

From: Tom McCann
To: Liebenberg, Leon; Breen, Erin Elizabeth; McKim, Robert J; Pai, Shantanu; Etchison, Thurman B; Hannon, Bruce M; Finder, Aaron M; trockow@cooca-cola.com
Subject: RE: ValidFill Covid 19 Response: Touchless Legacy Dispenser Retrofit & UV Sanitation Device Update
Date: Tuesday, June 16, 2020 12:27:21 PM
Attachments: [insae005.png](#)
[insae011.png](#)
[insae013.png](#)
[JA_ValidFill Pure Products Presentation 061120.pdf](#)

Leon & Team,

Please see UPDATED attached deck on the Touchless solutions and the UPDATED product videos on the links below:

Product Videos

Pure Touchless Overview - https://youtu.be/5fD___HrkWvY

Pure Vessel - <https://youtu.be/68AMPQNs62g>

Please let me know when we can reconnect on a call to review the Profit Simulator.

Last, I have cc'ed Tammy Rockow of Coca-Cola here.

I look forward to your feedback.



From: Tom McCann
Sent: Monday, June 1, 2020 11:14 AM
To: Liebenberg, Leon <leon@illinois.edu>; Breen, Erin Elizabeth <eebreen2@uillinois.edu>; McKim, Robert J <rmckim@illinois.edu>; Pai, Shantanu <spai@illinois.edu>; Etchison, Thurman B <etchisn@illinois.edu>; Hannon, Bruce M <bhannon@illinois.edu>; Finder, Aaron M <afind3@uillinois.edu>
Subject: RE: ValidFill Covid 19 Response: Touchless Legacy Dispenser Retrofit & UV Sanitation Device Update

Hi Leon,

The tool that I showed you is indeed a proprietary spreadsheet. The reason being is that the assumptions that are built into the program are updated with actual data every year in order for the tool to stay as accurate as possible. Given that every campus is unique (several operational variables), the best practice is to go through an exercise with a focus on the specific variables that will be in play on your campus. I can also provide you the contact information for and operator at another large campus so you and your team can reach out directly to them for their feedback on the program.

Regarding your P.S. inquiry about an acrylic cover for the dispenser nozzles, we can easily provide that to you as well.

Please let me know if you have time on Thursday or Friday of this week after 12 pm EST or anytime next Tuesday or Wednesday to join me on a follow up call.

Last, below are the variables that we need to enter into the simulator & a screen shot of the "Impact Page":

- Mugs to Reach Goal:** this is generated by the tool based on the other variables entered
- Price of Consumables:** cost of disposable cup, lid & straw
- Good All Semester:** Sales price of the "Good All Semester" offer—we have seen that when it is priced over \$30 (US), then the refillable mug penetration drops off
- Add 10 Fills:** Sales price of an "Add 10 Fills" offer
- Percentage of Fills into a refill vessel:** On average with our campus clients, about 40% of the total fills go into a refillable mug
- Total Fills Per Semester:** On average with our campus clients, 1 Freestyle unit dispenses about 10,000 fills
- Average Retail Transaction (Food Only):** the price of your average guest check less the price of a beverage
- Percentage of Retail Instances That Drive Food Purchase:** On average with our campus clients, the operator tells us that more than 50% of all students that come back to fill their mug purchase food. We account for only 20%
- Cost of Mug:** The cost of a Whirley refillable mug
- Retail of Mug:** The sale price of the mug with 2-4 fills preloaded onto it

Equipment Costs Section:

- CCFS:** The cost of retrofitting Coca-Cola Freestyle machines with the ValidFill technology
- Locations:** The cost of the software fee for your entire campus
- Check N Charge:** The cost of Check N Charge units

Impact of the ValidFill Solution

One Semester Impact: **\$0.00** Two Semester Impact: **\$0.00**

Levers: *If you choose not to offer a certain size deal, enter "0" in its price box *If you don't have an estimate for your total # of fills per semester, insert "H" for high volume campus or "L" for low volume campus

Mugs to Reach Goal	Price of Consumables	Good All Semester	Add 10 Fills	Percentage of Fills in Refill Vessels	Total Fills Per Semester	Average Transaction Retail (Food only purchase)	Percentage of Refill Instances that Drive Food Purchase	Cost of Mug	Retail of Mug
0	\$0.00	\$0.00	\$0.00	0%	0	\$0.00	0%	\$0.00	\$0.00

Impact of the ValidFill Solution Less Equipment and Install Fees --- Profit

Cost of	0 CCFS	
	0 Legacy Units	
across	0 locations	
with	0 check-in-charge units	
and	0 stand-alone kiosks	
		\$0.00
Semester Impact		\$0.00
Profit after one semester:		\$0.00
Amount of time before ValidFill solution pays for itself:		#DIV/0!
Prepaid revenue in one semester:		\$0.00
Profit after two semesters		\$0.00

Mug Giveaway	
How many mugs?	0
	0
Expected Revenue from Free Mug Conversion:	\$0.00

From: Liebenberg, Leon <leon@illinois.edu>
Sent: Friday, May 29, 2020 1:18 PM
To: Breen, Erin Elizabeth <eebreen2@uillinois.edu>; Liebenberg, Leon <leon@illinois.edu>; McKim, Robert J <rmckim@illinois.edu>; Pai, Shantanu <spai@illinois.edu>; Etchison, Thurman B <etchisn@illinois.edu>; Hannon, Bruce M <bhannon@illinois.edu>; Finder, Aaron M <afind3@uillinois.edu>; Tom McCann <McCann@validfill.com>
Subject: FW: ValidFill Covid 19 Response: Touchless Legacy Dispenser Retrofit & UV Sanitation Device Update

Dear Tom

It's good to hear from you. Thank you for the update regarding the important "touchless" innovation. As mentioned during our ValidFill conversation, the University will soon finalize contracts with beverage vendors. Our Zero-Waste team agreed at our last meeting (two weeks ago) that we would like to approach that vendor/s (via the University's Purchasing section, of course) to investigate how they could pilot-test ValidFill solutions on our campus.

During your presentation, you showed us an Excel spreadsheet which helps companies / vendors to develop a ValidFill-related business model. It would be helpful if you could perhaps please send a PDF image of the Excel spreadsheet of a real case study (of use of ValidFill solutions on a US university campus). Or, if not a proprietary spreadsheet, it would be great if you could perhaps send a spreadsheet with figures for one of your current universities that are using ValidFill. Such real-world information will be important to help us make a final decision.

Thank you in advance for your further response. Looking forward to hearing from you.

Best wishes
Leon

P.S. Despite the touchless dispenser, are you perhaps also looking at providing a (Perspex / acrylic) cover for the dispensing nozzle? It's not only the touching of cups / hands with the dispenser that is important, but also the client's exhalation that might impinge on the dispensing nozzle.



From: Tom McCann <TomMcCann@validfill.com>
Sent: Friday, May 29, 2020 9:44 AM
To: Breen, Erin Elizabeth <eebreen2@uillinois.edu>; Liebenberg, Leon <leonl@uillinois.edu>; McKim, Robert J <rmckim@uillinois.edu>; Pai, Shantanu <spai@uillinois.edu>; Etchison, Thurman B <etchisn@uillinois.edu>; Hannon, Bruce M <bhannon@uillinois.edu>; Finder, Aaron M <afind3@uillinois.edu>
Cc: Liz Deambrosio <LDeambrosio@whirleydrinkworks.com>
Subject: ValidFill Covid 19 Response: Touchless Legacy Dispenser Retrofit & UV Sanitation Device Update

Team- I hope this finds you all doing well. I wanted to update you on the UV Sanitation Device and introduce you to our Touchless Legacy Dispenser solution:

• **UV Sanitation Device:**

- Can be secured on a counter or mounted to a wall or column
- Achieves a 3 log or 99.9% reduction of bacteria and viruses on a cup (or anything that is placed within the device)
- We will obtain our lab certifications within the next few weeks
- 110 Volt plug-in
- Well received in all business segments—we already have pre-orders placed from operators
- Patent pending
- Delivery date is now July 28th
- See short video below:
 - <https://youtu.be/YFYUBbLPOEU>

• **Touchless Legacy Retrofit for all of your legacy dispensers (they do NOT need to be ValidFill enabled):**

- Hands free operation, simply break the plane between the sensors
- Behaves the same as if you were pressing a button, can still mix flavors
- Installs in only a few minutes- no special tools needed
- Well received in all business segments—we already have orders placed from operators
- Patent pending
- See attached

Please let me know when you have time for a 30 minute call to review detail and have a Q&A.

Thank you,



From: Tom McCann
Sent: Monday, April 27, 2020 2:40 PM
To: Breen, Erin Elizabeth <eebreen2@uillinois.edu>; Leon Liebenberg: <leonl@uillinois.edu>; rmckim@uillinois.edu; Mr. Shantanu Pai: <spai@uillinois.edu>; etchisn@uillinois.edu; bhannon@uillinois.edu; afind3@uillinois.edu
Cc: Liz Deambrosio <LDeambrosio@whirleydrinkworks.com>
Subject: ValidFill Follow Up

Team,

I enjoyed our meeting on Friday. Thank you for your time and thoughtful input.

On the link below is the deck that we reviewed. As discussed, we can set up a separate call to go through the details of the Profit Simulator tool that was introduced on our call.

<https://www.dropbox.com/s/wqo28w230bpfre4/Uiversity%20of%20Illinois%20Review%20of%20Coca-Cola%20Freestyle%20With%20ValidFill%204-24-20.pptx?dl=0#>

Regarding the UV Sanitation device, I will keep you updated on the detailed timeline that is outlined. We are still on track to deliver the first 200 of these devices by mid-June.

Last, please forward your local Coca-Cola representative so that I can ensure that they are aware of the ValidFill solution should you decide to move forward with the program.

Please reach out with any further questions or suggestions.

Thank you,

