

From Idea to Available Product – Getting to Commercial Scale

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CelluForce NCC™

Wood Fibres



Cells



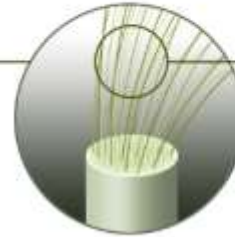
Macrofibrils



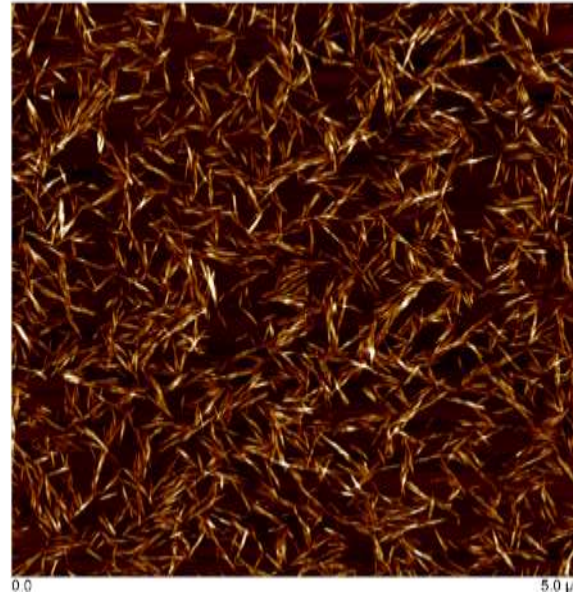
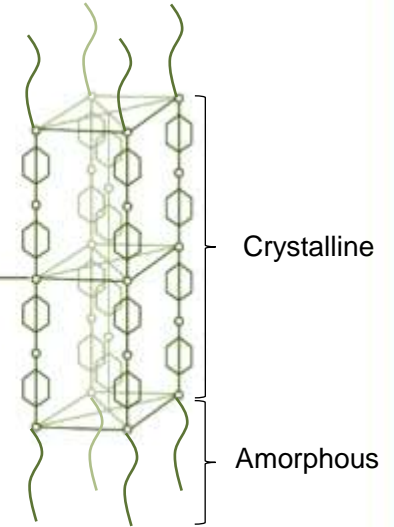
Microfibrils



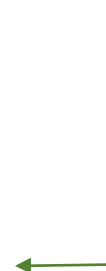
Nanofibrils



Cellulose Chain



Crystal Extraction



Scaling Up Journey



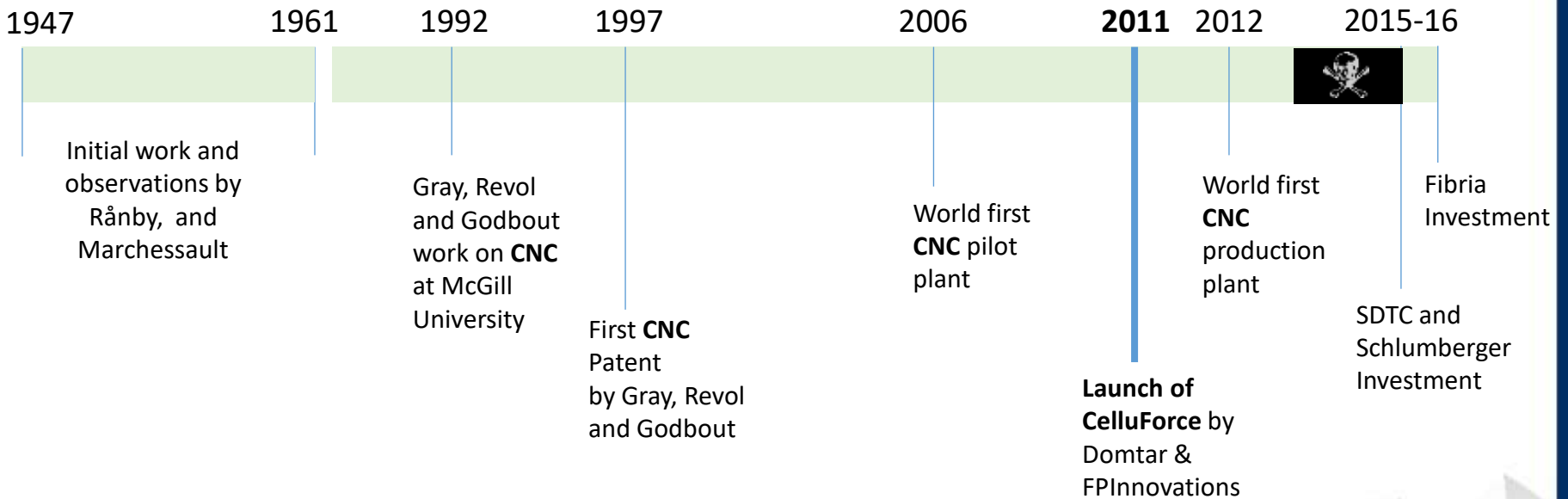
Academic research



Technology Development



Commercialization

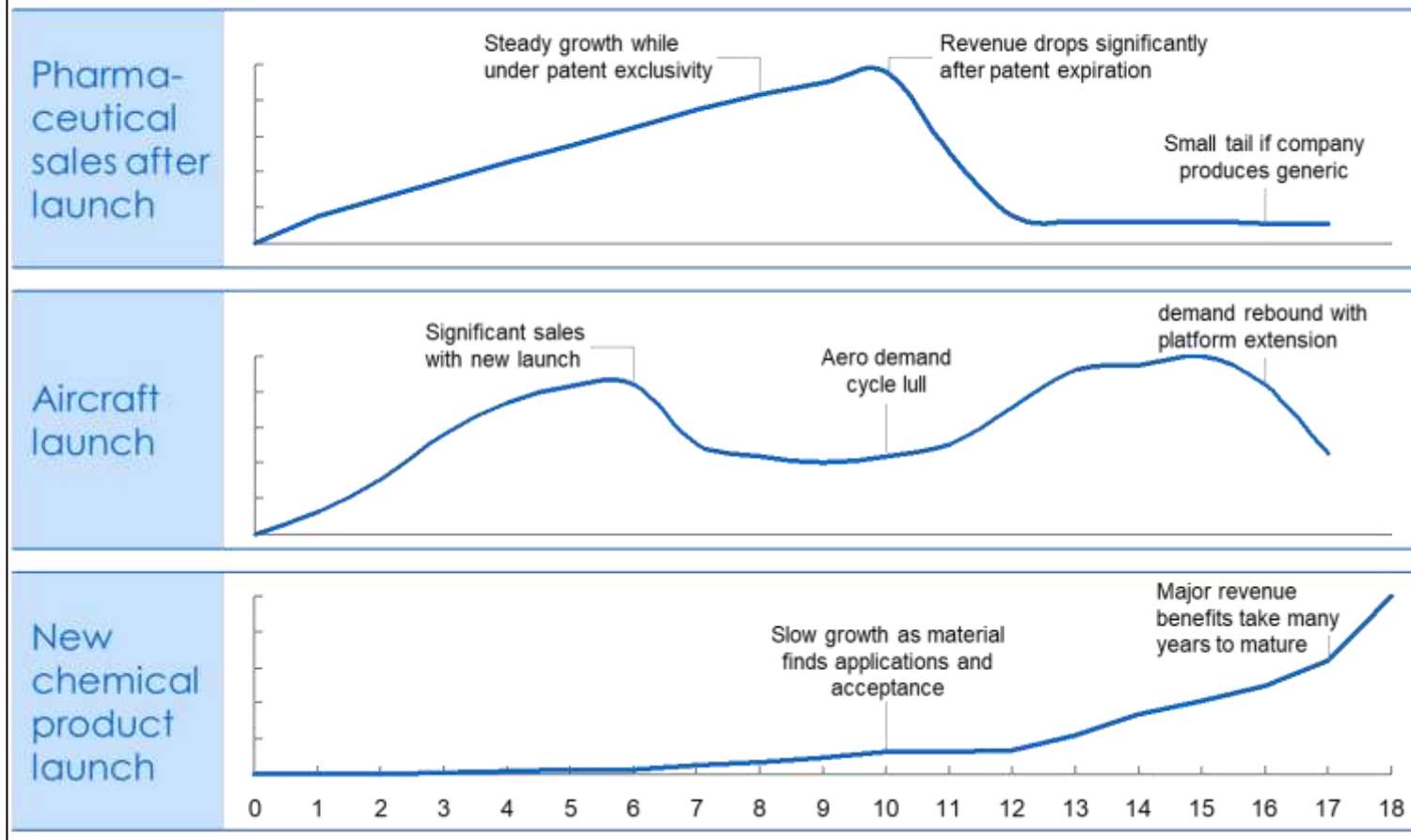


Production Technology



It takes time...

New product launches even in aerospace and pharmaceuticals typically have quicker revenue realization than new chemical products



Source: McKinzie and Company

Lessons Learnt

- Educate
- Building the plant early was a good thing
- Keep refining your production process
- Work twice as hard on developing applications
- Don't try to own all IP
- Find good and committed partners
- Remain agile
- Be resilient



CelluForce

*Harness the power of nature
to create better products*

