



DiFOLD

Replacing single-use items with
novel foldable ReUsables.



June 2018



Climate-KIC



Petar Zaharinov (CTO) & Radina Popova (CEO)

Co-founders at DiFOLD

From design invention

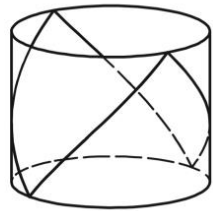
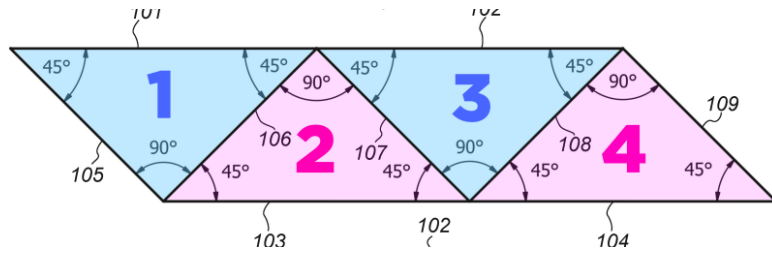
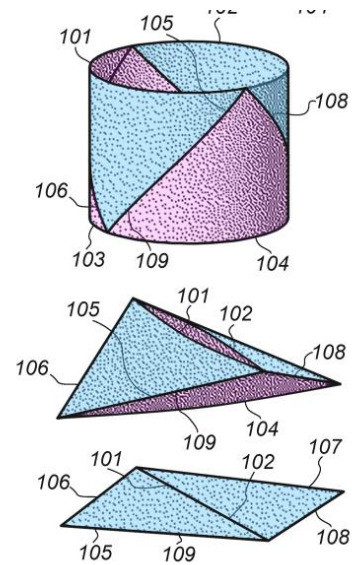


FIG. 2

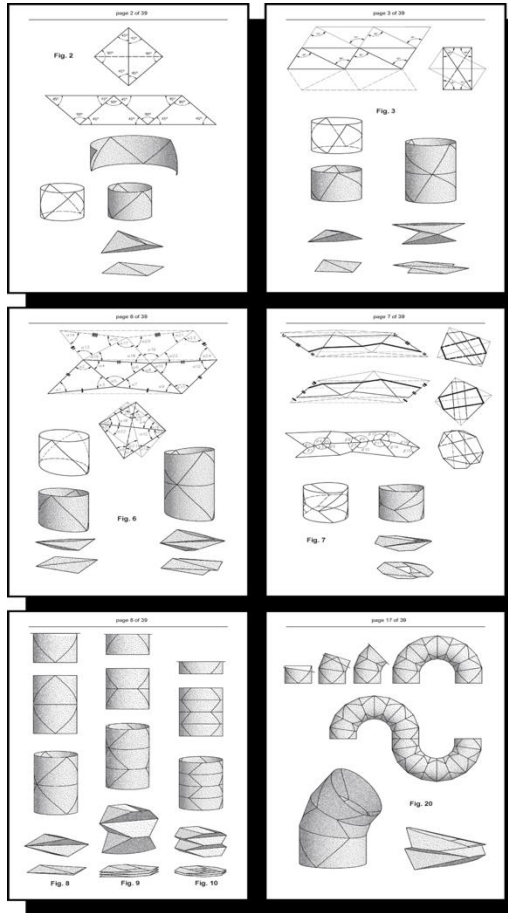


To start-up business

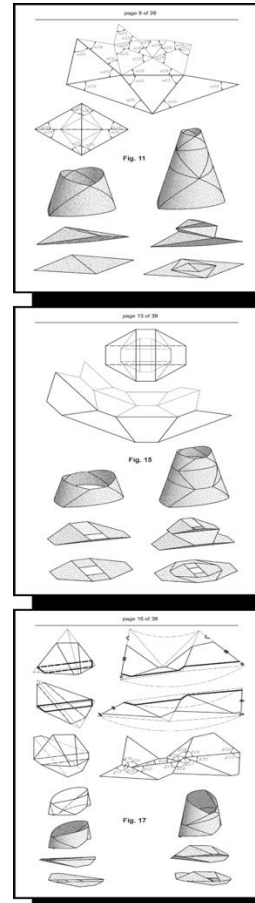


IP PROTECTION

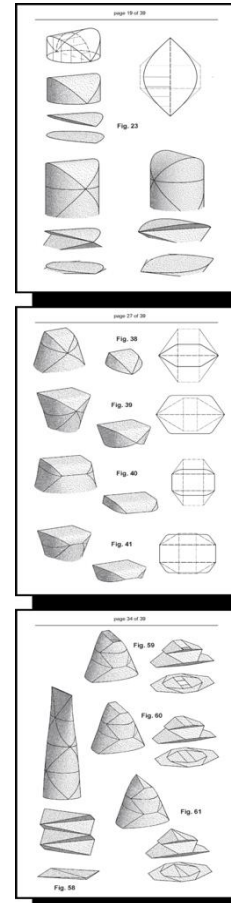
Cylinders



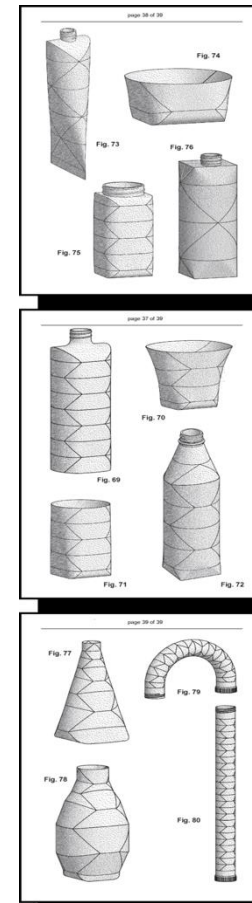
Cones



Caps



Products



Utility patents

- [Europe](#) - granted;
- [Canada](#) - granted;
- [US](#) - granted;
- [India](#) - granted;

Design patents

- [US](#) - 2 design patents granted, 3 more pending applications
- [8 EU/UK](#) registered community designs.



On a mission to unfold a new era
in foldable REUSE.



BOTTLES, CUPS, MUGS



JARS, BOWLS, BOXES



LARGER KEGS, BARRELS

SO, WHAT IF YOU CAN CARRY YOUR REUSABLES IN YOUR POCKET...



*Image source: [Daily Trojan](https://www.dailytrojan.com).



DiFOLD
Origami Bottle



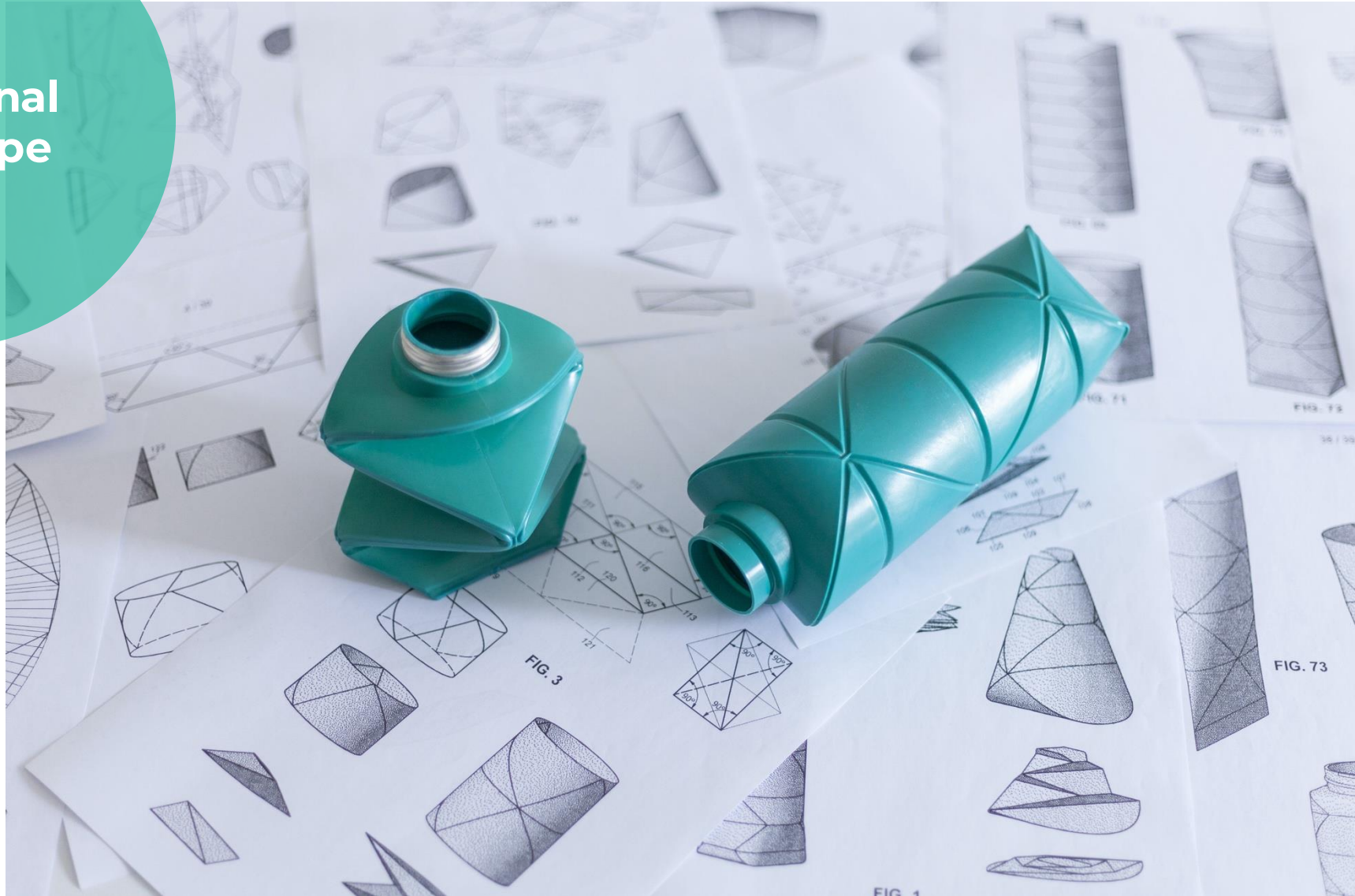
2018-2019

Product
Development



2020

Functional
prototype



June 2020

Kickstarter
Campaign

Origami Bottle is LIVE on
KICKSTARTER

KICKSTARTER
PROJECT
WE LOVE

100%
FUNDED IN
4 HOURS



July 2020

Kickstarter
Result



Origami Bottle! Revolutionary space-saving bottle by DiFOLD.

 [Project We Love](#)  [Sofia, Bulgaria](#)  [Product Design](#)

\$136,789

pledged of \$15,000 goal

2,913

backers



750 ml in your pocket



STURDY like non-foldable



PLANT-BASED & FOOD-SAFE

FITS THE LIFE YOU LIVE.




DIFOLD

Sept 2020
March 2022

Starting Mass Production



- **Switching factories**
- **Technical challenges**

Dec 2020

Dealing with imitations

- Copycats
- Brand Protection Actions



RED POINTS

- 20.000+ listings taken down

July 2022

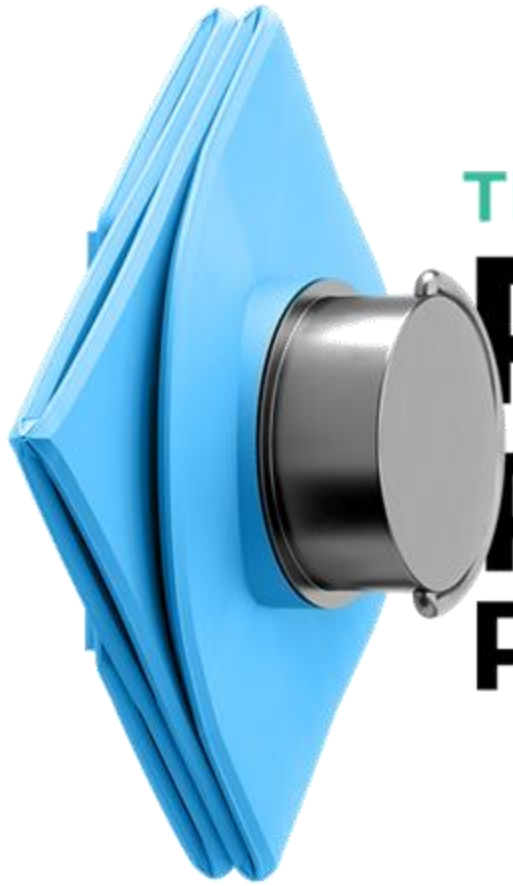
Official Market
Launch



DiFOLD
Origami Bottle







This bottle starts a

REUSE
REFOLD
Revolution



DiFOLD

Origami Cup



Sturdy | Leakproof | Hot & Cold Drinks

\$195K raised on [Kickstarter](#).

Launching to market in Spring, 2025.

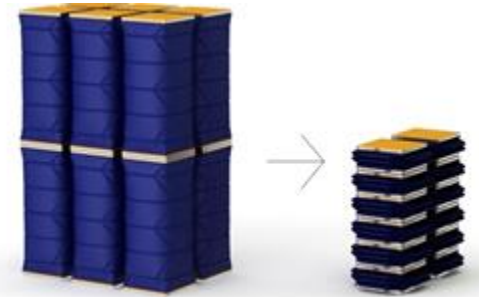




**Lifestyle
Reusables**



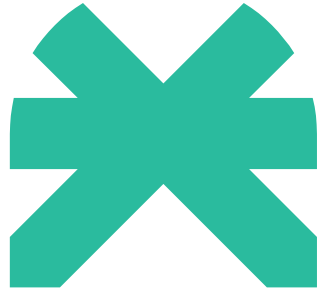
**ReFillable
Packaging**



**Barrels,
Containers**



**Let's unFold the future
of ReUse.**



DIFOLD

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