



RE(INVENTING) TOMORROW.
TOGETHER

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The background image is a high-angle, wide shot of a large exhibition hall. The hall is filled with numerous booths of various sizes, many of which are white or light-colored. People are seen walking through the aisles and interacting at the booths. The ceiling is high and features a complex network of metal trusses and lighting fixtures. The overall atmosphere is one of a busy, large-scale event.

3 Days. 5000+ Visitors

Decades of Innovation. 400+ exhibitors

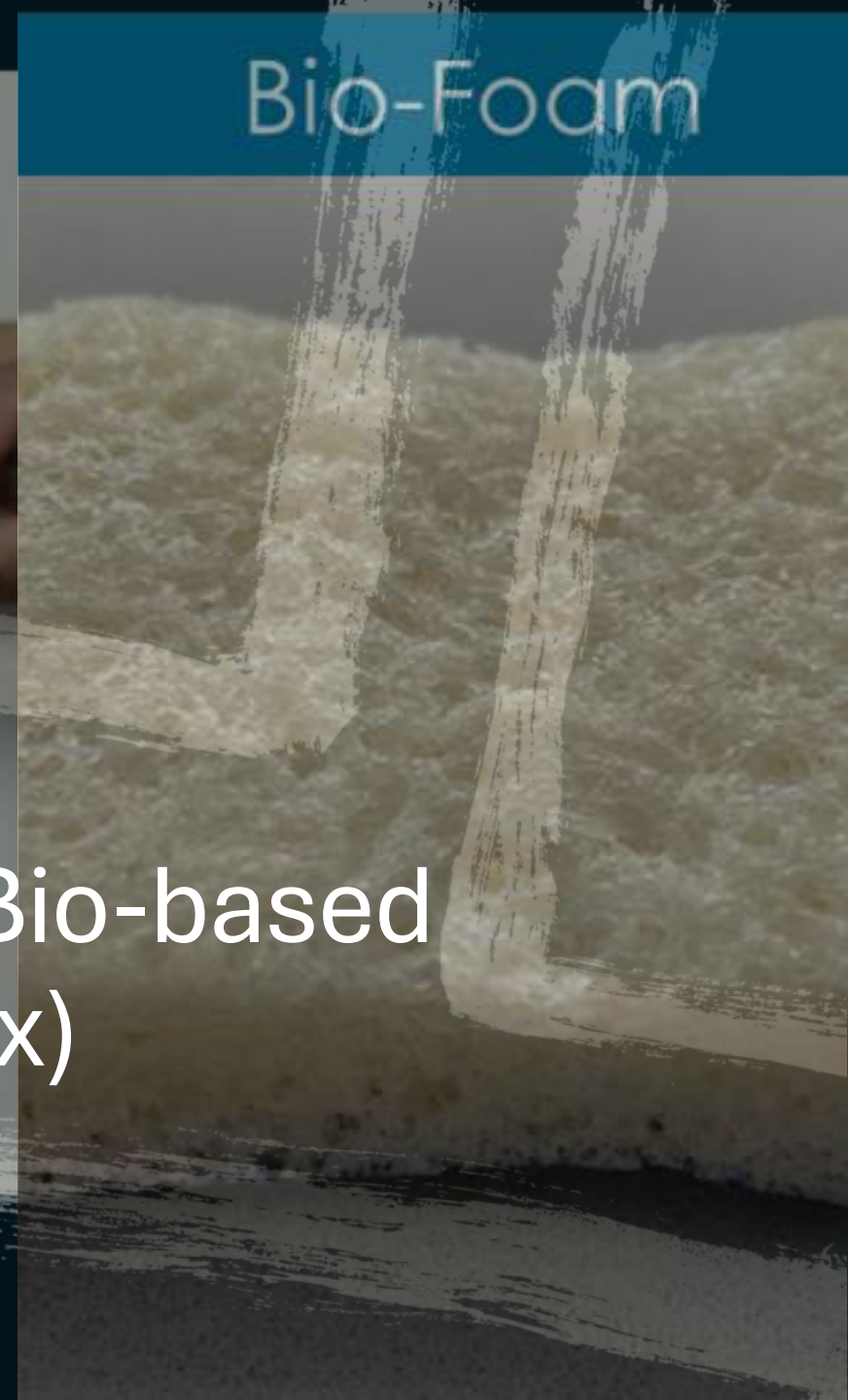
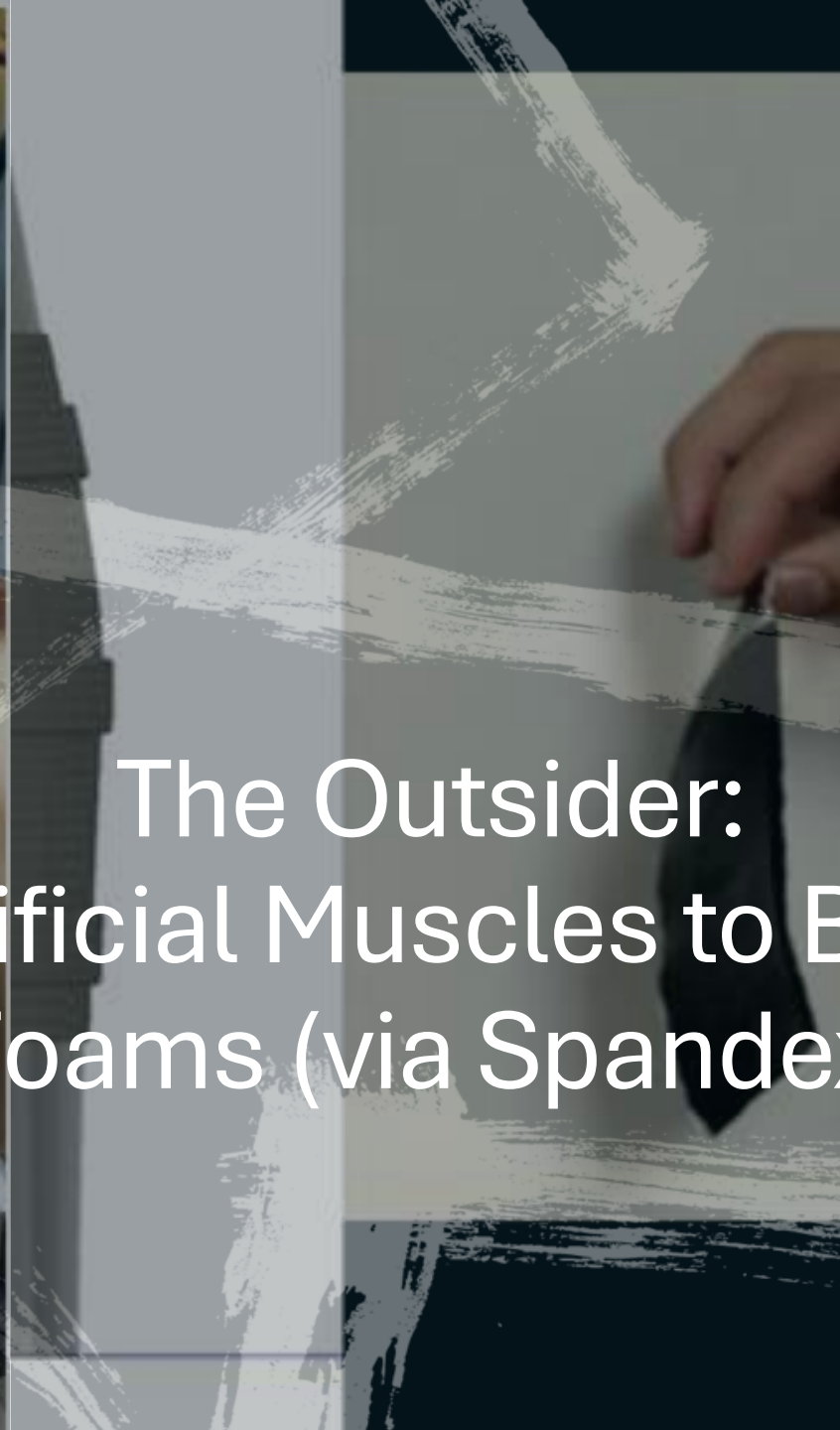
Hundreds of Conversations

Established Giants meet
Upstarts

A Diversified Ecosystem

PUSH, PULL or a Partnership ?

The Need for Dialogue and Connecting (Distant) Dots

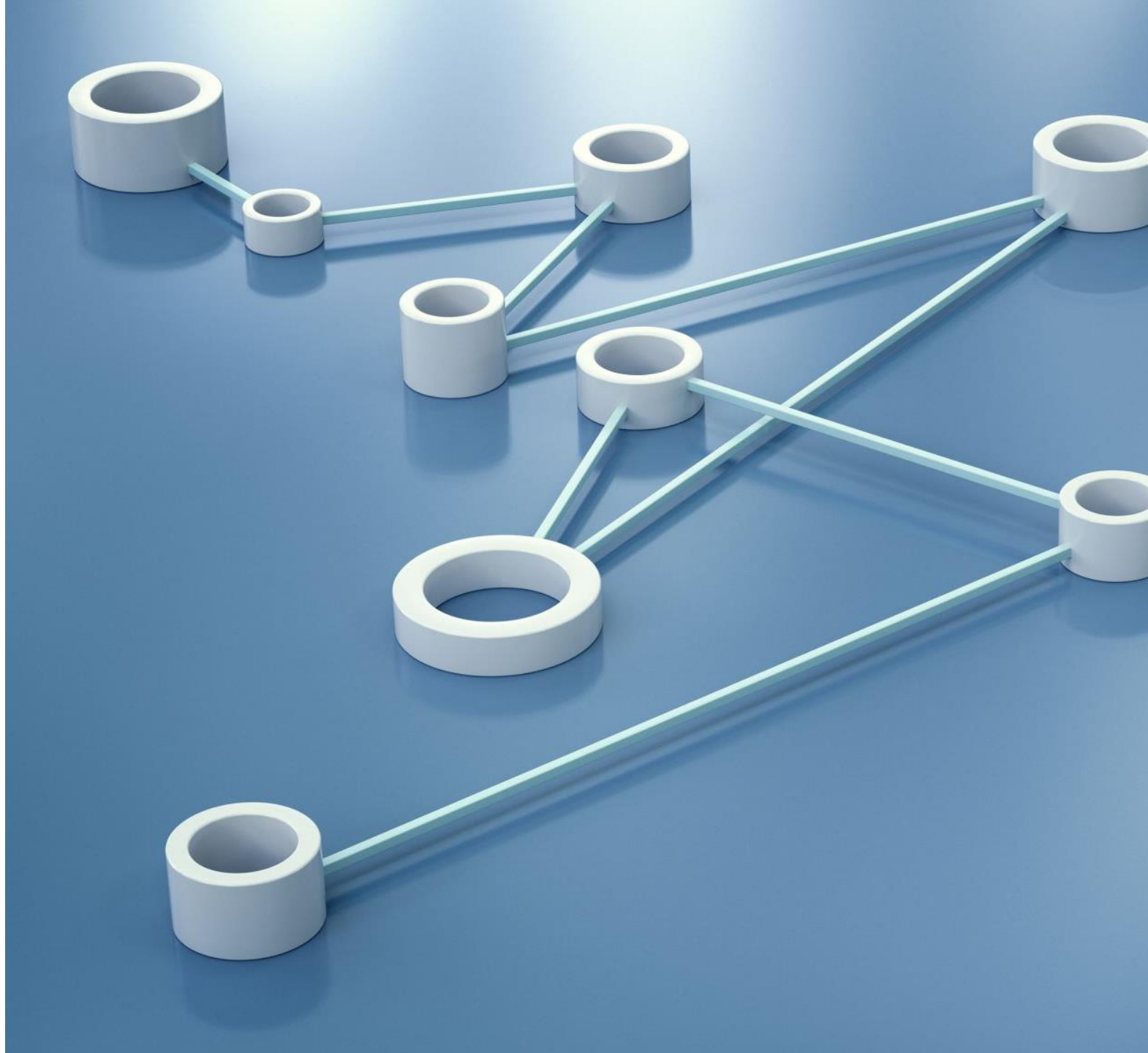


Bio-Foam

The Outsider: From Artificial Muscles to Bio-based Foams (via Spandex)

A Dialogue

- **The Opportunity**
 - Platform Capabilities
- **The Challenge**
 - The Suggestion
- **The Interest**
 - A Prototype
- **Other Conversations**
 - Leverage Platform for other products
- **The Commitment**
 - One Bio-based Product in Commercial Production.
Two in Pipeline



To Innovators

Cast Aside the Hashtag Activism, Stop Demonizing the Industry

- Acknowledge the Staying Power of the Incumbent Materials and Industries
 - Optimised for Performance and Efficiency over Decades
 - Genuine Commitment to to good while pursuing profits

Appreciate the huge risks and upfront investment required to upend current practise

- See Incumbents as Partners and Allies. Work with and not against the tide
- Emphasise Performance
 - Make the Case for Price Parity over Time
 - Make the case for Drop-in Manufacturing where possible



To the Incumbents

- Do give Innovators a Fair Hearing
 - As the tough questions but allow us to make the case for Comparable Performance, Price Parity and Drop-in Production
 - Challenge us but dont set the bar so high that it dissuades innovation
 - Materials Innovators are often Application Agnostic. We will go where there are outstretched arms
 - When it comes to transparency and data-driven assessment lead by example
 - Fair assessment of Incumbent Materials
- See the new generation of innovations and innovators as the Ultimate Opportunity

It Takes a
Village

