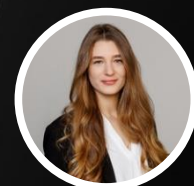


IDEATHONS 2023 RECAP

Highlights from Innovator Showcases



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IDEATHONS BY THE NUMBERS

- 01 | Regenerative Agriculture
- 02 | Sustainable Manufacturing
- 03 | Quantum Computing
- 04 | Plastic Waste Management
- 05 | Decarbonization of Heat
- 06 | Hydrogen Economy
- 07 | Waste Valorization
- 08 | Sustainable Ingredient Production
- 09 | Long-Duration Energy Storage
- 10 | Robotics in Agriculture
- 11 | Industrial Circularity

11

Ideathons

54

Pitches

700+

Attendees

WINNERS



INNERPLANT



ENERVENUE

“ ”

What are **the essential components** that make up a **winning pitch**?

ENERGY

KEY COMPONENTS

MITIGATING RISKS

- Favor technologies at a high technology readiness level while reducing emissions
- Adapt emerging technologies suitable for integration with existing assets



MATERIALS AND MANUFACTURING

KEY COMPONENTS

IMPACT

Reduce quantifiable metrics such as carbon footprint, fossil-based resources, waste generation, or costs

TIMING

Alignment with current and emerging regulations



CONSUMER PRODUCTS

KEY COMPONENTS

REAL-WORLD APPLICATIONS

Offering cost-effective solutions that are easy to adopt and integrate

DIVERSIFYING PRODUCT PORTFOLIO

Opportunities of applications beyond niche areas



“ ”

What is the **most effective approach** for corporations to **collaborate with startups**?

ENERGY

COLLABORATION

ALIGNMENT ON STRATEGIC VALUES/GOALS

Aiming to decarbonize operations in collaboration with an innovator developing low-carbon energy solutions



MATERIALS AND MANUFACTURING COLLABORATION

INNOVATION CLUSTER

Exposure to different innovators
without the need to commit to a
specific startup



CONSUMER PRODUCTS

COLLABORATION

INTEGRATES WITH EXISTING CAPABILITIES

Enhancing product offerings while contributing to sustainability goals



KEY TAKEAWAYS

1

For winning startup pitches, focus on mitigating risks, achieving high impact, and applying solutions at large scale.

Although there are subtle differences between startups' target markets, aligning with current and upcoming regulations is a key differentiator for all.

2

For corporate innovation teams, find effective approaches to collaboration with startups.

Gaining access to innovation clusters, looking for a partner that complements existing capabilities, and being open to a long-term commitment are key best practices.

3

Engage directly with emerging innovators to hone technology assessment capabilities.

Through Ideathons, attendees not only engage with startups, but they also learn which key questions they need to ask when evaluating the impact of new technologies.

THANK YOU



UPCOMING IDEATHONS

JANUARY 9

Alternative Proteins

FEBRUARY 6

Critical Minerals

MARCH 5

Smart Packaging



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