



EVERYDAY HERO

The group or individual to be inspired to do things differently

Change-makers rooted in the real world – big markets such as Automotive, Grid, Industrial, Portable & Micromobility.

Believe the future is powered by renewables, but have to sell better all-round performance to sell change to their businesses.

Made more urgent by climate science reported in the media.



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Technology, policy and market shifts evidence that the transition to decarbonisation is under way.

Frustrated by needing to prove the business case, for their company to be part of the transition.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

High-quality green batteries in industrial quantities can enable the future of energy.



BETTER WORLD

The positive change to the hero and the difference the hero has made

High-performance lithium ion batteries at a competitive cost.

Recognition as a change-maker from others in their business and beyond.

Enabling the transition to the sustainable future they imagined.



CROSSING THE THRESHOLD

The first step and point of no return

Flick the switch to transition – in your business.



ALLIES AND GIFTS

The people and help that is needed for change to happen

Partners such as ABB, BMW Group, InnoEnergy, Scania, SECI, Siemens, Skelleftea Kraft, Stena, Swedish Energy Agency, Vattenfall, Hydro, Volkswagen Group.



MENTORS AND GIFTS

Giver of wisdom and support

Next-generation lithium-ion battery manufacturing.

Northvolt's founders, Peter Carlsson and Paolo Cerruti, headed up supply chain operations at Tesla.

By developing the world's greenest battery cell and establishing one of Europe's largest battery factories Northvolt can provide:

1. High-performance Energy, Power and Life cells
2. Customer tailored battery cells, modular components and complete scalable battery systems, at an industrial scale.
3. Scale, automation and vertical integration (owning many elements of our value chain) means Northvolt batteries are extremely competitive on cost.



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Change won't listen until the new is better than the old on every level.



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Do Northvolt batteries offer better performance than we have currently?
2. Can Northvolt batteries fit into the specifications and scale of our business?
3. Are Northvolt batteries competitive on cost?