

Rethinking Colour!

Karin Fleck, CEO and Founder

World IP Day 2021

The Problem With Dyes

Low Sustainability Bad Impact to Health Monopolies on platform chemicals for dyes Concentration of a few suppliers worldwide

Dirty Laundry

Unravelling the corporate connections to toxic water pollution in China







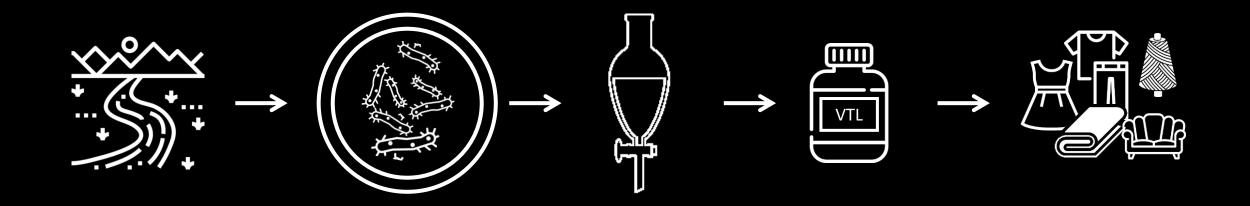




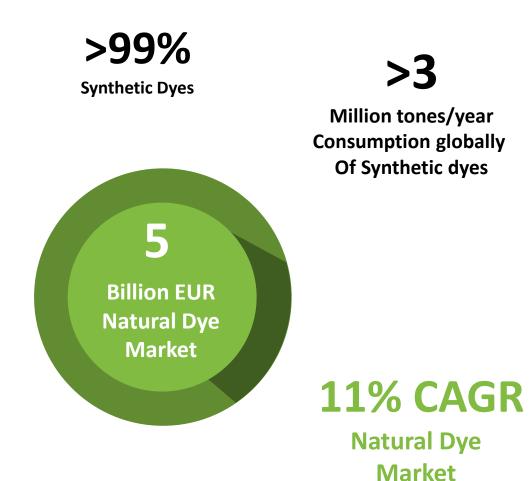
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What is the deal?



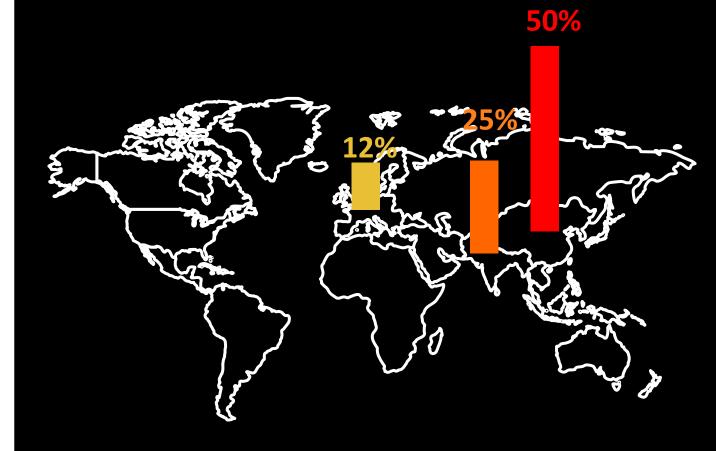
We collect bacteria in nature, take them to the lab and grow them, extract the colour and sell the dye to the textile industry



Major customer segments

- Dye manufacturers Fibre, yarn and textile mills Integrated fashion and textile companies

Market Size Global Consumption of Dyes

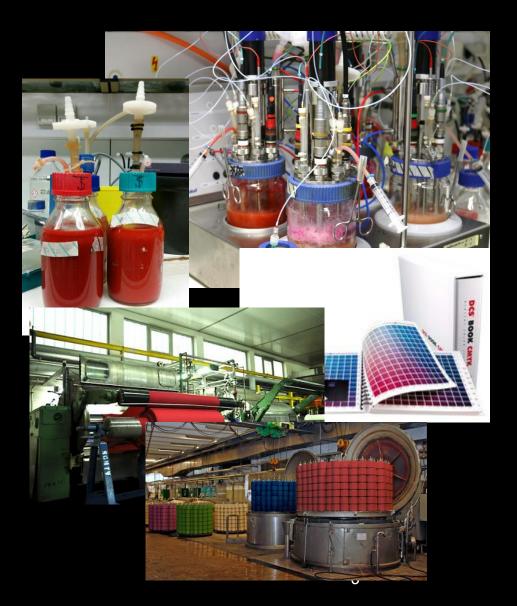


The solution & technology

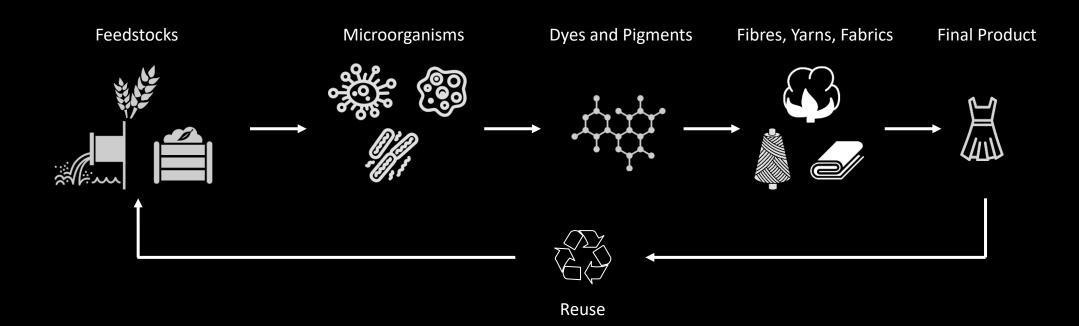
Biobased manufacturing of dyes and pigments

Textile chemistry, improving natural substances to compete with synthetic dyes

New dyeing methodologies, CO2 dyeing and printing



The new biobased value chain



What we produce

Stage 1



Designer Items Co-Creation Projects Dyeing as a Service Stage 2



Dyed Textiles And yarns Stage 3



Pure Pigments And dyes

Implemented Progress and PreSeed Impact

Milestones

- More Proof-of-Concepts
 - More Prototypes
 - First collections
 - Fashion partners
- Growth financing



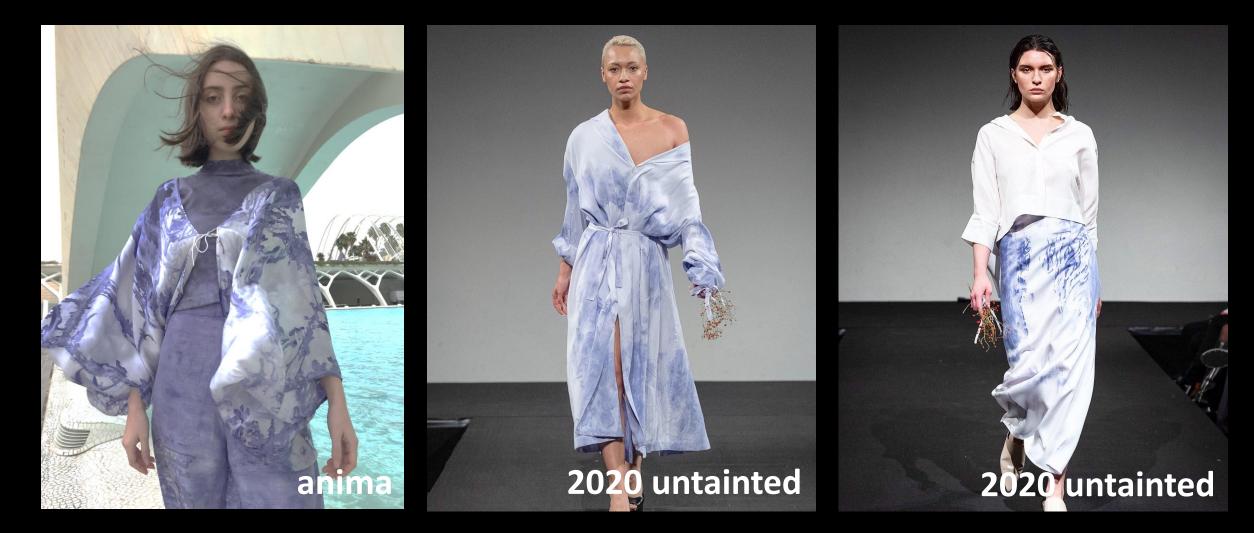
Milestones

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Designer Projects with the Vienna Textile Lab



Our Success story



Strong Partners

BO	KU







A

Bacteriographie

WIEN

 Fritsch Färberei GmbH



Strong Appearance





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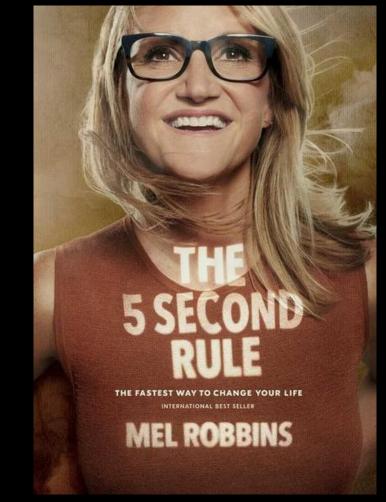
Our IP Journey

Meeting the competition



How to deal with mail

- Get help
- Know IP
- Understand the situation
- Get your organisation aware
- Know the process
- Understand your escalation levels
- Accept there are no quick solutions nor zero risk options
- Shield up
- Make your battle plans
- Get ready to fight
- Sleep over it



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Copy Cats

- We copy too
- Respect the IP of others

Don't worry. I'll take your pathetic attempts to replicate everything I do as a compliment; because if I were you, I'd want to be me too.



NDAs and other agreements

- Many different formats
- Many different countries and IP laws and legal clauses
- David against Goliath

The real leaking:

- Watch out with Accelerators and Grant applications!
- Investors
- Partners
- Clients
- Team members



https://www.theregreview.org/2019/11/25/katz en-reinvigorating-paperwork-reduction-act/



Home work



https://www.amazon.de/

- Documentation
- Training
- Resources
- Knowledge management

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Leonardo da Vinci

Freedom to Operate

Fto EvA

Building up IP

- It is a process
- Teach the team
- Ask "what IP is in it?"
- Write it down

To be continued...

BIG Thanks to



Dr. Wolfgang Rupp



Dr. Manuela Loidl

SALOMONOWITZ Rechtsanwälte

Dr. Sascha Salomonowitz



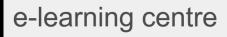
Anna Maria Stein Frederica Corti



IP ACADEMY







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What is the plan for 2021?

We are looking for **investors** in the field of biotech, biomanufacturing, chemistry and fashion tech Our first <u>funding round starts Q3 2021</u>





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