

## **Magnuss Joins 25 Global Entrepreneurs at Unreasonable Impact World Forum for Groundbreaking Approach to the World's Biggest Issues**

October 15, 2018 - LONDON – The second-annual Unreasonable Impact World Forum launched in London the first week of October 2018, introducing some of the most influential companies solving some of the most pressing challenges of our time, all while creating the jobs of tomorrow.

The Unreasonable Impact World Forum was the culmination of a year of transformative support for some of the world's most exciting ventures through Unreasonable Impact, the innovative multi-year partnership between Barclays and Unreasonable Group. To date, the 71 ventures from across the UK & Europe, the Americas, and Asia Pacific have raised over \$1.3bn in funding, generated over \$1.1bn in revenue and support almost 20,000 jobs.

To culminate the second year, the fast-paced, thought-provoking and inspiring Unreasonable Impact World Forum brought together the entrepreneurs creating the companies that represent the future titans of industry across four key themes: the futures of energy; food, water and agriculture; sustainable living; and supply chains. Magnuss was among those that participated in the Unreasonable Impact Americas program in 2017.

Magnuss is a maritime technology firm that provides modern, wind-based propulsion for global shipping. The Magnuss VOSS or Vertically-variable Ocean Sail System is a proven and reliable fuel saving technology, supporting the de-carbonization of the shipping industry. This addresses major problems facing the global shipping industry, which is past the tipping point in terms of energy consumption and environmental impact. Magnuss aims to make the highly polluting shipping industry economically efficient and environmentally friendly.

Daniel Epstein, founder and CEO of Unreasonable Group, explained, "Since launching Unreasonable Impact, we have supported some of the world's most exciting and impactful ventures to grow faster and create nearly 7,000 new jobs. This year's Unreasonable Impact World Forum marks another significant milestone in our progress, and offers a fantastic opportunity to fully experience the impact that these ventures have already delivered through implementing ground-breaking, rapidly scaling solutions to what the world thought was previously impossible."

The week-long Unreasonable Impact World Forum reached its peak on Thursday 4th October at the Royal Institution of Great Britain, where investors and corporate leaders from innovation, supply chain and sustainability and the 25+ entrepreneurs involved in the second year of Unreasonable Impact gathered to look at the successes and barriers within impact investing and scaling up impact-driven ventures. Each entrepreneur had only three minutes to pitch their business to an audience of over 400 strategic guests, explaining why they are the future of their sector to gain support and help their businesses grow.

Alisdair Gayne, Head of UK Investment Banking, Barclays, said, "Unreasonable Impact is an important strategic part of Barclays' core business. We believe entrepreneurial solutions are

best primed for scale when supported by a major corporation that can accelerate their growth. By supporting these entrepreneurs targeting the world's greatest challenges with our resources and mentorship, we can help to facilitate job creation in sectors that will lead future global economies and will benefit society as a whole.”

For more information, visit <http://www.unreasonableimpact.com>.

**Companies that participated in the Unreasonable Impact World Forum include:**

#### **Future of Energy**

- [Fourth Partner Energy](#): Developing distributed solar solutions for India, completing over 1500 grid-connected and off-grid installations across 22 states to date.
- [Lucid Energy](#): Turning millions of miles of gravity-fed water pipelines around the world into generators of clean, environmentally-friendly, renewable energy from in-pipe hydropower.
- [Arcola Energy](#): Working to decarbonise the energy and transportation systems as a leading specialist in hydrogen and fuel cell technologies.
- [Magnuss](#): Harnessing the wind for ship propulsion and transforming ocean transport to zero fuel and zero emissions.
- [Aceleron](#): Revolutionising access to low-cost energy storage by recycling end-of-life lithium batteries, building better batteries and enabling access to cleaner energy.
- [Green Fuels](#): The leading supplier of decentralized waste-to-biodiesel technology, producing over 400 million litres of fuel every year, equating to an annual CO2 saving of over one million tons.
- [Husk Power Systems](#): Powering rural communities in India and Tanzania with 100% renewable energy, using one of the world's lowest-cost hybrid power plant and distribution networks.

#### **Future of Food, Water & Agriculture**

- [AeroFarms](#): Operating the world's largest indoor vertical farm that's 390x more efficient than a traditional field farm, enabling local production at scale.
- [Heaven Springs](#): Utilising solar power and renewable energy to harvest safe drinking water from the air in an efficient, low-carbon, eco-friendly way.
- [Clara Foods](#): Creating the world's first animal-free egg white and other protein-based products for sports nutrition, baking, and industrial uses to feed the world in a way that promotes human health, safeguards our environment, and alleviates animal suffering.
- [Mimica](#): Providing biologically accurate information about food spoilage, allowing more resource efficient decisions resulting in reduced food waste.
- [Terramera](#): Unlocking the power of nature with technology to make natural pest control products that actually work.

#### **Future of Sustainable Living**

- [Airlabs](#): Reducing the exposure of people living in cities across the world to polluted air.
- [Plant Prefab](#): Making it easy, fast, and cost-effective for people to build custom, high-quality homes that are healthy, sustainable, and extremely durable.
- [Ampere Vehicles](#): Producing affordable, clean and efficient electric vehicles for the aspiring middle class in India, with over 35,000 vehicles produced and sold to date.
- [Kelda Technology](#): Delivering an innovative shower technology halving water use and halving water costs without compromising the shower experience.
- [Preserve](#): Producing stylish, eco-friendly household products, such as food storage, tableware, and toothbrushes, that are all made from 100% recycled plastic or plant-based compostable materials.
- [ChironX](#): Democratising healthcare with an AI-powered software that rapidly, affordably and with over 95% accuracy diagnoses critical health conditions from medical images.
- [Heatworks](#): Reinventing the way the world heats water with a patented technology that's integrated into award-winning water heaters and table top dishwashers, saving time, energy and water.

### Future of Supply Chains

- [Arcstone](#): Leveraging an IoT/SaaS platform to help manufacturers save time, money and resources in the form of significant material, energy and waste reduction.
- [RAD Green Solutions](#): Treating infectious bio-medical waste safely with its revolutionary, environmentally friendly non-incineration technology.
- [Leaf Resources](#): Transforming plant biomass into sustainable products, utilising a technology with the potential to replace virtually all petroleum-derived materials.
- [Ecozen Solutions](#): Changing the way India handles its perishables by building the country's first-ever solar cold storage chain and by providing intelligent solar pumping technology.
- [FatHopes Energy](#): Converting waste oil into renewable biofuels that feed into the existing petroleum infrastructure, with over 150 million kg of waste oil transformed into biofuel to date.
- [Kiverdi](#): Transforming carbon dioxide into raw materials for everyday products, such as food ingredients and clothing, using a NASA-inspired technology.

### About Barclays

Barclays is a transatlantic consumer and wholesale bank offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in our two home markets of the UK and the US. With over 325 years of history and expertise in banking, Barclays operates in over 40 countries and employs approximately 80,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide. For further information about Barclays, please visit our website [www.home.barclays](http://www.home.barclays)

### About Unreasonable Group

Unreasonable's mission is to drive resources to and break down barriers for entrepreneurs solving key global challenges (i.e. ensuring renewable energy reaches the 1.3 billion people currently without electricity, reimagining the future of healthcare, or addressing the global unemployment crisis). Through running worldwide accelerator programmes, a globally oriented private equity fund, an extensive network of over 300 serial business leaders as mentors, and advanced storytelling and media activities, Unreasonable is designed to exclusively support entrepreneurs positioned to solve society's toughest problems. For more information about Unreasonable, please visit <http://www.unreasonablegroup.com>.

### **About Unreasonable Impact, created with Barclays**

Unreasonable Impact is an innovative new partnership between Barclays and Unreasonable Group. The global partnership helps scale high-growth ventures addressing key global challenges with the aim of creating the jobs of tomorrow. Over the course of three years, Unreasonable Impact will work with over 100 of the world's leading entrepreneurs from the UK and Europe, the Americas, and Asia Pacific by supporting them with the resources, mentorship, and the global network needed to rapidly scale their companies and in turn create new employment opportunities across targeted geographies. Each programme is an intensive two-week gathering designed to support growth-stage ventures with bespoke advice and guidance from a global community of mentors and industry specialists, including experts from Barclays.