A complete palette of colors produced with bacteria for sustainable fashion.

THE PROBLEM

Fashion Industry: The second most polluting industry in the world.

Textile coloring is the main stage of fashion's pollution

due to the industrial production, use and discharge of petroleum-based, toxic and polluting colors.

February 6, 2025. Aerial photo showing the polluted Sarandi River in Argentina, downstream from a dyehouse. Source: ambito.

And it's not slowing down

1.9 Trillion

GLOBAL FASHION MARKET SIZE

Apparel consumption will grow over 20% by 2030

Grand View Research, 2024.

As fashion keeps expanding, the industry is actively moving to **decarbonize** and **detoxify** their supply chains:

Safe coloring

Today's alternatives are **single colors** that work on **limited textile materials** and have weak fiber adhesion and **low durability**.

Hazardous coloring

Multiple, **blendable colors**. High-performance and **long-lasting**, with strong adhesion to textile materials. Reliable and consistent.

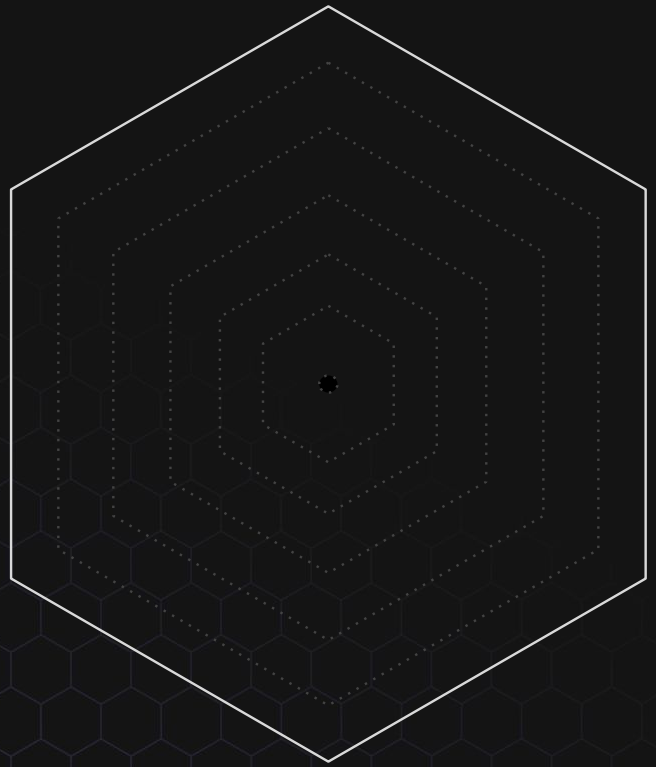
At Protiva we are developing a complete palette of

Industry centered bio-based & chem-enhanced colors

OUR VISION

Industry-centered

Built upon the essential dimensions for developing the next generation of industrial colors.



1. 5 blendable base colors,
2. Drop-in for existing infrastructure,
3. Multi-material compatibility,
4. Color intensity & durability,
5. Cost-efficiency at scale,
6. Clean, non-toxic coloring process.

First product

How we did it? ↓

THE SOLUTION

Bio-based

Building a library of color-producing bacteria isolated from the most extreme environments of LATAM

- A source to produce colors in large quantities,
- Non-polluting and non-toxic,
- Resistant & durable to meet textile standards.

THE SOLUTION

Chem-enhanced

Green chemistry coloring formulations

- A customizable chemical tool designed to tailor the final product for a clean and efficient coloring process:
  - Less water, chemicals, and energy in coloring,
  - Suitable for multiple materials, like cotton and polyester,
  - Wash resistant.

TRACTION

Running pilot programs in LATAM and first customers

- 10 pilot tests conducted. 5 more pilots scheduled.
- Same performance as petrochemicals.
- Zero toxic inputs during coloring.
- Textile standards validated by ISO.
- Target: cotton, polyamide, animal fibers and printing applications.
- First sales.

BUSINESS MODEL

Coloring is B2B, brands drive adoption.

Textile Manufacturers

Colors for an efficient, clean coloring process

Fashion brands

Demand of colors certified in sustainability

End consumers

100% traceable color boosts brand image and credibility

TEAM

Bringing biotech and textile together for Fashion Innovation

Esteban Silva
CEO | Business

Emilia Cardoso
CSO | Microbiologist

Carola Campanelli
CTO | Biotechnologist

Gonzalo Pulka
CPO | Textile Engineer

Backed by GRIDX

Product roadmap:

Our platform enables a repeatable methodology to unlock each blendable color in the palette.

Commercial milestones:

1. **2025.** First sales.
1 color.

2. **2026.** US$100K in revenue.
2 colors.

3. **2027.** 2M in revenue.
4 colors.

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