



**knister**

Reinventing BBQ in the city

Press contact: Carolin Kunert  
Landsbergerstr. 14 80339 München  
Phone: +49 (0)1573 9360 376  
Mail: [info@knister-grill.com](mailto:info@knister-grill.com)  
Web: [knister-grill.com](http://knister-grill.com)

# Fact Sheet

**Founder:** Carolin Kunert

**Date of company foundation:** 1.11.2017

**Head office:** Munich

**Company:** Knister Grill

**Employees:** 1

**Price:** € 89,- (small), €129,- (big)

**Social Media:** @knistergrill, Facebook: Knister Grill

**Product:** Compact charcoal grill for the city - transportable by bike and extendible to the double size

**Target group:** 20-35 m/f living in big cities, urban, social, active

**Product release:** Kickstarter campaign starting on the 14th of May 2018, first shipment in July 2018, online-shop and Amazon in summer 2018

**Produced units:** 300

**Goals:** Successful crowdfunding campaign in summer 2018, developing distribution and marketing structures for online retail, successful market launch, spring 2019 starting in other EU countries like Denmark and the Netherlands, further innovative additional products, starting cooperation with retail stores and rent-a-bike-stores, cooperation with hostels and hotels, internationalisation in 2021.



## Product informations & USPs

Knister Grill is the new charcoal grill for your city which is optimized for the transport by bike. Simply hook it to the handlebars of your bike and ride to your favourite park or lake. It is fitting to all common handlebars and can be mounted in a few seconds without any screws. When you arrive, hook it of and extend Knister to the double size. So, you can have a BBQ with three or with nine friends.

**Transport:** Transport it by bike or just carry it like a basket.

**Storage room:** Knister offers space inside during the transport for coal, food, napkins and whatever you need.

**Flexible size:** Extend Knister if you want to have a larger grill size.

**Grill size:** 28-49x22cm.

**Charcoal:** Knister offers small 1kg charcoal bags which can be lighted completely. The package is also the grill lighter - so no chemicals and toxic smoke because you are just burning paper.

**Sustainable:** Knister will be produced in Germany and Poland. Short transport ways and a high quality BBQ make Knister sustainable and let you use it for many years. We offer the perfect alternative for one-time usage-BBQ. All the pieces can be recycled afterwards completely.

**Grill:** The grill has two different zones which are optimized for grilling smaller food like bacon, zucchini tomatoes, mushroom or cheese. The other one is perfect for steaks and sausages. Nothing will fall through the grill again.





## Target Group

Young, social and active. These three attributes are the most important ones for the target group. Nowadays, grilling is a mainly male oriented hobby. Knister should be interesting for women too. Because it is so easy to use, women mustn't be afraid of lighting the coal anymore. The target group lives in big cities and university cities. They don't have a car and normally go by bike. Knister users spend a lot time with friends and like to be in the nature or enjoy the city life.

## Facts

- 98% of all Germans love to grill in summer
- Nine out of ten people find it more attractive to grill outside than cooking inside
- The bike-usage-rate increases with 7% annually.
- Just for grills, the Germans spend € 800 million per year.

## Vision

Our mission is to make Your life better with great products. Enjoy wonderful moments with your friends and eliminate complications. Knister stands for quality and innovative products.



## The story behind

Carolin Kunert (22), is a real bavarian who grew up with the problem of having a complicated BBQ in the city. Already many years ago, she started to develop a transportable BBQ for the city. The existing solutions weren't satisfying enough. She wanted to create the perfect BBQ for the city and solve all the problems around it.

2015, in the third semester of her industrial design studies in Munich, she built the first prototype. At this time, the BBQ was pretty heavy and mounted to the bike rack. Since then, she never stopped developing it but never tried to bring it to the market.

In October 2017 she started it again during her Erasmus semester in Odense, Denmark. During the competition "startup weekend", she created a new team and developed the business idea completely new. They convinced the jury and won the competition. Since then, Knister exists.

After she moved back to Germany, the original international team lost coherence. "It is difficult to found a company when the co-founders don't live at the same place", says Carolin the founder.

With a lot of help from friends and family, Carolin builds up Knister Grill alone. She wants to be self employed and tries to bring Knister now to production and Kickstarter.

She believes strongly in her ideas and business models and brings a lot of power of endurance.



# knister

Press contact:  
Carolin Kunert  
Landsbergerstr. 14 80339 München  
Phone: +49 (0)1573 9360 376  
Mail: [info@knister-grill.com](mailto:info@knister-grill.com)  
Web: [knister-grill.com](http://knister-grill.com)