



2024

CASE FOR SUPPORT

WHAT IF WE COULD...

DRAMATICALLY REDUCE GREENHOUSE GAS EMISSIONS

SAVE THE LIVES OF TRILLIONS OF ANIMALS

PREVENT MASS DEFORESTATION

SIGNIFICANTLY REDUCE MICROPLASTIC POLLUTION

HELP END FORCED LABOR



**MATERIAL
INNOVATION
INITIATIVE**

THE PROBLEM

THE MODERN MATERIALS INDUSTRY:

ANIMAL WELFARE



- > HARMS AND KILLS TRILLIONS OF FARMED AND WILD ANIMALS EACH YEAR
- > USES ANIMALS THAT ARE LARGELY UNPROTECTED BY ANIMAL WELFARE LAWS

ENVIRONMENTAL IMPACT

- > EMITS MORE CO₂ THAN AVIATION AND MARITIME SHIPPING COMBINED
- > IS THE LEADING CAUSE OF GLOBAL BIODIVERSITY LOSS
- > IS THE #1 SOURCE OF MICROPLASTICS IN OUR WATERWAYS



HUMAN RIGHTS

- > IS THE #2 SOURCE OF FORCED LABOR



THE SOLUTION

NEXT-GEN MATERIALS ARE A KEY SOLUTION TO ALL OF THESE PROBLEMS.

COMPARED TO CONVENTIONAL SYNTHETIC AND ANIMAL-DERIVED MATERIALS, NEXT-GEN MATERIALS:



The New York Times

NYTIMES OPINION COLUMNIST EZRA KLEIN RECOMMENDED MII AS A HIGH IMPACT GIVING OPPORTUNITY.

MII “is trying to build alternatives to animal-based materials used for fashion, cars and home goods. There has been much less innovation and investment here than in alternative proteins, and that suggests enormous opportunities if an ecosystem of financing and information-sharing and start-ups can be built.”

MII'S SOLUTION

NO ONE ELSE DOES WHAT WE DO.

THE MATERIAL INNOVATION INITIATIVE (MII) IS THE ONLY ORGANIZATION THAT IS ACCELERATING THE DEVELOPMENT OF THE ENTIRE NEXT-GEN MATERIALS INDUSTRY.

THEORY OF CHANGE

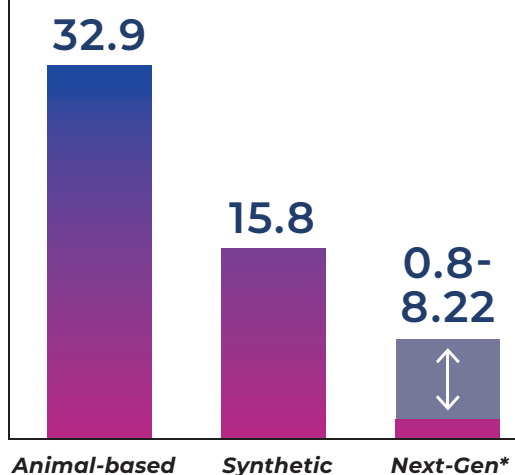
MII was founded on the premise that a transition to next-gen materials is urgently needed but not inevitable. Our theory of change is that consumers do not buy materials because they come from petrochemicals or animals; they buy them based on their performance, aesthetic, price, and availability. If the market provides consumers with next-gen products that meet their needs, plus have the added benefits of being more sustainable and ethically produced, consumers will purchase these products.

FACT:

Next-gen materials, on the whole, are poised to be **over 90% better than animal based materials and over 60% better than synthetics for the environment.**

ENVIRONMENTAL IMPACT OF LEATHER

CO₂ Emissions (kg CO₂ eq)



*Includes 5 top companies on the market.

OUR WORK

MII HELPS SCIENTISTS, INVESTORS, INNOVATORS, AND BRANDS FAST-TRACK NEXT-GEN MATERIAL INNOVATION:



We provide investors with impartial guidance about next-gen material science, technologies, white spaces, and investment opportunities.



We support innovators by analyzing the state of the next-gen materials industry, mapping white spaces for new companies to form, connecting innovators to these opportunities, and sharing their fundraising information with investors.



We provide brands with industry and technology overviews, conduct consumer research, and connect them with next-gen material companies.



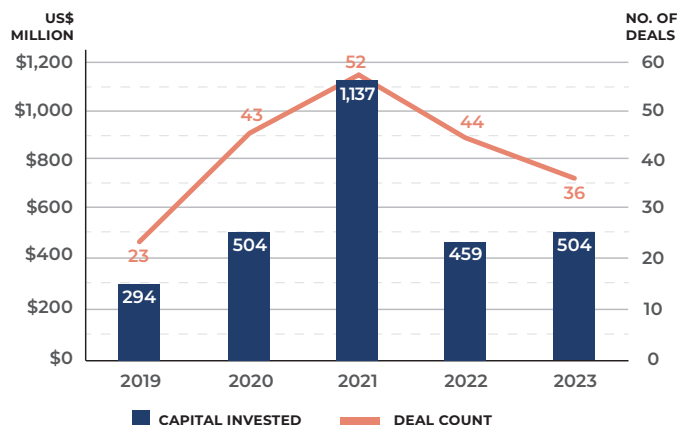
We produce scientific and technological assessments on notable next-gen materials and drive critical research on the most promising next-gen material.

MII'S GLOBAL IMPACT

MII IS CREATING A MORE SUSTAINABLE, HUMANE, AND BEAUTIFUL WORLD.

WE ELEVATE THE MISSIONS OF ALL STAKEHOLDERS ACROSS THE INDUSTRY AND OPERATE AT THE CENTER OF THE NEXT-GEN MATERIALS ECOSYSTEM AS A KNOWLEDGE PARTNER, IDEAS GENERATOR, FACILITATOR, AND CONNECTOR.

INVESTMENTS IN NEXT-GEN MATERIALS



CAPITAL INVESTED IN NEXT-GEN MATERIAL COMPANIES, 2019-2023

VC investments spiked globally in 2021, then declined. Funding for next-gen material companies increased by 10% in 2023, showing significantly higher investments than the general market.

Source: MII analysis on investment material companies included in MII's company database, based on data from PitchBook and Primary research.

HIGHLIGHTS:



Over **\$2.31 billion** invested in next-gen materials **since our founding**.



More than **280 unique investors** between **2020** and **2023**.



Since 2020, there have been **over 616 partnerships** between **next-gen materials companies** and **fashion, automotive, and home goods brands**.

CONSUMER AND BRAND ACCEPTANCE OF NEXT-GEN MATERIALS

99%

CHINA

92%

U.S.

95%

BRANDS

- > More than 99% of Chinese consumers and 92% of U.S. consumers surveyed report that they are likely to purchase next-gen materials.
- > More than 95% of brands MII has met with are interested in incorporating next-gen materials into their product lines.



PROJECTED IMPACT OF NEXT-GEN MATERIALS BY 2040

75%
DECREASE

FASHION, AUTOMOTIVE
& HOME GOODS

25%
DECREASE

PETROLEUM-DERIVED
SYNTHETICS

- > Fashion, automotive, and home goods companies will decrease the use of animal-derived materials by 75% and petroleum-derived synthetic materials by 25%.

THE LIVES OF MORE THAN 34 BILLION FARMED ANIMALS AND TRILLIONS OF WILD ANIMALS WILL BE SPARED.

A NEXT-GEN SUCCESS STORY



MEET
MARTIN
STÜBLER

“The value of MII’s role as a relationship facilitator in the next-gen materials industry cannot be overstated...”

MARTIN STÜBLER, A FORMER BIOTECH ENGINEER AT MYCOWORKS, FOUNDED HIS NEXT-GEN FUR COMPANY BIOFLUFF WITH MII’S SUPPORT. MARTIN WAS INSPIRED TO FOCUS ON CREATING HUMANE FUR ALTERNATIVES AFTER VISITING FUR TANNERIES IN EUROPE.

Upon his return, Martin contacted MII for guidance on alternatives to animal fur and was surprised to learn that only petrochemical-derived synthetic alternatives were available on the market. After multiple meetings with MII, he was encouraged to found BioFluff, the first 100% plant-based, petrochemical-free, ethical, and sustainable alternative to animal and petrochemical-derived fur. During the process of creating his company, Martin downloaded all of the reports on MII’s website, which he says are “fantastic” and have helped him in every stage of his company formation so far. He also shared that MII’s White Space Report helped him develop BioFluff’s pitch deck and shaped his vision for next-gen fur.

The value of MII’s role as a relationship facilitator in the next-gen materials industry cannot be overstated. The MII team played a vital role in getting us in touch with the right investors, which ultimately led to the close of our first pre-seed funding round, fueling us with the resources and momentum needed to create sustainable plant-based fur. We simply could not have crossed this milestone without them.

— Martin Stübler, Founder, BioFluff

BioFluff is now a leading next-gen fur company, and it promotes ethical integrity and sustainability as its top value propositions. The raw materials it uses are widely available, more affordable than animal and petrochemical-derived fur, and have, in the company’s words, “advantages for the agro-ecosystem...such as increased biodiversity and improved soil fertility.” Martin looks forward to making the world a more sustainable, humane place for decades to come and the MII team is thrilled to be part of his journey!

PRESS

STELLA MCCARTNEY x **SAVIAN**



Stella McCartney selected SAVIAN, a BioFluff product to showcase the solution for animal-free, petrochemical-free fur, and debuted the first-ever coat they have created from the material as part of their Pre-Fall 2024 collection at COP28.

OUR COMMUNITY OF SUPPORTERS

MEET DAVID LEE



MATERIAL COMPANY TESTIMONIAL

MII has brought together a community of materials innovators that will drive the environmental impact of what we make, use, and wear for generations. I met some of the most consequential people for expanding my company through MII, including an international retailer that is releasing my vegetable cashmere in stores across the world. And that this MII community is led by some of the most forward-thinking and proactive women in the industry is purely inspiring.

— David Lee, Creative Director, KD New York

INVESTOR TESTIMONIAL

The GlassWall Syndicate is a large group of venture capitalists, investors, and others who are committed to improving the welfare of people, animals, and the planet. As the co-founders and leaders of GlassWall's Next-Gen Materials Committee, MII has provided invaluable resources and sci-tech guidance to investors. Our network offers our members a win-win opportunity to profit from investing in a unique and underserved market and advance our shared commitment to using investments for social good.

— Macy Marriott, Director, GlassWall Syndicate



MEET MACY MARRIOTT



DONOR TESTIMONIAL

MEET DAVID MEYER



I'm proud to support MII's unique mission and vision for a better world. There are many products that drive the destructive animal-based food/product industry. Non-food products such as leather, feathers, etc. are often neglected by change advocates, but they are an important part of the overall industry profits. This is why I have been an avid supporter of MII since its inception, both as a funder and an advisor. As a small organization with an ambitious mission, MII's emphasis on partnering with collaborators across industries enables it to tackle global crises, including human rights abuses, biodiversity loss, factory farming, and climate change.

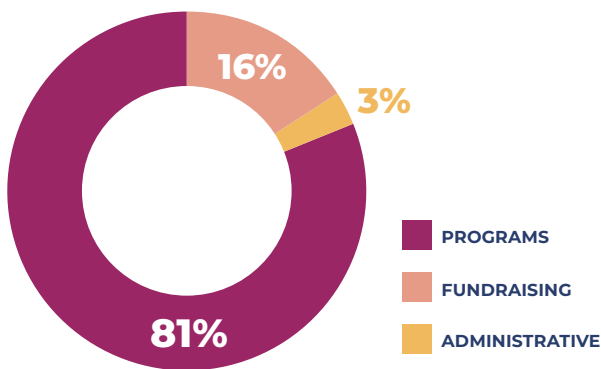
— David Meyer, co-founder and CEO,
Humane America Animal Foundation

YOUR SUPPORT MATTERS

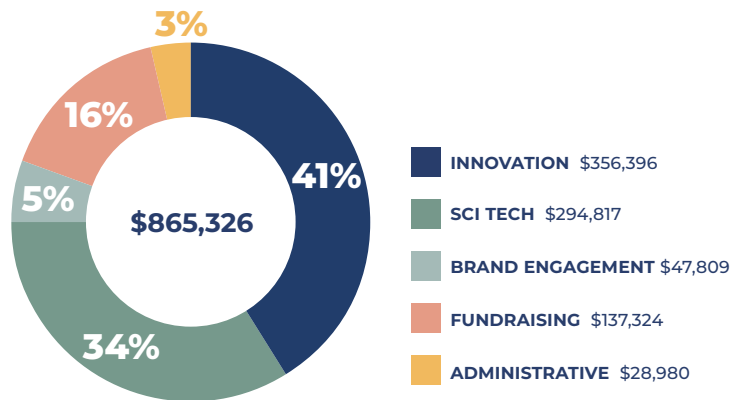
MII ACCELERATES THE DEVELOPMENT OF ENVIRONMENTALLY PREFERABLE, HUMANE NEXT-GEN MATERIALS FOR THE FASHION, AUTOMOTIVE, AND HOME GOODS INDUSTRIES.

OUR FUNDING ALLOCATION

OVERVIEW



DETAILED SPENDING



SUPPORT US



As a start-up in a new and exciting space, support from donors profoundly influences our ability to achieve our mission. By donating to MII, you are helping to engender a restorative, humane economy for the materials we all use every day in our clothes, cars, and homes.

Thank you for your support!

NICOLE RAWLING
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Material Innovation Initiative
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100%

100% FUNDED BY
PHILANTHROPY



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**MATERIAL
INNOVATION
INITIATIVE**

OUR MISSION: THE MATERIAL
INNOVATION INITIATIVE (MII)
ACCELERATES THE DEVELOPMENT
OF ENVIRONMENTALLY PREFERABLE,
HUMANE NEXT-GEN MATERIALS FOR
THE FASHION, AUTOMOTIVE, AND
HOME GOODS INDUSTRIES.

materialinnovation.org

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