

Can you see into the future? Crunchfish can.

For too long, mankind has adapted to technology. It should have been the other way around. For example, why are we dependent on the net when we pay? Why do we walk around looking down at our phones all of the time? Why is it hard to communicate with the proximity? These are challenges that can only be solved by radical new thinking and cutting-edge technology. Crunchfish is a tech company that creates a society to suit people.



Crunchfish uses a broad focus to meet tomorrow's challenges with innovative solutions in widely differing areas such as solutions for payment, food waste, nearby interaction and gesture control for smart glasses. It's a motley list, but it's also why Crunchfish can contribute to the society of tomorrow. With a rare combination of courage and technical know-how, the company tackles the most varied everyday challenges within five solution areas.

Digital Cash - Why are we dependent on the net when we pay?

7 patent pending inventions in 2020, none granted yet.

Crunchfish's most recent solution area is Digital Cash, where the company enables cash in digital form. The flexibility to pay digitally, combined with the effects of the pandemic, mean that the use of cash is declining rapidly, but this has also made us vulnerable since we have become dependent on the connections and payment services that work there and then. This is an unnecessary risk to take, and a typical example of how technology sets up unnecessary obstacles, explains Joachim Samuelsson, CEO of Crunchfish.

- The time-critical payment moment should be implemented as a separate step, completely separate from the subsequent transfer between accounts. This simple and ingenious change means that we magically eliminate all the online factors that can fail when we make payments. Crunchfish's Digital Cash really always works, is easy to use and, last but not least, it lets you stay anonymous. The bank doesn't need to know what you do simply because you pay digitally.

Blippit – Why can't we blip in many more situations?

6 patent-pending inventions since 2017, of which 5 have been granted.

Blippit delivers smooth payment solutions. Blipping is convenient, and Crunchfish makes it as easy to pay with Swish as to blip a card. The Blippit app terminal is the bridge between the customer's mobile and the in-store POS. The technology also enables blipping in other situations, for example when finding offers, checking in, unlocking or logging in using a mobile phone.

- Blippit's big breakthrough is its Digital Cash, because the app terminal transfers offline payments directly to the cash register.

Food waste – Why do we throw away a third of all produced food?

1 patented invention in 2019 that has been granted.

One third of all food produced is thrown away. This is huge financial costs and has a big negative impact on the climate and the environment. Thanks to an automated way for sellers to give consumers a discount at the checkout if they don't casually choose the freshest product. It's all based on the fact that in the near future, the striped EAN code on goods will be swapped for a checkered QR code. This code can also contain information about each individual product, such as its best-before date. Tempting discounts on older goods will affect our buying behavior and reduce food waste. Simple and ingenious.

Nearby – Why is it hard to communicate with the proximity?

14 patent-pending inventions from 2014, of which 12 have been granted.

Proximity is the next area for the mobile to conquer. It can also be digitized, to let people understand much more about their surroundings than is possible using only our senses. The mobile phone can let you discover and communicate with everything and everyone nearby. With approval, it makes it possible to discover and communicate with everyone around our own digital bubbles. Seamless superpowers.

Gestures – Why do we walk around looking down at our mobiles all the time?

13 patent-pending inventions from 2012, of which 11 have been granted.

Gesture control lets you control your electronics using only your hands. For example, skip the selfie stick and take photos from a distance with Crunchfish's popular free [GoCam](#) app, available on the app store. The big breakthrough for gesture control, however, is the smart AR glasses. They free our hands, finally letting us lift our gaze from the phone screen.

- Crunchfish's success is based on radical innovation that is manifested in an [offensive patent strategy](#). Patents protect the company for 20 years from the application date. We have applied for 39 inventions, of which 29 have already been granted patents in some markets, despite the fact that Crunchfish only has 25 employees. An impressive invention workshop, **says Joachim Samuelsson, CEO of Crunchfish**. Crunchfish is an absolutely world-class tech company, solving tomorrow's challenges in radically new ways. We never let technology dictate the conditions – we always adapt it to what fits us humans best.



ABOUT CRUNCHFISH – crunchfish.com

Crunchfish is a tech company with patent-pending solutions for Digital Cash that can be integrated with both the payment rail and in mobile wallets. The solutions are globally scalable and makes digital payments more robust as the risks of disruptions and downtime are eliminated. We have also developed Blippit, an app terminal that connects to cash register systems for both online and offline payments and have a patent-pending solution to reduce food waste. Crunchfish also develops gesture control of smart AR glasses for the consumer market. Crunchfish is listed on Nasdaq First North Growth Market since 2016, with headquarters in Malmö, Sweden and with representation in India.

This article was originally published on February 4, 2021 in the Morgondagens Samhälle #1 appendix in Dagens Industri.