



ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Attendees:

University of Illinois:

- Robert McKim
- Thurman Etchison
- Aaron Finder
- Erin Breen
- Shantanu Pai
- Leon Liebenberg

ValidFill:

- Tom McCann

Whirley:

- Liz Deambrosio

Agenda

- Introduction to the Whirley Family of Companies
- Review of Equipment
- Introduction To Detailed Reporting & ROI Samples
- Promotion & Execution Samples
- Review Of Associated Costs
- UV Sanitation Device
- Project Plans—Install & Marketing
- Key Dates/Next Steps

The Whirley Family of Companies

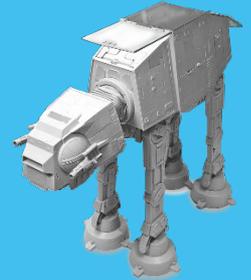


Sixty-Year-Old Traditional Vessel
Manufacturer in the Pennsylvania, USA

The Whirley Family of Companies



Custom Product Development Team,
Manufacturing in China



The Whirley Family of Companies



Stainless Steel Product Development,
Manufacturing in China

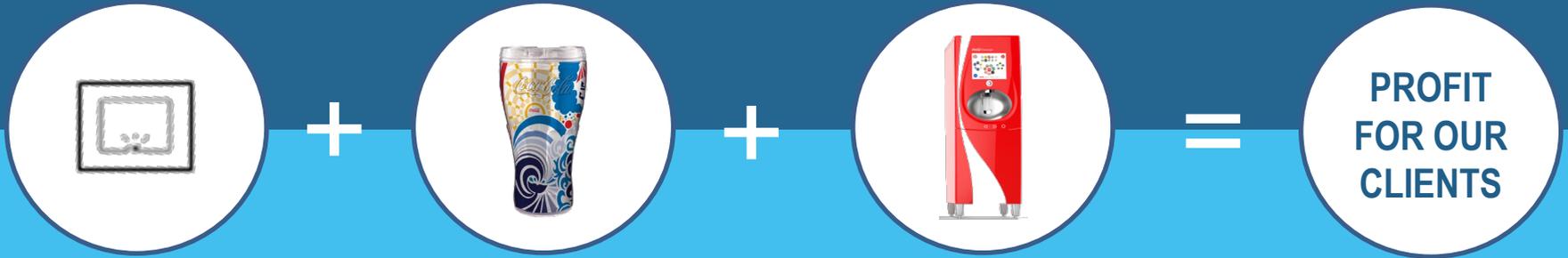


The Whirley Family of Companies



Patented Controlled Dispense Technology
Sister Company

ValidFill's Business Model



RFID CONTROLLED

Coca-Cola freestyle[®] SOLUTION



ValidFill, a Whirley-Drinkworks[®] company, delivers RFID-based dispenser control which enables you to place dispensers in locations you never considered before and create high profit prepaid offers that were never possible to execute in your beverage operation.



SOLUTION FEATURES

Touch Screen Interface

RFID Reader

- Tracks every ounce of product poured
- Creates detailed reports on a web portal for every drink poured
- Display screen to give specific feedback to consumers
- Customizable programming to allow the dispensing station to work with your refill beverage program
- Use as a standalone application or use in combination with the Check n Charge Kiosk, Coffee Solution, Legacy Solution, or Frozen Solution
- Easy conversion to ValidFill for units already installed

VISIT WWW.VALIDFILL.COM OR EMAIL INFO@VALIDFILL.COM

200-R-10005r0

ValidFill Control on Coca-Cola Freestyle

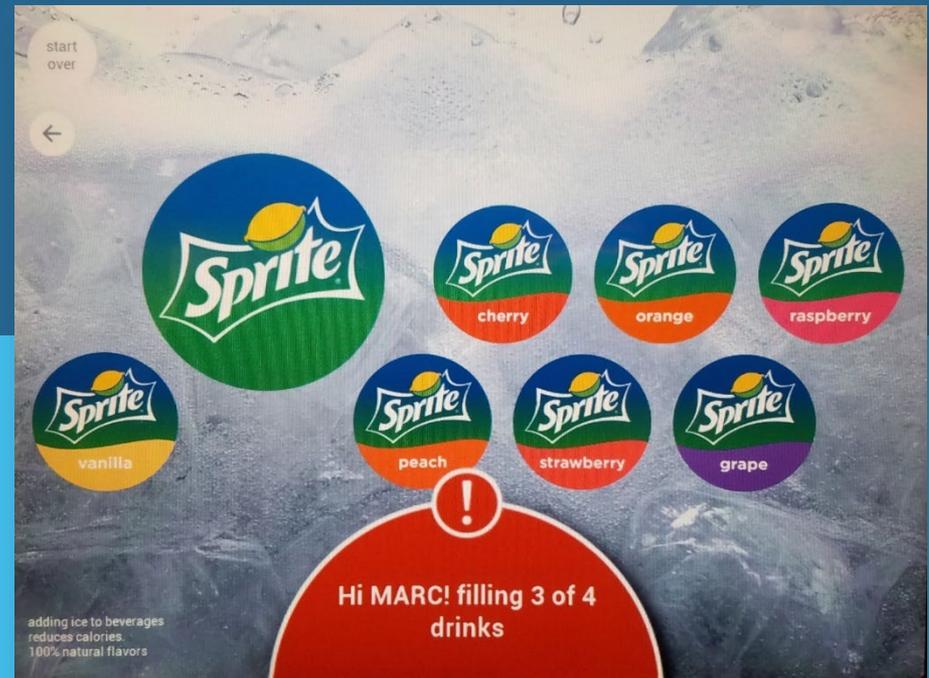


- Get paid for every pour
- Allow for unattended installation
- 24/7 availability
- Provide multiple refill options
- Receive data on every pour

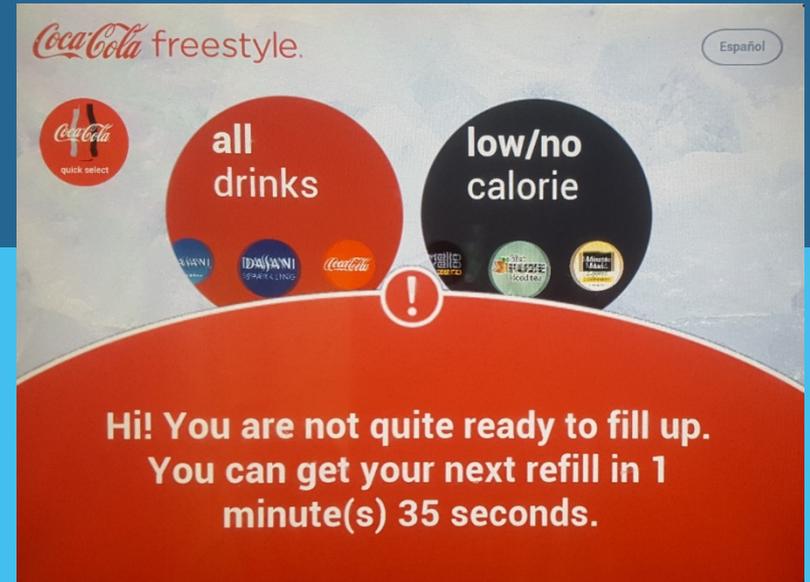
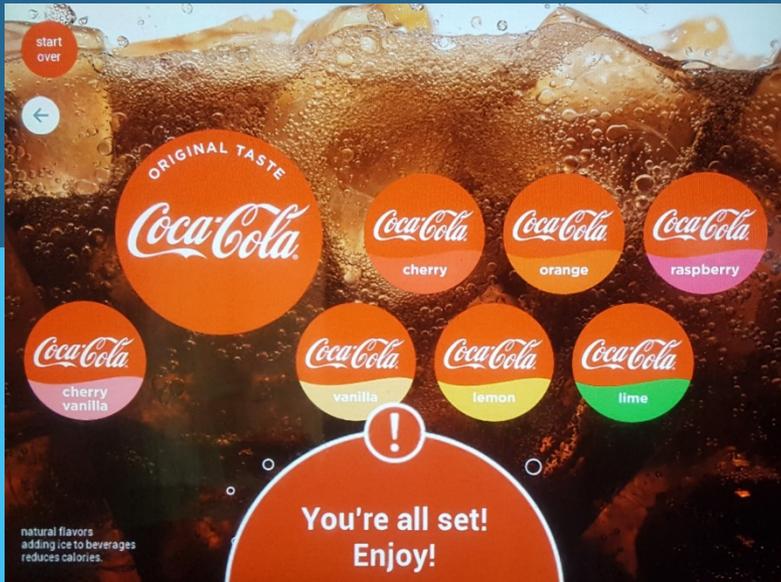
ValidFill Control on Coca-Cola Freestyle



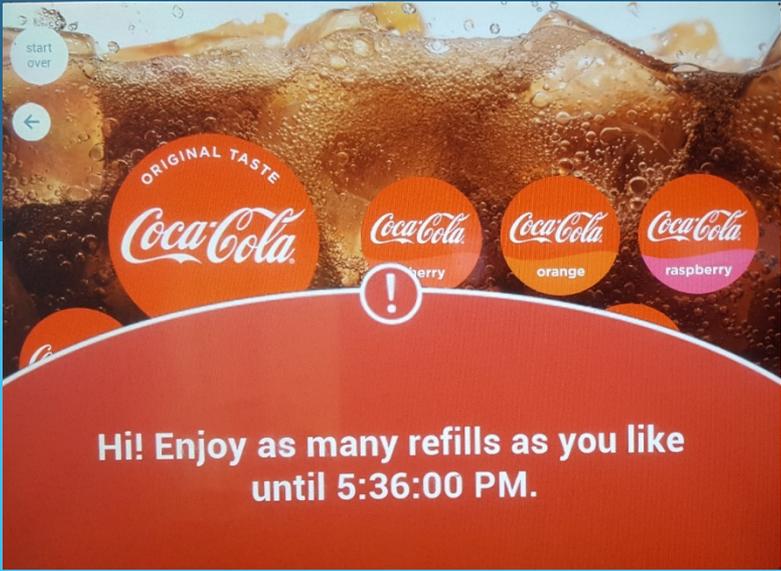
Personalize the Experience



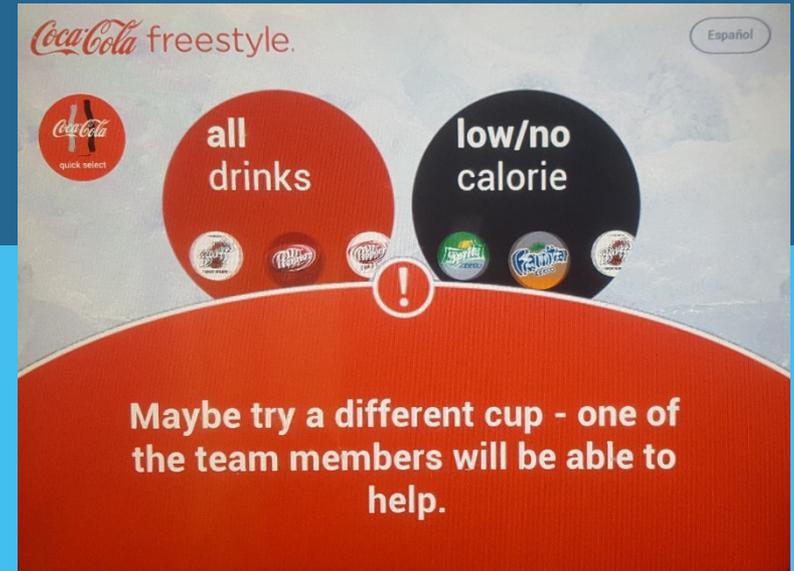
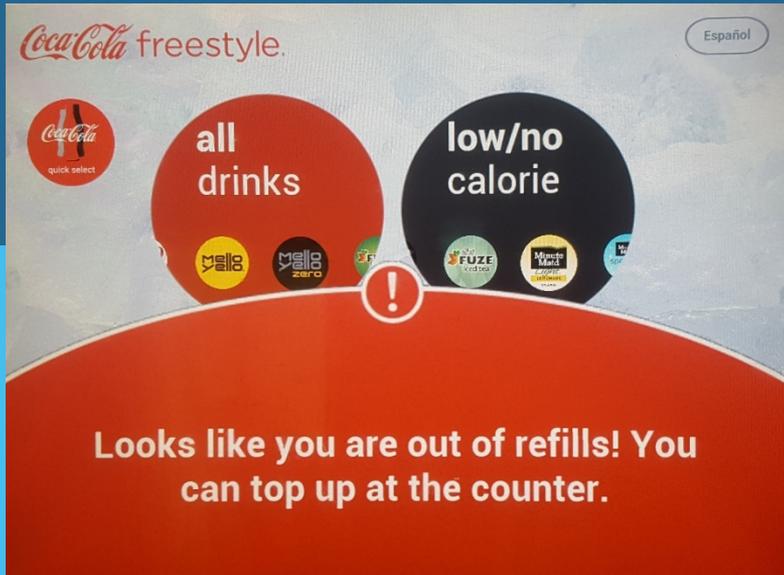
ValidFill Control on Coca-Cola Freestyle



ValidFill Control on Coca-Cola Freestyle



ValidFill Control on Coca-Cola Freestyle



RFID CONTROLLED CHECK N CHARGE STATION



What if you could offer an express line for self-serve beverage drinkers and enjoy prepaid revenue from customers?

Touch Screen Interface

Add or Deduct Fills



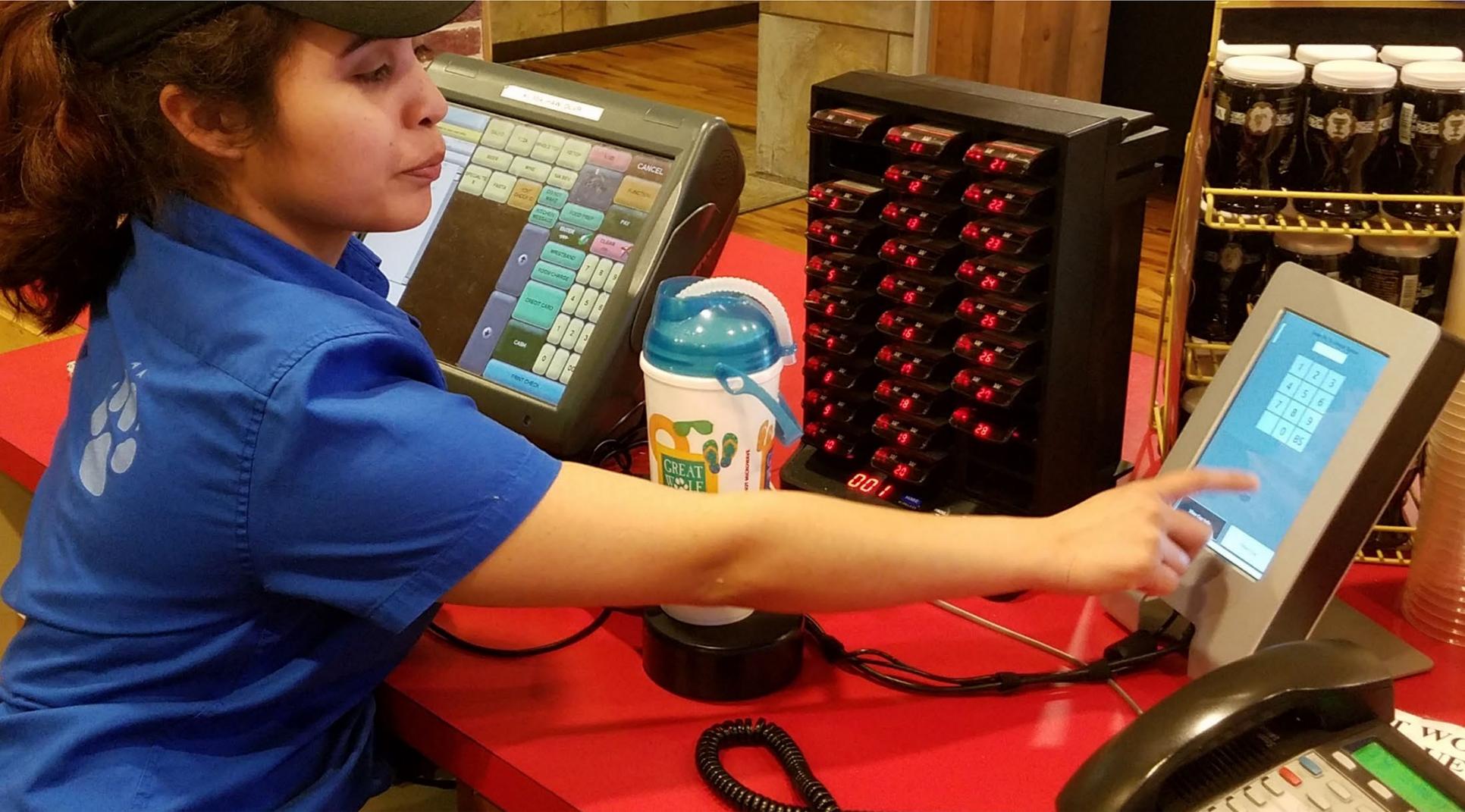
RFID Reader

SOLUTION FEATURES

- Works seamlessly with all ValidFill enabled RFID vessels
- Allows fills to be added or deducted
- Programs mugs for specific beverages: soda, alcohol, coffee, frozen and cocktails
- Reports all activity to an interactive web portal that can be used to track transactions
- Customizable programming to allow the station to work with your refill beverage program
- Use as a standalone application or use in combination with the Check n Charge Kiosk, Coffee Solution, Legacy Solution, Frozen Solution or Freestyle Solution

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FRANKE



COSTA
EXPRESS

 **VALIDFILL™**
Dispensing Wisdom™

DAŠANI.



Coca-Cola
freestyle.

 **VALIDFILL™**
Dispensing Wisdom™



Dishwasher Glass



Controlled Beer Solution



Pre-Tagged Paper Cups



Partnered with Schisler in
France

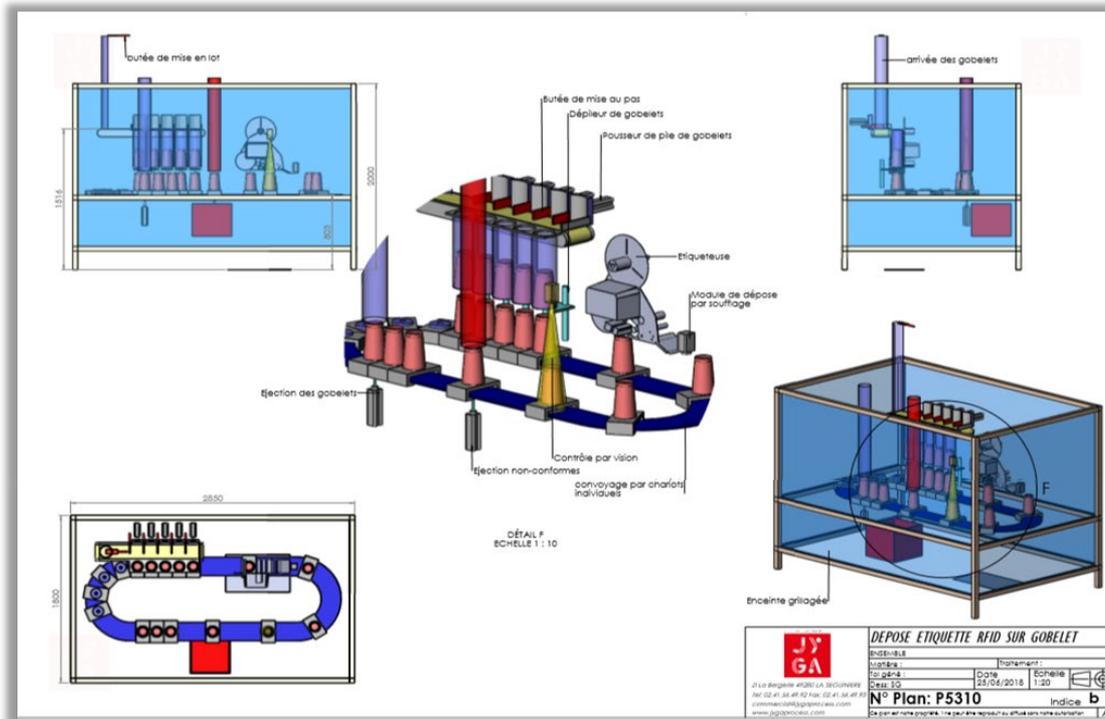
Automated RFID Paper Cups

22 OZ and 32 OZ sizes
Available

Custom Artwork

Coca-Cola Approved Vendor

1st Shipments in January



ValidFill Key Segments

Travel



On Premise



Entertainment



Resort



Theme



QSR







UNLIMITED REFILLS

Coca-Cola freestyle + ICEE

3-6 FOR 11.99 each	2 FOR 13.99 each	1 FOR 14.99 each
--------------------	------------------	------------------

BEST-VALUE!

ALL DAY

ADD AN EXTRA DAY FOR 7.99

3-6 FOR 12.99 each
BEST-VALUE!

2 FOR 14.99 each

1 FOR 15.99

Logos include: Minute Maid, Coca-Cola, Mello, Sprite, POWERADE ZERO, Coke, Fanta, Sprite, Mello zero, Fanta, Coca-Cola, Minute Maid, Coca-Cola, Coke, Coca-Cola, Mello zero, Fanta, Sprite zero, HFC, Coca-Cola, Sprite zero, Fanta, Coca-Cola, Coca-Cola, Sprite.

FREE RE
 Day of Pur

Coca-Cola freestyle
 souvenir cup

includes ICEE



UNLIMITED REFILLS
 Coca-Cola freestyle + ICEE

3-6 FOR 12.99 each
BEST-VALUE!

2 FOR 14.99 each

1 FOR 15.99 each

ALL DAY
 ADD AN EXTRA DAY FOR 8.99









REFILLS AVAILABLE
\$1.99

REGISTERED
CLOSED

THE MICKEY MOUSE...
...OF THE DISNEY...
...OF THE DISNEY...





VALIDIFILL CAMPUS REFILL PROGRAMS

**ONE GOOD ALL SEMESTER
BOTTLE DRIVES \$88.20
OF ANNUAL PROFIT**



Prepaid Fountain Profit

Return Instance Food Profit

Reduced Consumables

* From ValidFill customer data on average redemption
** Assumes purchased in Fall and recharged in the Spring,
priced at \$24.99



THE OHIO STATE UNIVERSITY

OFFICE OF STUDENT LIFE

DINING SERVICES





O

vitaminwater
natural enhanced water beverage
lemonade c
lemonade
Flavored

DAŠANI
lime

fruitwater
Rozy strawberry
lemonade

Minute
Maid
LIGHT
grape

DAŠANI
raspberry

vitaminwater
natural enhanced water beverage
orangeade c
orange
Flavored

Coca-Cola
freestyle



ohiostatedine

Follow

328 views

2d

ohiostatedine if you were wondering what #MYCup is all about, let Tim fill you in

nicolekm351 When/how do we get these over Welcome Week?

buckeye.mama @ian_osu1 How cool!

ohiostatedine @nicolekm351 MYCup will be available during your hall meetings on Saturday. #MYCup

nicolekm351 @ohiostatedine thank you!!

jyelton215 This is so cool. I'm getting one when we get to campus!!!

jwarvel1 @jonathanwarvel

taraheiney Love this!

sweetjh3 @jackiesgh_hi

Log in to like or comment.





NEW CUPS FOR BUCKS

COMING SOON



Coca-Cola freestyle 100+ drink choices

See 2016 Store Check List | OFFICE OF SUSTAINABILITY



jalenalizabeth
The Ohio State U...

Following

98 likes

2w

jalenalizabeth Get excited Buckeyes! Coca-Cola, Validfill and Housing are ready to bring you your own personalized freestyle #OSUMYcup (and a fun give a away 😊😊) #IWorkForCokeCA #SustainabilityIsCool

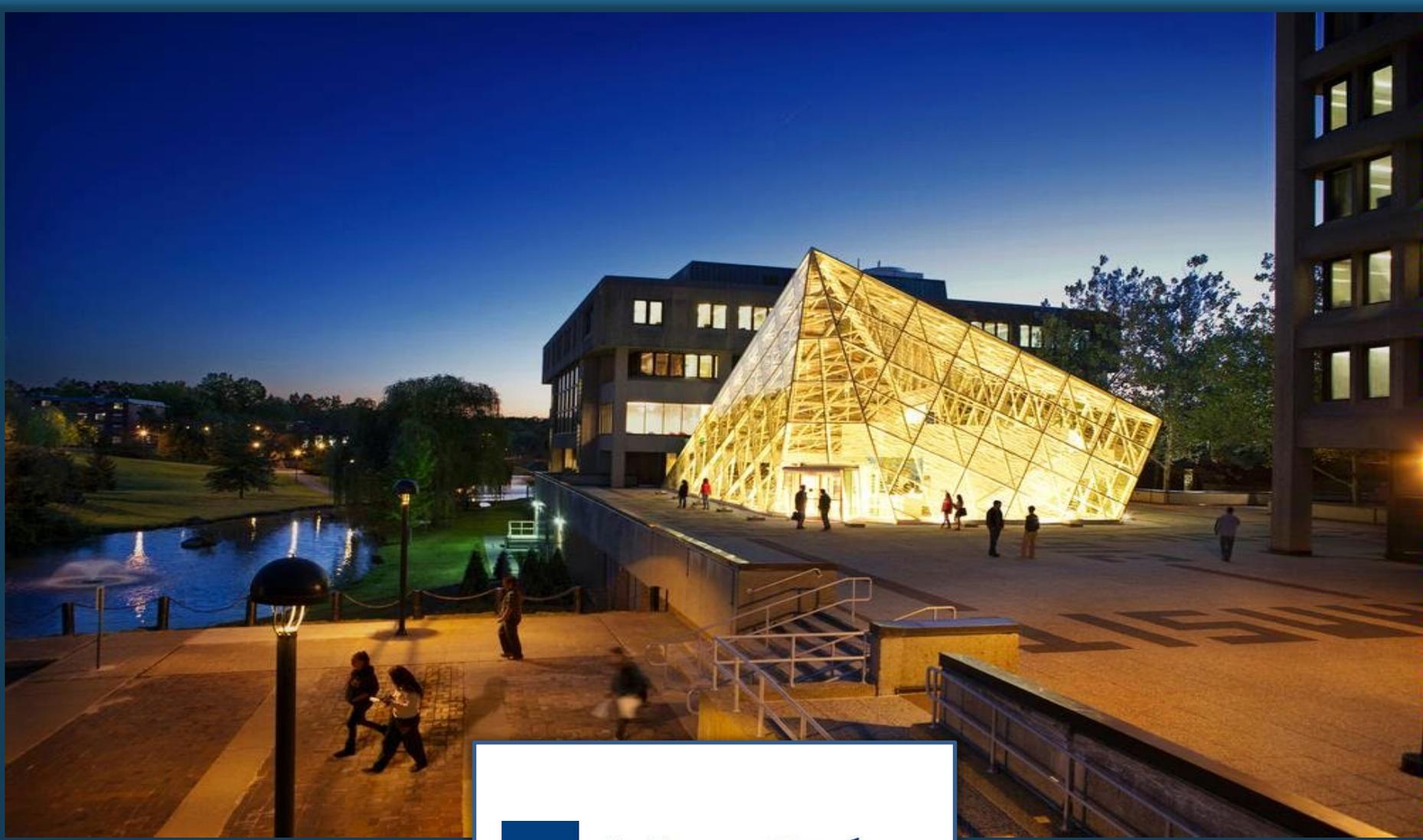
hinkmusic Cool 👍👍

longbluesquid @jalenalizabeth that's not a bad idea actually

♡ Add a comment...

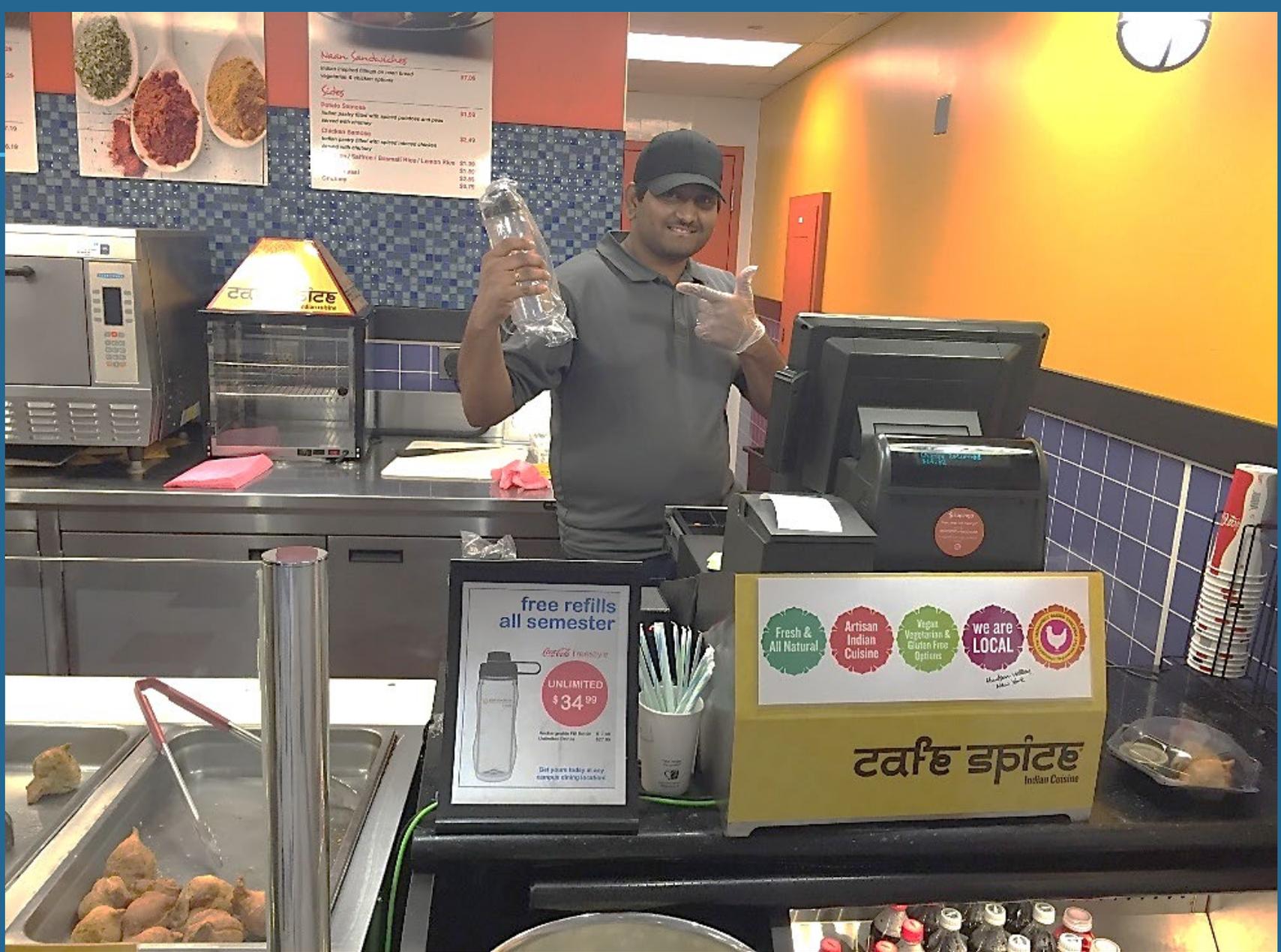
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New Paltz
STATE UNIVERSITY OF NEW YORK







salad toss

Student Union Building



refill and refresh

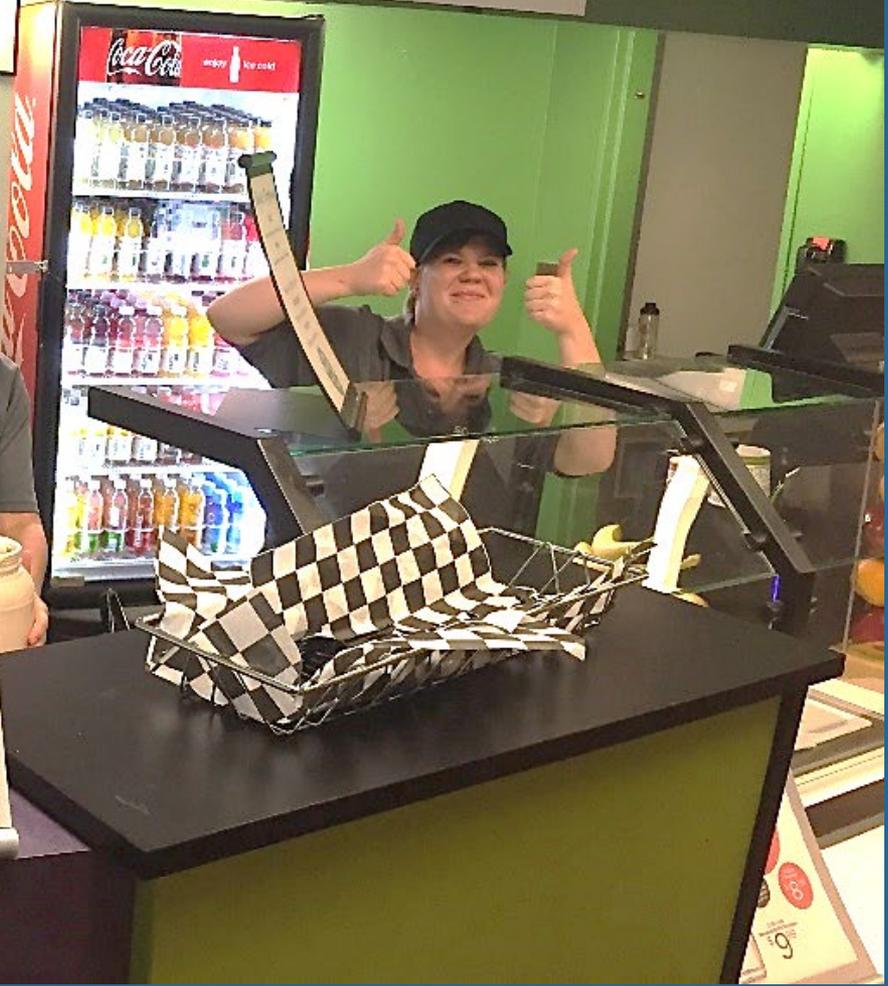


UNLIMITED REFILLS!
for the Semester
\$27.99

Buy Now & Save!
Just the cost of the semester

**10 Drink Refills
\$8.99**

**2 Full Size
Bottle Size Purchases
\$9.99**



MISSION: GOOD ALL SEMESTER

UNLIMITED FILLS \$14.95*

***with current Wellness Bottle**



ADD 10 FILLS \$9.95

NOW AVAILABLE AT PERSHING/MINI GRANT



Coca-Cola
freestyle.



Instagram



University of San Diego



❤️ 2017 Likes

caption

hashtags



Tie The Offer To Food Items

Objective: Increase incremental food sales & value perception

Process:

- Identify venue(s) where you sell “combos”
- Promote a discount when students bring in their “GAS” mug

Promotion & Execution Best Practices – Providing Additional Value for Your Customers

**Refill Vessel
UNLOCKS COMBO
DISCOUNTS**



**The Blue Devil Grille Combos
Served with French Fries and
20oz Freestyle Beverage**

	Cash/Credit	With #BlueDevilsRecharge
Chicken Tenders (4)	7.89	6.89
Fried Chicken Wings (7)	9.19	8.19
All Beef Hot Dog	6.10	5.10
Hamburger	6.70	5.70
Cheeseburger	6.99	5.99
Bacon Cheeseburger	7.49	6.49
Grilled Chicken Sandwich	7.15	6.15
Fried Chicken Sandwich	7.15	7.15
Grilled Vegan Burger	6.70	5.70
Fried Fish Sandwich	7.25	6.25

Individual Menu Items

Chicken Tenders (4)	5.99
Fried Chicken Wings (7)	7.19
All Beef Hot Dog	3.40
Hamburger	4.79
Cheeseburger	4.99
Bacon Cheeseburger	5.49
Grilled Chicken Sandwich	5.30
Fried Chicken Sandwich	5.30
Grilled Vegan Burger	4.45
Fried Fish Sandwich	5.29
French Fries (4oz.)	2.50
20oz Freestyle Fountain Drink	2.00





@CCSUDining
www.CCSUDining.SodexoMyWay.com

**OVER 18,000 DISPOSABLE CUPS, LIDS, AND STRAWS
SAVED SO FAR!!**



CONGRATULATIONS!!



Powerful Data

Dispense Reports | POS Reports

Report: **Number and Volume of Drinks by Beverage**
View beverage usage by timeframe across selected locations and machines

Duration: **Number of Fills and Cups Per Location**
View cup usage by location, timeframe and fill type

Start Date: **Refill Count by Cup**
View cup refill usage by fill count, timeframe and fill type

Location: **Number and Volume of Drinks by Cup Size**
View cup size usage by timeframe across selected locations and machines

Machine Type: **Number and Volume of Drinks by Dispenser & Beverage**
View beverage usage by location and machine

Number and Volume of Drinks by Dispenser & Promotion Code
View cup size usage by location and machine

Transaction Log
View dispenser machine transaction log details and export to create your own reports and graphs

Legacy Beverage: **Number and Volume of Drinks by Dispenser**
View dispenser machine usage by location

Promotion: **Promotion Code Usage Summary**
View fill type and cup size usage by timeframe across selected locations and machines

Fills Per Hour
View fill usage by hour of a day

Group by Timeframe: Week

- Multiple reports to schedule
- Filters created on every report to get the exact data you need
- Auto schedule your reports
- Auto send reports to anyone
- Create reports in Excel, PDF, or CSV

Freshman Mug Giveaway

Objective: Immediately welcome 3,400 students into the program

Process:

- Refill mug program is introduced and explained during all orientations
- Mugs are loaded with 2 fills
- Appropriate signage displayed
- Opportunity for parents or students to upgrade immediately to “GAS”
- Names can be put on each of the student’s mugs

Campus Influencer Process

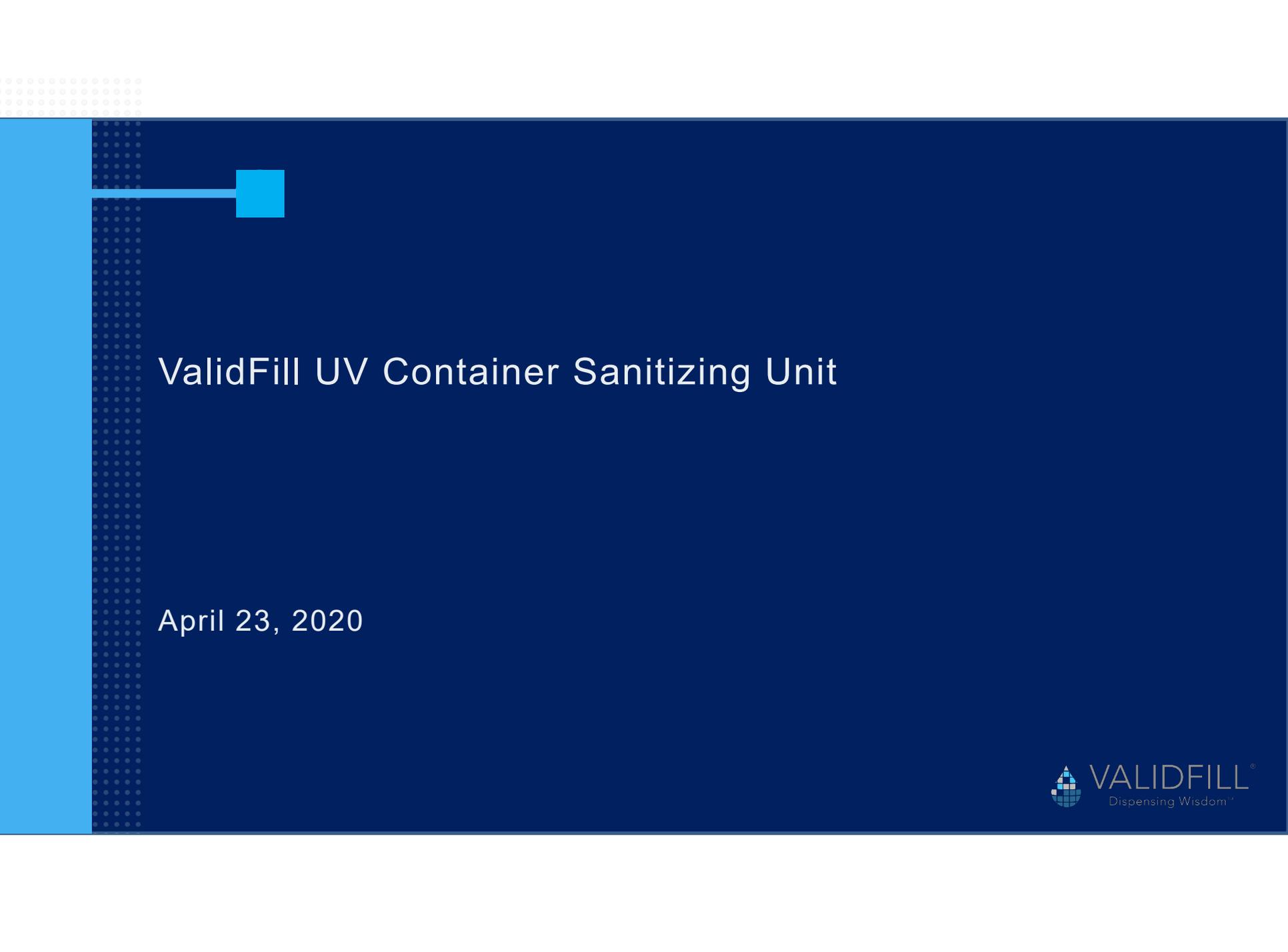
Objective: Create a “BUZZ” prior to students arriving on Campus

Process:

- Obtain appropriate permissions
- Identify 15+ influencers
 - + 1,500 followers
 - Non-NCAA athletes -1 exception
- Review selections with University
- Select specific messaging to be posted
- Identify frequency target
- Track posts
- Reward with “Good All Semester” mug or other “bling”

Review of Associated Project Costs

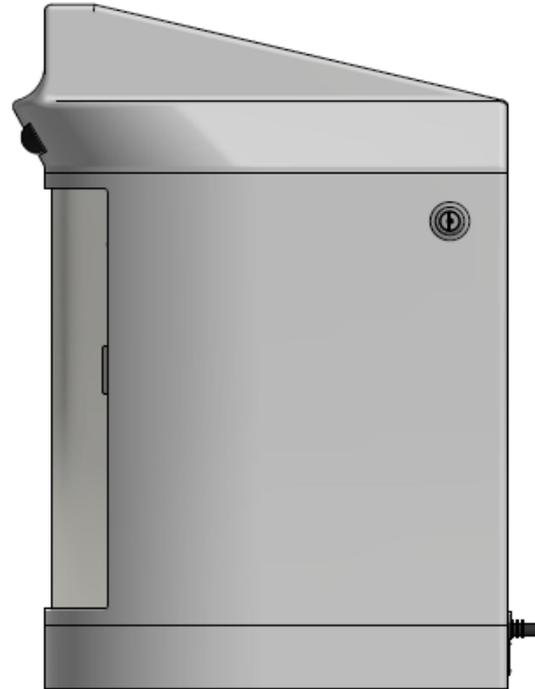
Solution Components	Description	Cost
Setup Fees		
Freestyle Hardware Kit	It is a conversion kit to update a standard Coca-Cola Freestyle dispenser to a VF controlled dispenser	\$1,950
Check N Charge	A programming station that is used to recharge mugs at a cashier station, it does not accept payment methods.	\$975
Software Fee	An enterprise software fee that covers all VF equipment that is charged for each physical location.	\$1,000
Recurring Fees		
Disposable RFID Tag	Tag applied to disposable cups for use on the controlled system.	\$0.15
Tag Activation Fee	A charge for each controlled fill.	\$0.05
Web Data, Software Updates, Phone Support, CCFS Repairs and Warranty	Included with Tag Activation Fee	Included



ValidFill UV Container Sanitizing Unit

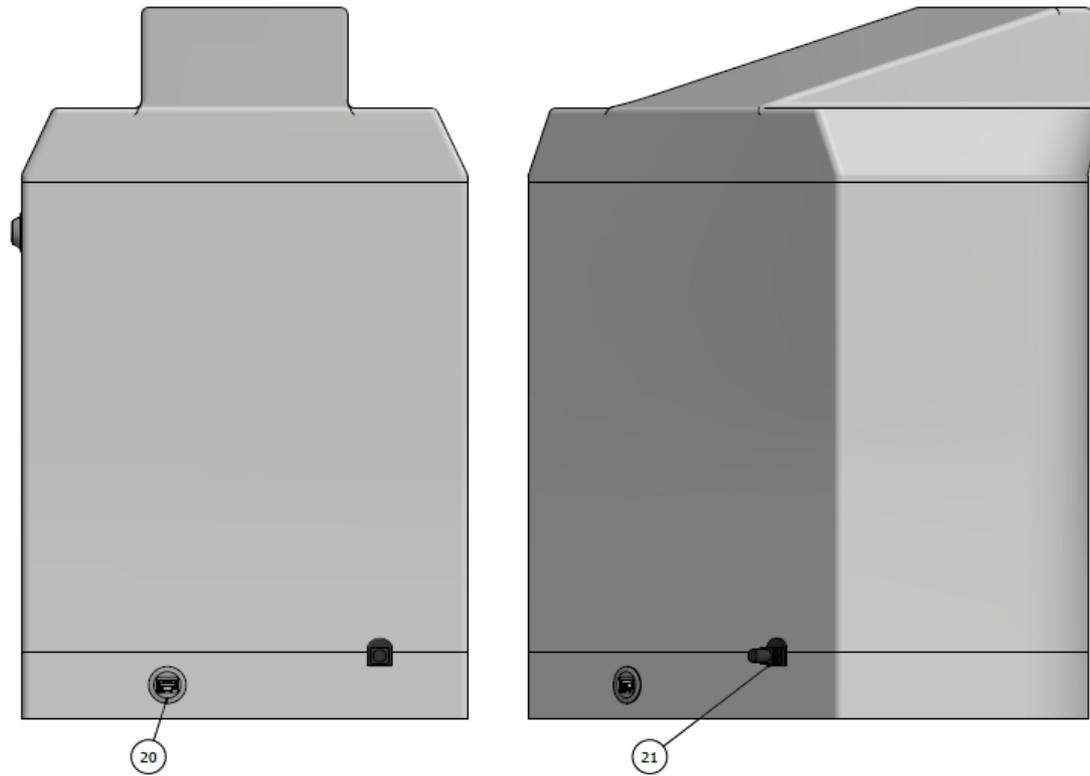
April 23, 2020

Unit Diagram



Patent Pending

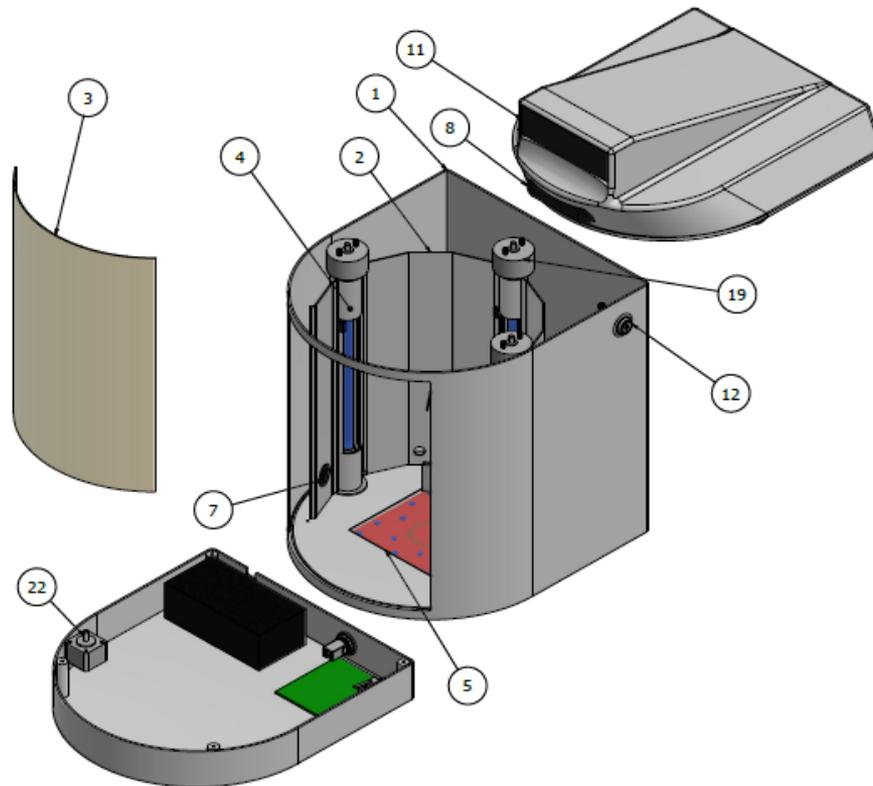
Unit Diagram



Patent Pending

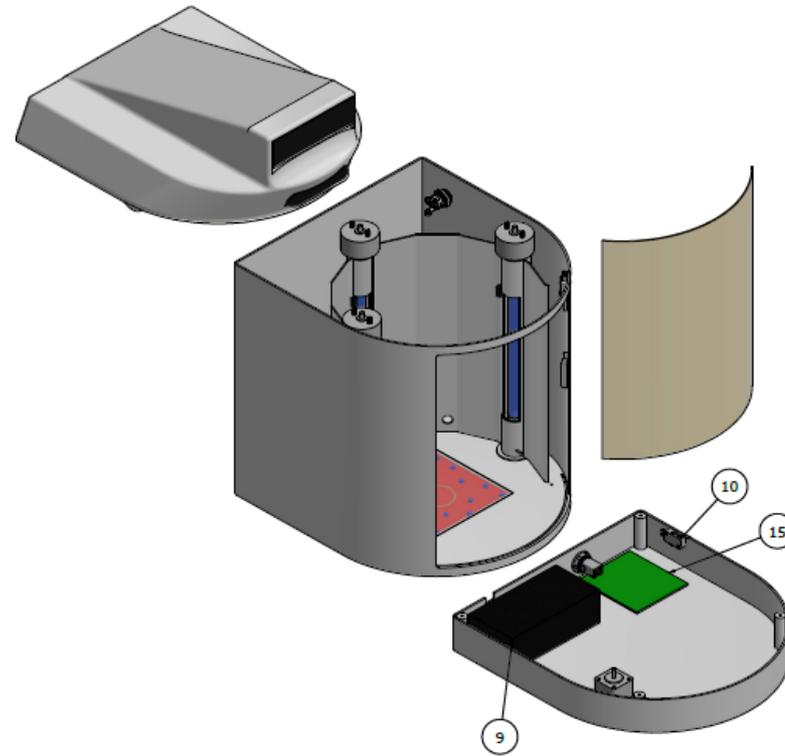
Unit Diagram

PARTS LIST		
ITEM	QTY	DESCRIPTION
1	1	Exterior Housing
2	2	Interior Reflective Housing
3	1	See-Through Door with Reflective Coating
4	4	UVC Assembly
5	1	Container Holding Surface
6	1	LED PCB with RFID Antenna
7	1	Container Sensor
8	1	Activation Sensor
9	1	Power Supply
10	1	Tamper Proof Interlock
11	1	Display
12	1	On/Off Switch
13	1	Controller/Processor
14	2	Door Interlock
15	1	RFID Reader
16	1	Ballast
17	1	Door Open Detection Switch
18	1	Fan
19	3	ROTARY SOLENOID
20	1	External Output Jack
21	1	Power Cord
22	1	Stepper Motor
23	1	Door Return Spring



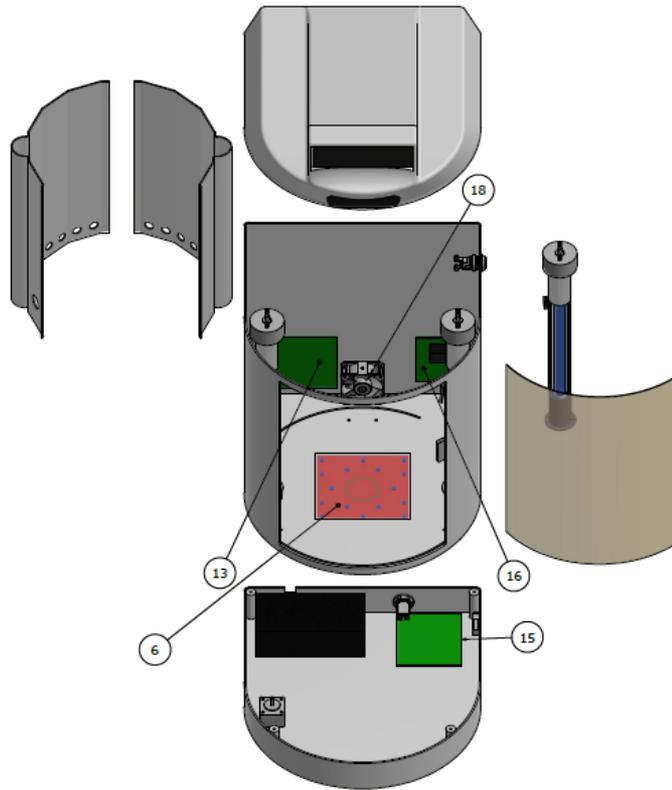
Patent Pending

Unit Diagram



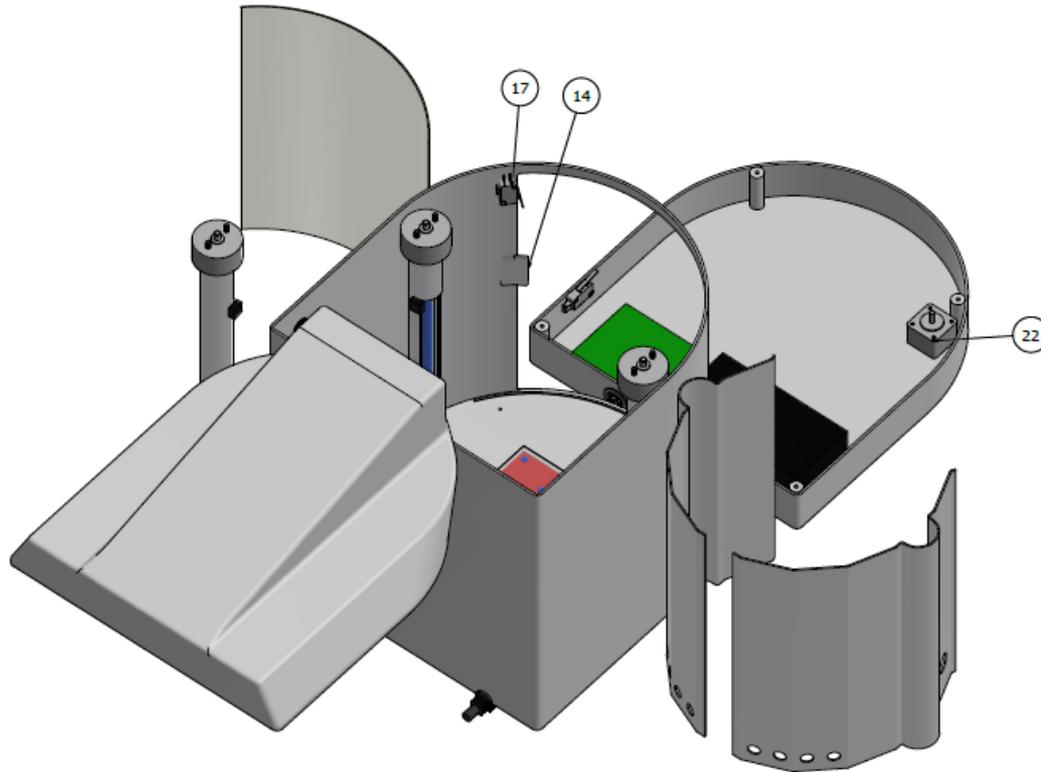
Patent Pending

Unit Diagram



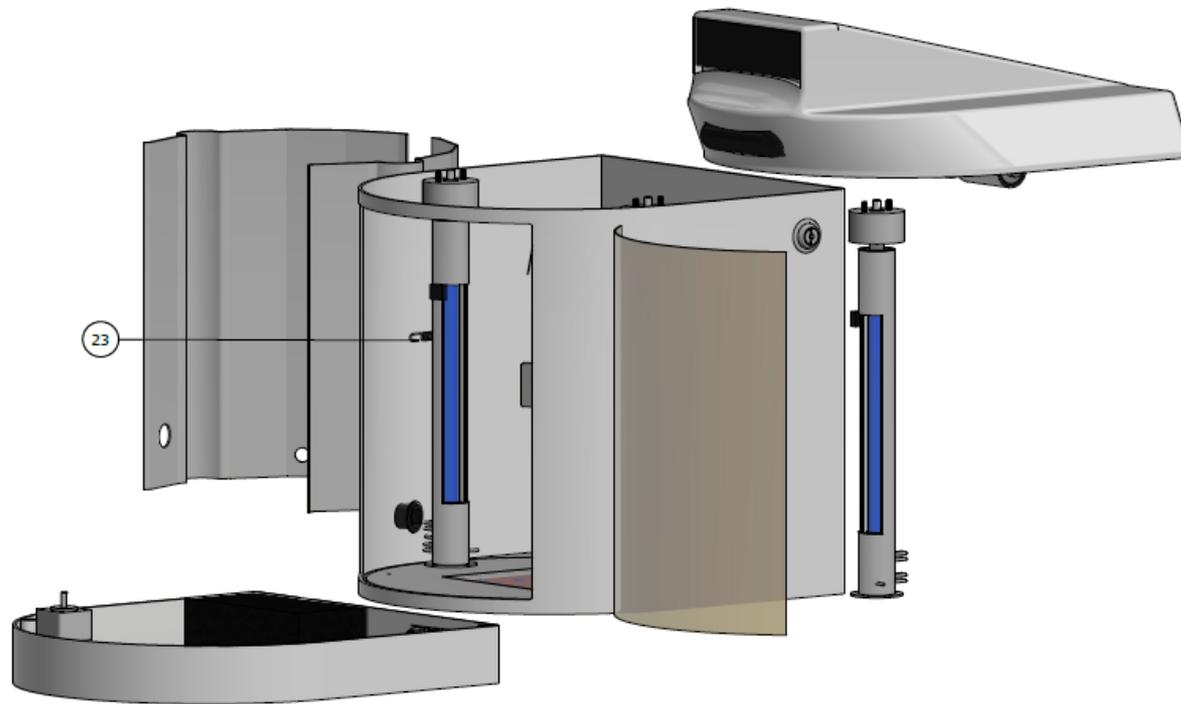
Patent Pending

Unit Diagram



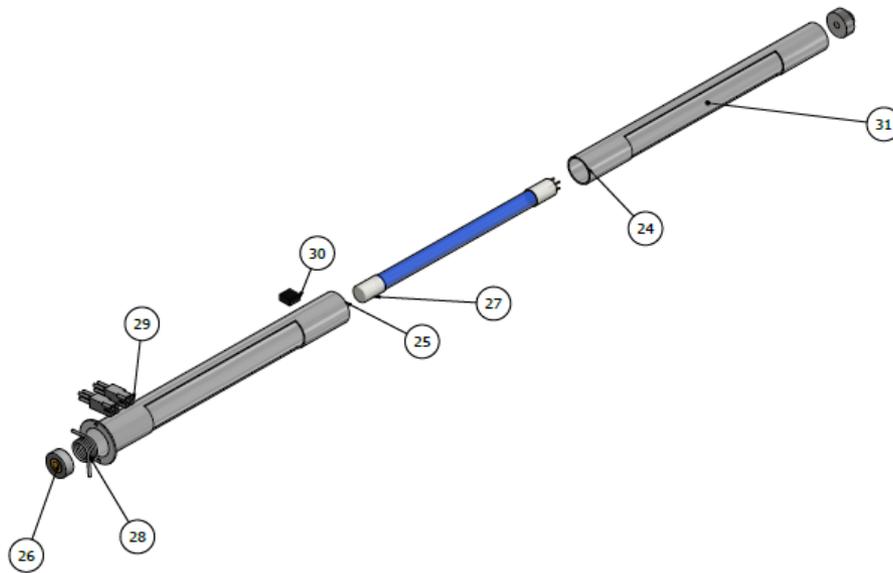
Patent Pending

Unit Diagram



Patent Pending

UV Assemblies



Patent Pending

UV Solution Development and Delivery – Key Dates

Patents Filed

All provisional patent material filed

(4-15-20)



Finalize BOM

Complete testing of prototype parts

(5-1-20)



Bradenton Assembly

Beginning to stage parts for assembly of first 200 units

(6-21-20)



First Units Ship

Shipping of the first 200 units from Florida

(7-14-20)



2020



Customer Awareness

Sharing solution details and getting customer feedback

(4-20-20)



Pre-Order Start Date

Sharing solution details and getting customer feedback

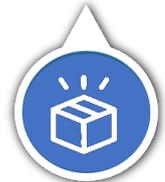
(5-7-20)



Lab Certifications

Finalizing all Lab Certs on UV effectiveness

(6-7-20)



Arrival of Second Run

Arrival of the first units with final form factor from China

(7-14-20)

Patent Pending

Solution Overview

1. We are anticipating that consumers in some self-serve formats will be concerned with vessel contamination of the self-serve dispenser
2. We believe that a solution that can definitively “inactivate/render useless” any virus harmful to humans
3. We have developed a patent pending UV-based solution for the vessel that will kill all germs on a vessel in 20 seconds or less in a unit will cost approximately \$800
4. We anticipate all approvals and build completion of the first 200 stand alone, countertop units by July 14 and take August 14 delivery of the final form factor units from China
5. We are looking for feedback and a demand forecast so we can potentially start a parallel subcontractor build relationship if needed

Patent Pending



Questions, Suggestions, Feedback

Patent Pending