

**VIENNA
TEXTILE
LAB**

Rethinking Colour!

The Problem With Dyes

Low Sustainability

Bad Impact to Health

Monopolies on platform chemicals for dyes

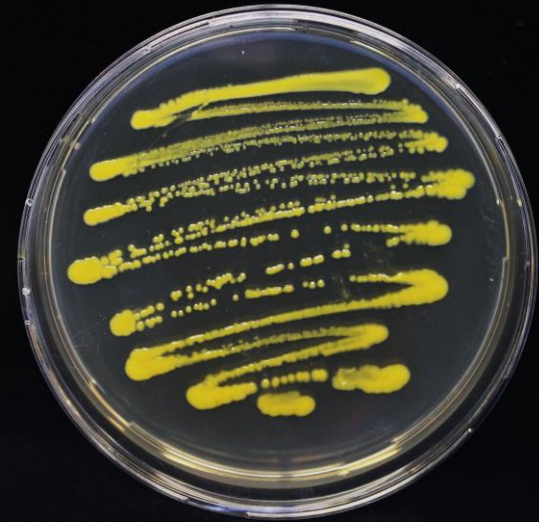
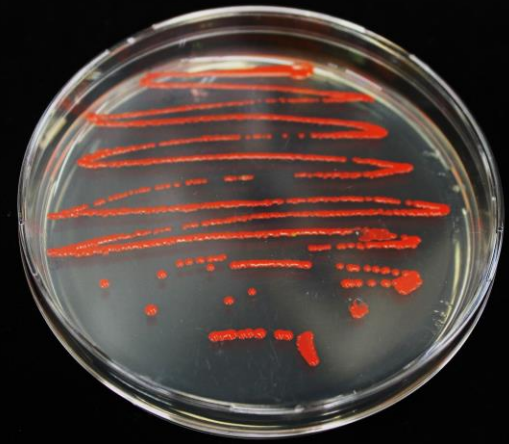
Concentration of a few suppliers worldwide

Dirty Laundry

Unravelling the corporate connections to toxic water pollution in China

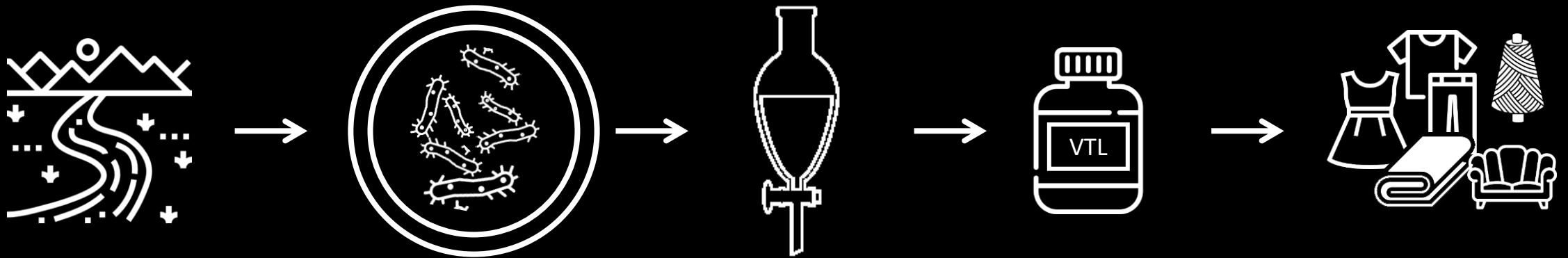


World IP Day 2021, Vienna Textile Lab



© Ilinca Oprea/Capucine Vanbuis Vienna Textile Lab

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

>99%

Synthetic Dyes

>3

Million tones/year
Consumption globally
Of Synthetic dyes



11% CAGR

Natural Dye
Market

Major customer segments



Dye manufacturers

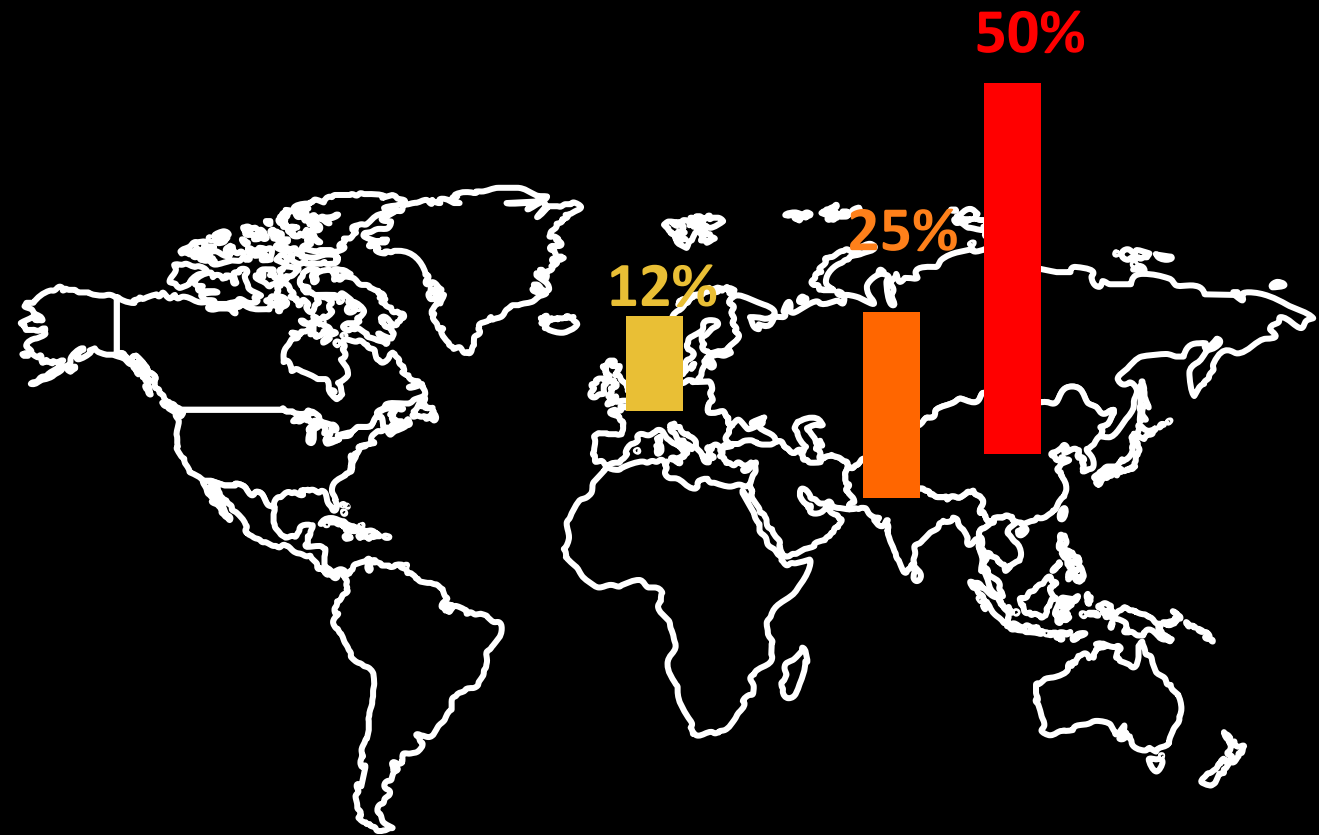


Fibre, yarn and textile mills



Integrated fashion and
textile companies

Market Size Global Consumption of Dyes



The solution & technology

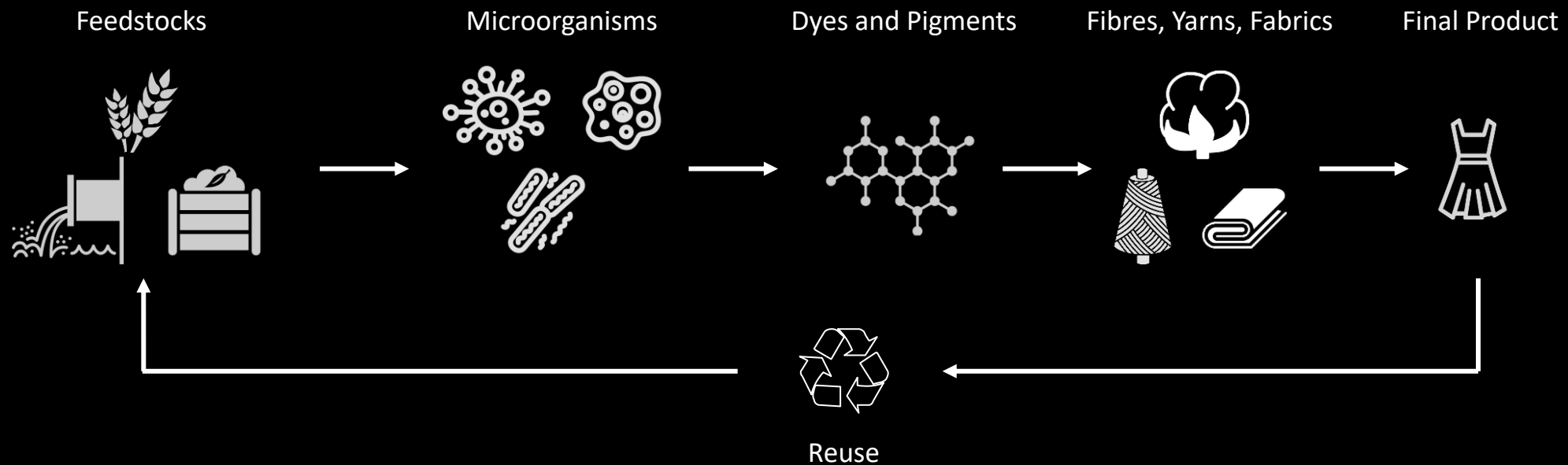
Biobased manufacturing of dyes and pigments

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

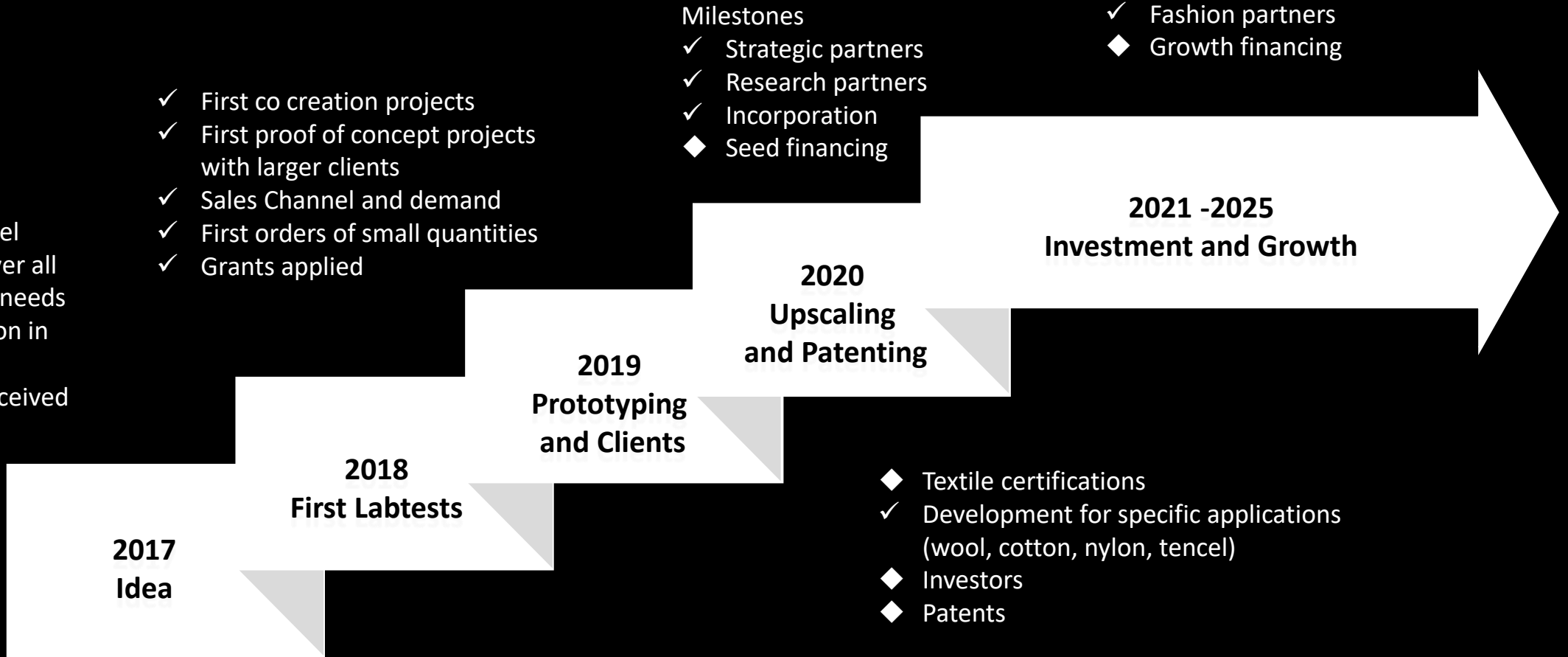
Stage 3



Pure Pigments
And dyes

Implemented Progress and PreSeed Impact

- ✓ Accelerators
- ✓ Business Model
- ✓ Partner to cover all development needs
- ✓ Team formation in progress
- ✓ First grants received



- Milestones
- ✓ Strategic partners
 - ✓ Research partners
 - ✓ Incorporation
 - ◆ Seed financing

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

- ◆ Textile certifications
- ✓ Development for specific applications (wool, cotton, nylon, tencel)
- ◆ Investors
- ◆ Patents



Silk
Pongé
Colour

Modal
Jersey
Colour 01

Banana Fibre
Colour 02

Linen
Colour 02

Silk
Pongé 05
Colour 02

Silk
Pongé 05
Colour 02

Silk
Knitted
Colour

Linen
Colour 01

Modal
Jersey
Colour 01

PLA
Knitted
Colour

Polyester
Stretch
Colour 01

Cotton
Colour

Cotton
Colour 01

VIENNA
TEXTILE
LAB
Cotton
Jeans
Colour 01

2019 Vienna Textile Lab

Designer Projects with the Vienna Textile Lab



Our Success story

Supported by



Climate-KIC

ClimateLaunchpad



because impact matters!



BOKU Startup Prize 2019

Strong Partners



Bacteriographie



Fritsch Färberei GmbH



Strong Appearance



COP24-KATOWICE 2018



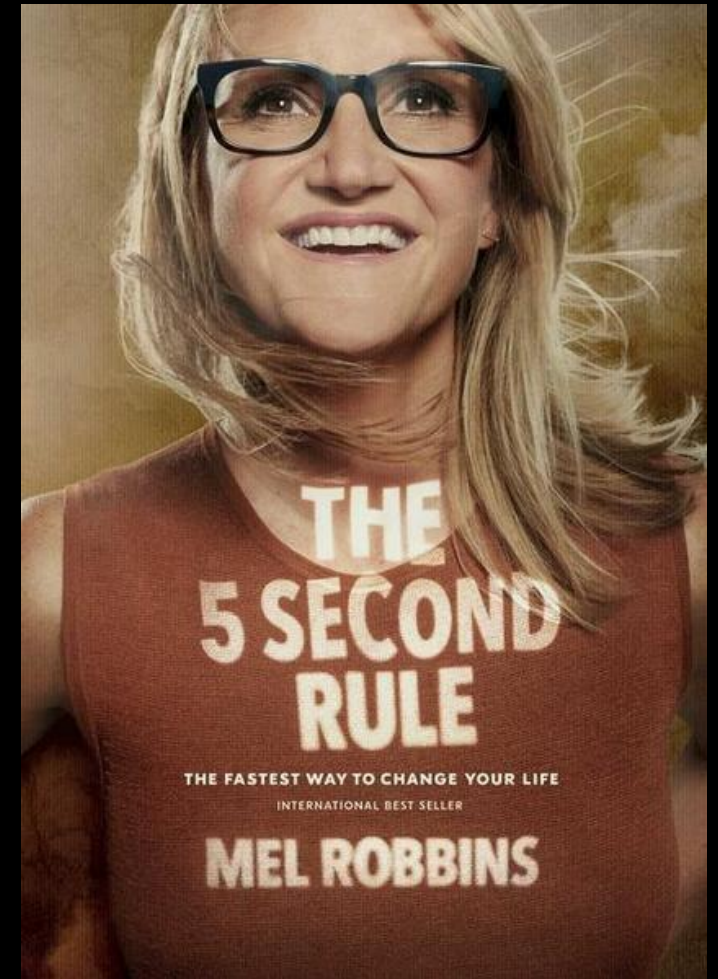
Our IP Journey

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



https://www.thalia.at/shop/home/artikel/details/ID46456029.html?ProvID=11010474&gclid=EA1alQobChMI00mo wd2X8AIVwZ7tCh2kRA9zEAQYASABEgKDNPD_BwE

Copy Cats

- We copy too
- Respect the IP of others



NDA's 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/katzen-reinvigorating-paperwork-reduction-act/>



Home work



<https://www.amazon.de/>

- Documentation
- Training
- Resources
- Knowledge management



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

discover. IP

der 360 ° Blick auf Ihr geistiges Eigentum

IP ACADEMY



österreichisches
patentamt



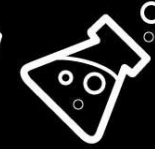
e-learning centre



What is the plan for 2021?

We are looking for **investors** in the field of biotech, biomanufacturing, chemistry and fashion tech

Our first funding round starts Q3 2021



VIENNA
TEXTILE
LAB

Rethinking Colour!



Karin Fleck
CEO

karin.fleck@viennatextilelab.at
www.viennatextilelab.at

