

Elvira

”From Vision to Profitability”
Balancing on a slack line



The Elvira Team

Patrik Söderlund – Founding Partner



Patrik brings over 30 years of experience in entrepreneurship and company development. Since year 2000, he has been active as a venture capital investor and, since 2002, as a fund manager.

He is today Managing Director of Metea AB and former Managing Director of Lumitec AB (investment company), Sigma Innovation AB (Consultancy group) and has held numerous board positions across innovative companies. Working with INGKA investment company IGT for 14 years with investments and portfolio development

He also founded and managed WIN Water — a business and innovation network with over 130 member companies and a broad international reach. He has also started the consultant company Join Business & Technology AB. He has also been partner in Croatian real estate firm for 8 years and speaks Croatian.

Today, Patrik is active in Metea AB and the Elvira group.

Core expertise

Attracting financing, board assignments and accelerating impact-driven ventures.

Lucia Arrigucci - Partner



Lucia brings more than 20 years of experience in industrial product innovation, process development, and business development

With a unique combination of technical expertise and commercial understanding, she supports organizations in bridging the gap between innovation and market adoption..

Lucia has collaborated with global companies such as Electrolux Global, Whirlpool Global, Smeg Nordic, Henkel Loctite, and IKEA.

Core Expertise

Productization & commercialization
Industrial product innovation
Process development & optimization
Product & portfolio strategy
Cross-functional leadership in technical and commercial environments

Kenth Lindvall - Founding partner



Kenth is a senior business advisor with over 30 years of experience in scaling, transforming, and strengthening companies across the Nordics and international markets. With a background as CEO for The Green Dairy Sweden Group, Varsego, Valora Trade, and Cadbury in the Nordics he brings deep expertise in profitable growth, brand development, and strategic execution.

As a consultant, Kenth supports owners, boards, and leadership teams in clarifying direction, accelerating commercial initiatives, and building resilient business models. He is recognized for his ability to turn strategy into action and for guiding organizations through growth, repositioning, and operational change.

Today, Kenth is active in the Elvira group and Join Business & Technology AB.

Core Expertise

Business development & growth acceleration
Strategic leadership & organizational transformation
Brand and commercial strategy and activation
Company building & executive coaching

Johan Kronholm - Partner



Johan is an R&D consultant with more than 20 years of experience helping companies and innovators turn complex technical challenges into practical, fundable projects. He moves naturally between technical problem-solving, business development, and stakeholder relations – bridging startups, corporations, academia, and public actors.

As former Development Manager of WIN Water and Business Development Manager at Invest in Skåne, Johan has extensive experience connecting innovation ecosystems and supporting early-stage companies. He holds a MSc in Engineering Physics and a PhD in Medical Radiation Physics, and has worked across water technology, water research, sustainable food, hygiene, energy, and life science.

Since 2014, Johan has contributed to 23 accepted funding applications, securing approximately 30 MSEK for his clients through Vinnova, Eurostars, the Swedish Energy Agency etc.

Core Expertise

R&D strategy & concept development
Project management & coordination
Product development & innovation
Public funding & proposal writing
Innovation ecosystem development

Bringing success to your business

The world is **spinning faster** and faster, and those who can't keep up will fail, while those who embrace new opportunities will **become winners**.

We are masters at **balancing** on a slack line! By this, we mean that as a team, we excel in all aspects of **creating successful businesses** based on new business ideas and new research.

Having worked, "**hands on**", in leading positions with these challenges from all different angles allows us to guarantee **positive results**.



Our business model

“We combine experience by actively taking responsibility for your company’s future”

Our way of working: To live up to our promises you always meet us as **a team**. We are experienced as:

- CEO
- Marketing and Sales Director
- Innovation Director
- Investment Director
- Board work and recruiting

Priority[®]

A Better Way To Work

Our prioritized partner segments are



ENTREPRENEURS WITH INNOVATIVE IDEAS:
WE WORK WITH ENTREPRENEURS AT ALL STAGES OF DEVELOPMENT, FROM IDEA TO ESTABLISHED COMPANY, HELPING THEM REALIZE THEIR VISIONS.



UNIVERSITY PROJECTS:
WE SUPPORT STUDENTS AND RESEARCHERS WHO WANT TO **COMMERCIALIZE** THEIR INNOVATIONS BY OFFERING BUSINESS DEVELOPMENT AND NETWORKING OPPORTUNITIES.



INVESTORS FOCUSED ON FUTURE COMPANIES:
WE COLLABORATE WITH INVESTORS INTERESTED IN **SUPPORTING INNOVATIVE** AND FORWARD-THINKING COMPANIES.

Elvira's Role in Partnership

Strategic Business Partner

Leveraging our background, deep knowledge of the Swedish market, and extensive business networks — both nationally and internationally — Elvira acts as a catalyst for growth and opportunities

Core Contributions

Open doors to key stakeholders across the industry, manufacturing, logistics, circular economy sectors. **Attracting financing** from investors and public institutions

Establish strategic collaborations and partnerships that strengthen our partners market position and accelerate adoption.

Generate business opportunities by connecting supply and demand, identifying high-value use cases, and mobilizing relevant actors.

Support commercial development through insights, negotiation capability, and relationship management.

Strategic Value

“Elvira ensures that our partners are also commercially anchored, market-connected, and positioned for scalable growth.”

Types of Assignments

- Hands-on efforts on all kinds of management/business questions
- Acting as a sounding board for executive teams and individuals
- Business and development strategies
- Global business contacts
- Financing challenges and opportunities
- New co-owners/investors



“Our network”
An ecosystem
connecting
knowledge, industry,
sustainability, and
capital.

-  **Knowledge & Innovation**
- LTH, Ideon Incubator, Win, and Lumitec drive research, business development, and technical solutions. **Purpose:** Generate ideas and build the companies of the future.
-  **Industry & Commerce**
- ICA, Axfood, Lidl, Danone, Tetra Pak, Alfa Laval, Sigma, Centercourt and many more contribute market access, production, and scalability. **Purpose:** Integrate innovations into business models and sales
-  **Sustainability & Impact**
- Axfoundation, Mountain CleanTech, ECBF, and BPI focus on circular economy and environmental technologies. **Purpose:** Create societal value and environmental sustainability.

-  **Capital & Investment**
- French Investors, China Resources, and Lundgren & Moll provide funding and strategic partnerships. **Purpose:** Enable growth and international collaboration.
-  **Enabler**
- **Vinnova** – supports collaboration, funding, and strategic development.

Contact

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