

+

HELM.

PRE-SEED SEIS/EIS ROUND · JULY 2026

Europe is heating and nobody owns cooling.

HELM One — numbingly cold, quiet, and welcome in the room all year. The first machine in a home-climate company.



THE OPPORTUNITY

The great retrofit of Europe is underway.

\$300bn+

what Europe will spend on air conditioning over the next ten years

4x

installed base by 2050 — from 130m units to ~520m

<20%

of European homes have any air conditioning at all

63,000

heat deaths in Europe, 2024 — the hottest summer on record

Sources: analyst estimates (Renub, EMR, NMSC), IEA. Cumulative 2026–35 at ~6.4% CAGR on a \$26.5bn 2025 market — company analysis.

THE GAP

But aircon is currently a sea of commodities.

History is rife with commodity products being turned into consumer brands.

Fridges

Smeg.

Barbecues

Weber.

Coffee

Nespresso.

Air conditioning

Wide Open



Daikin Advance Floor Standing Air Conditioner...

£1,360.50

& more prices

ShopClima & more



De'Longhi Pinguino Silent Portable Air...

£620.54

Smart Hos... & more

Free delivery by Tue

4.1 ★★★★★ (11)



Dreo Smart Air Conditioner 12K...

£599.99

Amazon.co.uk

Free delivery

4.9 ★★★★★ (23)



DELONGHI Pinguino Portable...

£659.00



Air Conditioning Centre 2kW Portable Air...



DAEWOO COL1318 9000 B...

£269.00 & more prices

“PORTABLE AIR CONDITIONER” – UK SEARCH RESULTS, JULY 2026

THE BIGGEST NAMES ARE FACTORIES, AND THE ESTABLISHED COMPANIES ALL MAKE THE SAME BORING WHITE BOX

THE PRODUCT

We're building the first Aircon brand. Designed to be seen and used year round



JULY

COLD AIR



FEBRUARY

A CLOCK AND A SIDE TABLE

WHY PEOPLE WILL BUY IT

HELM One is a product that defines the category



DESIGN FORWARD LOOK

Gloss colour, a machined crown, a split-flap face. Furniture first, machine second.



SEAMLESS FITTING

A panel made to your window. Slots in, seals, lifts out without a trace. Perfect for renters.



STAYS OUT IN WINTER

Simply remove the hose and it becomes a side table with a flip clock.

And it's a purple cow that will get people talking

Helm One is opinionated enough that strangers photograph it, argue about it, and send it to each other. That attention is the growth engine — these four levers just harvest it.

01	Seeding	30 units into the interiors accounts and design press whose grid the machine improves.	£0 FEE
02	Press	We tap into the heatwave as a news cycle. “The first air conditioner you’d leave out”	EARNED
03	Owned demand	Waitlist → £100 deposits → build our first superfans	OWNED
04	Paid	Narrow, retargeting-heavy, highly effective paid to boost sales in heatwaves.	PAID

+

THE CATEGORY

Competition is for losers

Everyone on this map made the same compromise. The top-right corner has been hiding in plain sight for years.

WELCOME ALL
YEAR

- **Dyson Cool · designer fans**
£250–550 and inoffensive, doesn't really cool down a room

● **HELM**

- **'Air coolers'**
moves around damp air, really a last resort for budget concious folks

- **De'Longhi · Meaco**
a £900 eyesore
- **Argos generics**

BANISHED TO
CUPBOARD

MOVES AIR

MAKES IT COLD

The demand is priced in

Britain pays £250–550 for Dyson fans that are simply inoffensive. People still tuck them away in winter anyway.

Urban Cooling's Incognito® sells design-led fitted cooling from £9,000 — colour-matched, award-winning. It needs holes in the plasterboard, an F-Gas installer, and the landlords permission.

TEAM

Our founding team has multiple multi-million pound exits, years of experience, and a perfect balance of complementary skills



Tom Littler

CO-FOUNDER · PRODUCT & CX

Previously founded Simpl.rent (VC-backed, profitable), Lithium (exit), Medley (exit). Chemical and Mechanical engineering background. Will lead the product vision and customer experience.



Piotr Pajda

CO-FOUNDER · OPERATIONS & SUPPLY CHAIN

Co-founded and scaled Simpl.rent with Tom. In-the-weeds operator with a background in making physical products in the EU.



Iñigo Arriaga

CO-FOUNDER · INDUSTRIAL DESIGN

Industrial designer; formerly CEO of a design and engineering firm; has shipped dozens of hardware products. Knows Industrial Design like the back of his hand.

THE MASTER PLAN

Power the retrofit of Europe.

The playbook is proven: start with a controversial machine people desire, use the brand and the margin to go mainstream, then build the network that installs it all. HELM One is step one.

01 · 2027

The desirable machine

HELM One at £1,190. Sell out 1,500. Own the top of the category.

02

The mainstream range

Same brand, simpler machine, £600–800, retail scale. Cold for every flat — funded by phase one's margin and desired because of its badge.

03

The network

Installation, service, B2B by the floor. The supply chain of the retrofit — sold to homes, hotels and landlords.

04

The home-climate platform

The same compressor already dehumidifies and heats. Every machine we ever ship connects through the same Fitting.

THIS RAISE →

THE COMPANY →

For scale: 1% of Europe's 2035 volume ≈ 270k units ≈ £270m a year — one doubling beyond our bull case.

SharkNinja ~\$13bn market cap · De'Longhi €3.3bn revenue · Smeg ~€1bn: beloved appliance companies are measured in billions.

THE ASK

The ask: £1m.

We're raising £250k SEIS + £750k EIS to get us ready for sales in summer 2027

Appearance prototype and industrial design

Engineering feasibility: acoustics + the Fitting

Certified supply chain — assembled in Europe

First production run funded to ship summer 2027





Appendix .

UNIT ECONOMICS

Where £1,190 goes.

DIRECT



THROUGH RETAIL

- £595** invoiced — after a ~40% retailer margin, ex VAT
- £285** landed cost
- £45** pallet, not parcel

- £265** per unit · no CAC

Half the contribution — none of the acquisition risk. The shelf is the ad.

Not modelled above: a second Fitting for the bedroom window (~£180, ~70%), a line in another colour, the Bedside Crown. Attach rates are assumptions — the waitlist survey is already testing them.

BLENDED AT A 60/40 MIX ≈ £395 PER UNIT · £632 CONTRIBUTION AGAINST £150 CAC — PAID BACK ON THE FIRST SALE

THE WEDGE

The base case is selling out.

SCENARIO	YEAR 1 · 2027	YEAR 3	YEAR 5
Bear	700–900 units · £0.8m	4–6k · £4–5m	12–18k · £11–16m
Base	1,500 — sell out the run · £1.5m	10–15k · £10–14m	35–50k · £32–45m
Bull	3,000–4,000 · £3–4m	20–28k · £19–26m	70–100k · £63–90m

Year-5 base is under 0.2% of Europe's annual unit volume. This plan does not require winning the market — only owning its top.

Year 1 is a stocking decision: modelled demand 1,000–2,500 against a 1,500-unit first run. Base year 5 at ~50% blended margin ≈ £6–9m gross profit.

Triangulated three ways — category share, US/Japan analogues, funnel maths.

THE TAIL

Weather swings demand $\pm 40\%$. A cool summer caps the downside near bear. A hot one has no ceiling — and hot summers are getting more frequent. The tail is fat, and it is on our side.