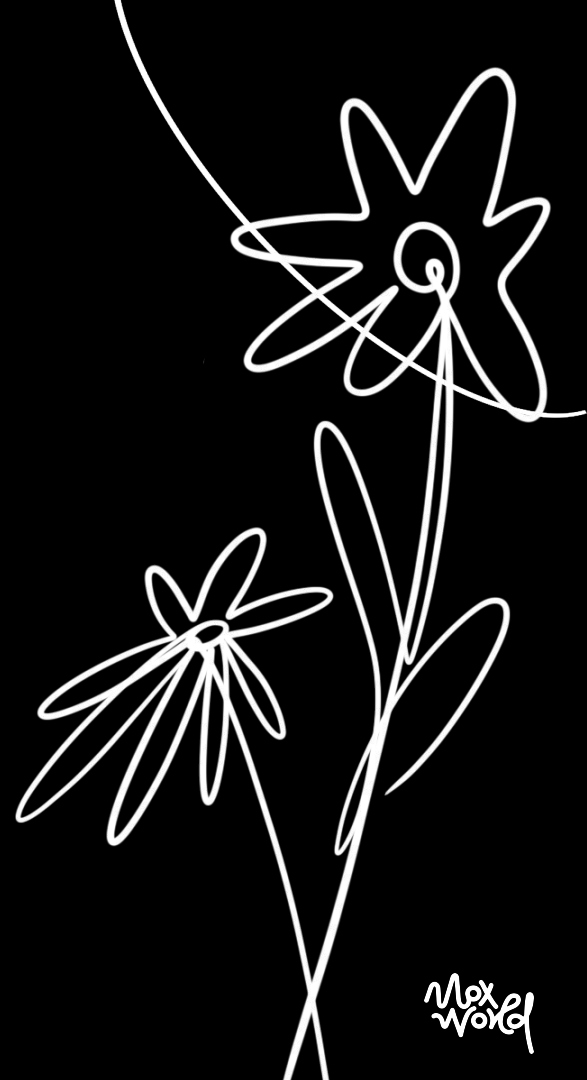
Innovators commercializing and scaling up new, planet-loving technologies

Impact-driven investors

Financial backers looking for de-risked opportunities aligned with their sustainable values

OUR APPROACH

We are Moxworld



Mox
World

A HOLISTIC, END-TO-END PROCESS TO DRIVE GROWTH

Combining our global industry experience, planet-loving mindset, and passion for seeing our clients flourish, we will be your fierce advocates at every stage to help you overcome challenges and achieve long-term success.

Inspired by this ethos, we have created a comprehensive process that can be tailored to provide the specific support you need to help your business thrive.

Strategic planning		Brand activation			Business development
Understanding your needs	Aligning on a roadmap to success	Defining your vision and culture	Differentiating your story	Building your identity	Enabling your growth
Discussing your current situation and ambitions 'Breaking the bubble' to challenge your status quo	Integrating your priorities and our recommendations Setting next steps for our partnership	Company vision Company culture Business goals	Brand story Company value proposition	Brand messaging Creative design Marketing collateral	Commercial strategies & sales approach Marketing and communications Sales enablement tools Leadership and sales coaching

UNDERSTANDING YOUR NEEDS

In the first of two collaborative workshops, we will work with you to understand your company, from your current needs and challenges to future possibilities and opportunities.

During these workshops, we provide a valuable external perspective, helping you 'break the bubble' and think bigger, differently, and globally about every aspect of your business, including:

Vision and goals	Culture	Business model	Value proposition
Aspirations for your business	The shared values of your organisation	How your business currently works	The unique selling point of your offering
Go-to-market strategy	Investors	Sales approach	
How your innovative technology is delivered	Your outreach and relationship building	Your lead generation and conversion tactics	

ALIGNING ON A ROADMAP TO SUCCESS

Using a diagnostics-focused approach, we will analyse the outcomes of the first workshop and apply our team's regional and sector expertise to identify areas for improvement.

In a second workshop, we will align your priorities with our recommendations and create a tailored roadmap for success, with actionable and achievable next steps.

Each step will be developed with specific, measurable goals to help evaluate your impact, refine our approach, and evolve our partnership, supporting you to reach your true potential.



We are Moxworld



Mox
world

DEFINING YOUR VISION AND CULTURE

Every organisation needs its North Star to provide a focal point for the business and guide every decision that is made, big and small.

To find this, you need to determine the impact you want to make and establish the principles on which your story and growth strategy will be built.

We can support you to define your company's vision, aligning your team around a set of shared values and goals and ensuring your culture is woven into every aspect of your brand.



DIFFERENTIATING YOUR STORY

To effect change on a global scale, you need to be able to clearly communicate the value that you provide and the positive impact you are striving to create.

Central to this is a stand-out and compelling story that explains the USP of your offering and highlights what sets you apart from your competitors.

Working with our strategy and marketing experts, we can help you to create an impactful brand story that differentiates you from the masses.



BUILDING YOUR IDENTITY

Your brand and creative identity are composed of multiple elements working together to communicate the benefits of your offering and represent key opportunities to differentiate yourself in a crowded market.

We can help support brand development by creating brand elements that effectively convey your offerings, differentiators, and values and tying them together into a cohesive identity that can be deployed across all channels.

Our creative experts can also work with you to create a stand-out aesthetic that establishes credibility, embodies your values, and is rooted in your ideals, alongside design support for a wide range of creative assets.



ENABLING YOUR GROWTH

Forging a better world and making a real difference requires growth, but without sacrificing on sustainability or compromising on your core values.

Our team has extensive experience growing businesses across a range of green technology sectors, giving them familiarity with both established and novel strategic approaches.

Using this understanding, we can design a tailored strategy with robust and actionable steps that enable you to achieve your long-term goals while remaining aligned with your overarching vision. These steps can include:

Commercial strategies & sales approaches

Developing commercialisation plans including identifying USPs, developing solution-specific value propositions, and establishing pricing approaches

Sales enablement tools

Creating dedicated resources to support sales teams and help target communications and marketing activities to specific customer groups.

Marketing and communications

Providing ongoing support with development and creative design of assets including websites, social campaigns, and marketing collateral.

Leadership and sales coaching

Training teams to drive implementation of company values and culture, as well as optimising sales strategies to support business development.

CASE STUDY: ORIGIN BY OCEAN

We are Moxworld



Mox
World

ORIGIN BY OCEAN / BACKGROUND



Origin by Ocean

Origin by Ocean is a platform-based algae refining company based in Finland.

Using its patented biorefining process, it is cleaning the oceans by turning harmful algae into everyday consumer goods.

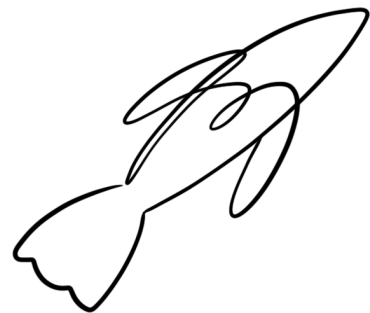
Following a brand refresh, Origin by Ocean approached us in early 2023 for support with:

- Increasing customer understanding and emphasising the positive environmental impacts of its technology with refined external messaging.
- Motivating its internal team and guiding recruitment with a more focused purpose, vision, and culture.
- Optimizing its sales approaches for new and existing offerings with tailored commercialization strategies.

ORIGIN BY OCEAN / STRATEGIC PLANNING / UNDERSTANDING YOUR NEEDS

Our partnership with Origin by Ocean began with an in-person workshop at its headquarters in Espoo, Finland.

During the session, we reviewed and challenged the current situation facing the business in an open discussion.



We are Moxworld

**“WE HAVE FOUND A
PARTNER CAPABLE OF
ANALYSING AT DEEP
LEVEL AND MAKING
US TO THINK AND
QUESTION.”**

Mari Granström
CEO, Origin by Ocean



ORIGIN BY OCEAN / STRATEGIC PLANNING / ALIGNING ON A ROADMAP TO SUCCESS

Following in-depth analysis of the workshop outcomes, we regrouped with the team to set out the areas we could provide support to help them to achieve their goals.

Through a collaborative approach, we then developed and agreed on a roadmap that outlined the next steps of our partnership.

**“I WAS REALLY IMPRESSED;
THE MOXWORLD TEAM
WAS ABLE TO GRASP OUR
CHALLENGES QUICKLY
AND TRANSLATE THEM
INTO A SET OF ACTIONABLE
NEXT STEPS.”**

Mari Granström
CEO, Origin by Ocean

ORIGIN BY OCEAN / STRATEGIC PLANNING / DEFINING YOUR VISION AND CULTURE

One of our first projects with Origin by Ocean was to help refine its internal and external messaging to drive its brand forward.

Focusing our strategy on a value-based approach, we reimagined its vision and purpose to better reflect its overarching goals.

Origin by Ocean Vision

A world where coastal communities and oceans thrive, driven by a clean, successful chemical industry that creates products harmless to the planet and people.

Origin by Ocean Purpose

Our purpose is to rid the oceans of harmful algae and show the chemical industry a better way to conduct business which empowers coasts and communities.

“WE HAVE COME TO UNDERSTAND WHO WE REALLY ARE AND WHY THAT IS GREAT. WE HAVE MANAGED TO COMBINE OUR CORE VALUES WITH BUSINESS IN A WAY THAT EASY FOR THE CUSTOMERS TO UNDERSTAND.”

Mari Granström
CEO, Origin by Ocean

ORIGIN BY OCEAN / STRATEGIC PLANNING / BUILDING YOUR IDENTITY

Following our work developing Origin by Ocean's vision and purpose, we expanded our focus to build a brand pyramid to fully define its identity and market position.

This framework was created as a guide to unify all of Origin by Ocean's communications, creating a consistent brand experience for customers.

“WE WANT TO DO THINGS RIGHT, WE WANT TO BE TRANSPARENT AND THAT’S WHY MOXWORLD WERE A GREAT FIT FOR US. THEY UNDERSTOOD US.”

Mari Granström
CEO, Origin by Ocean

We are Moxworld



ORIGIN BY OCEAN / STRATEGIC PLANNING / ENABLING YOUR GROWTH

Throughout the course of our work with Origin by Ocean, we have developed a comprehensive long-term growth plan to evolve its customer base, offering, and sales and marketing approach.

Our support so far has included:

Value-driven commercial strategies: Development of plans to drive commercialisation of specific offerings.

Customer persona documents: Creation of key customer profiles to enable increased targeting.

Recruitment support: Identification of prospective candidates in line with specific role requirements.

Sales coaching: Review of existing sales pipelines and attendance at customer visits

**WE ARE CONTINUING TO WORK WITH THE TEAM TO HELP
FURTHER DEVELOP THEIR BUSINESS AND ACHIEVE THEIR GOALS.**

**“MOXWORLD’S CAPABILITIES OF HANDLING A
COMPANY LIKE OURS NEVER FAILS TO AMAZE ME.
THEY HELP US DREAM BIG AND SUPPORT IN
SHOWING A CLEAR PATHWAY OF HOW WE ARE GOING
TO ACHIEVE OUR GOALS”**

Mari Granström
CEO, Origin by Ocean

CASE STUDY: BIOBOND

We are Moxworld



Mox
World

BIOBOND / BACKGROUND



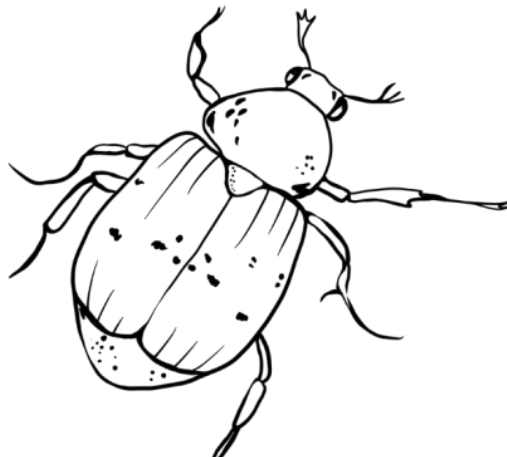
BioBond

BioBond is an adhesives company with a strong technical foundation and strategy, but struggled to communicate its direction clearly

Their purpose, vision, and value proposition remained somewhat abstract, limiting traction with investors and partners.

Before working with Moxworld, BioBond needed to:

- Clarify its purpose and long-term vision
- Sharpen its value proposition for investors and partners
- Build internal alignment across the team



BIOBOND / STRATEGIC PLANNING / SHAPING THE NARRATIVE

Through a focused review and two collaborative workshops, Moxworld helped BioBond:

- Define a clear and meaningful purpose
- Shape a crisp, concrete vision for the future
- Build a new narrative that authentically reflects who they are
- Uncover root causes of communication misalignment
- Produce a practical action plan to support execution and alignment

**“THE ENGAGEMENT WAS
VERY VALUABLE FOR THE
BIOBOND TEAM AND MET,
AND EXCEEDED, OUR
EXPECTATIONS.”**

Marc McConnaughey
CEO, BioBond

BIOBOND / ALIGNMENT & IMPACT

After the engagement, BioBond achieved:

- Stronger internal alignment across the team
- A confident outward-facing message
- A focused plan of action for execution
- A powerful foundation for engaging investors, partners, and their wider ecosystem with clarity and conviction



We are Moxworld

“THE SHEER AMOUNT OF FEEDBACK A STARTUP RECEIVES CAN GET IN THE WAY OF ACTUALLY RUNNING THE BUSINESS. WE HIRED MOXWORLD TO HELP US ‘BREAK THE BUBBLE’ AND GET BACK TO THE BASICS. THANKS MOXWORLD FOR HELPING US THROUGH THIS DIFFICULT BUT ENLIGHTENING JOURNEY. COULDN’T RECOMMEND THEM MORE!”

Greg Piche
VP, BioBond



AS A TECHNOLOGY COMPANY WITH A CLEAR STRATEGY AND STRONG TECHNICAL BASE, BIOBOND STILL FACED CHALLENGES IN MAKING THEIR PURPOSE, VISION, AND VALUE PROPOSITION RESONATE WITH STAKEHOLDERS. MOXWORLD HELPED THEM SHAPE A CRISP VISION, DEFINE A CLEAR PURPOSE, AND CREATE A NARRATIVE THAT REFLECTS WHO THEY ARE. THAT CLARITY STRENGTHENED INTERNAL ALIGNMENT AND GAVE BIOBOND A CONFIDENT, COMPELLING MESSAGE FOR INVESTORS AND PARTNERS.

“THE ENGAGEMENT WAS VERY VALUABLE FOR THE BIOBOND TEAM AND MET, AND EXCEEDED, OUR EXPECTATIONS.”

Marc McConnaughey
CEO, BioBond Adhesives

WORK WITH US

We are Moxworld



DISCOVER HOW WE CAN HELP

We are always looking for new planet-loving green-tech and science-based companies to become part of our unique, collaborative ecosystem.

Using our holistic approach, we can provide tailored support every step of the way to help you meet your goals, make an impact, and reach your true potential.

Our team is passionate about helping businesses thrive and building the change-making connections that will help us make the world a better place, together.