



Our mission is to accelerate the development of sustainable materials for the fashion, automotive, and home goods industries, with a focus on replacing animal-based materials.

THE PROBLEM

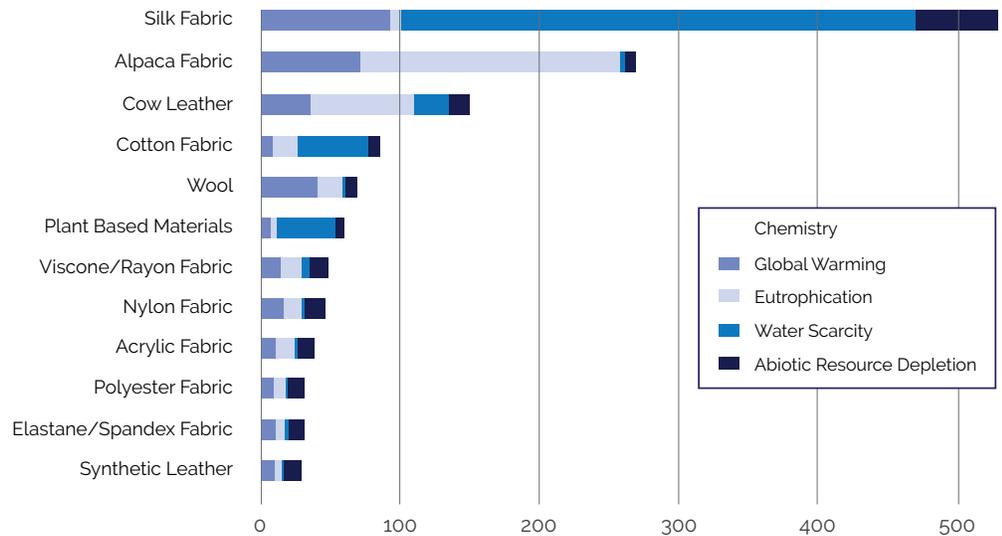


Environmental Impact

Fact: 72% of the total environmental footprint from fashion brands comes from raw materials.

Fact: 4 of the top 5 most environmentally damaging materials come from animals. Silk is the single most polluting and resource-intensive material on the market, alpaca is second, and leather is third.

CRADLE TO GATE ENVIRONMENTAL IMPACT INDEX PER KG OF MATERIAL



Source: Higg Index, higg.org

Human Rights

Leather production has numerous human health and fair labor issues.

Animal Welfare

Fact: Over 3.6 billion animals are killed, sheared, or plucked each year to produce leather, fur, wool, down, and exotic skins.

Fact: Over 1 trillion silk worms are boiled alive each year to produce silk.



**1.4+
Billion**
Leather Animals



**1+
Trillion**
Silk Worms



**367+
Million**
Wool Animals



**1+
Billion**
Fur Animals



**840+
Million**
Ducks & Geese



**2.5+
Million**
Exotic Animals

OUR SOLUTION

Leverage technology and markets to accelerate the development and adoption of sustainable and animal-free materials.



HOW WE DO IT

Ecosystem Development



We are at the center of developing and connecting the ecosystem for sustainable and animal-free materials.



Identifying, assessing, and promoting innovative materials and technologies.



Spurring investments, research, and development to scale promising innovations.



Partnering with brands, retailers, and suppliers to bring sustainable materials to market.

OPPORTUNITY

Consumer Demand

Consumers are more informed than ever about the impact of their choices and they are demanding more eco-friendly offerings. 55% of consumers would prefer purchasing a leather alternative to leather and 76% of consumers are likely to purchase leather grown from cells in a factory.

Market Potential

Next gen materials make up less than 1% of the total market for animal materials. The animal materials industry is at least a \$126 billion market. With consumers demanding these materials, there is enormous market potential for alternatives.

Replication of What Works

Co-founder and Executive Director Nicole Rawling established and ran the international program of the Good Food Institute, a U.S.-based 501(c)(3) organization promoting plant-based and cultured meat. MII's programs are based on GFI's very successful programs.



Now is the time to embrace sustainable innovation, both to create a liveable future on Earth and to create a prosperous future for the materials industry.