

Open Innovation: collaboration from industrial perspective

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People. Planet. Paint.

AkzoNobel

People.

We care about people and communities, a passion that's reflected in our commitment to safety, integrity and sustainability.

Planet.

We challenge ourselves and our partners every day to be better global citizens and protect the future of our planet.

Paint.

We keep pushing boundaries to develop pioneering paint solutions that make a world of difference.

Open Innovation via Paint the Future

Collaborations together with an increasing eco-system

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Creating value through collaborative innovation





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Highly engaged people

PTF = collaborative innovation

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Startup challenges
Global (2x) – Brazil – China - India

MEMBERS
10.213

SUBMISSIONS
1204

SoMe REACH
231mln

Supplier challenges
2019-2021

INVITEES
127

SUBMISSIONS
214

SoMe REACH
157k



READY TO STIR THINGS UP?

THE CHALLENGES

**SMART
APPLICATION**

**CIRCULAR
SOLUTIONS**

**ENHANCED
FUNCTIONALITY**

**LIFE SCIENCE
INFUSION**

**PREDICTABLE
PERFORMANCE**

SMART APPLICATION

**How could your solution
change or improve the way
customers apply our
products?**

The job of painting can be difficult sometimes – we know! But what if it wasn't? What if it was effortless, hassle-free and waste-free? We're looking to make that dream a reality.

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CIRCULAR SOLUTIONS

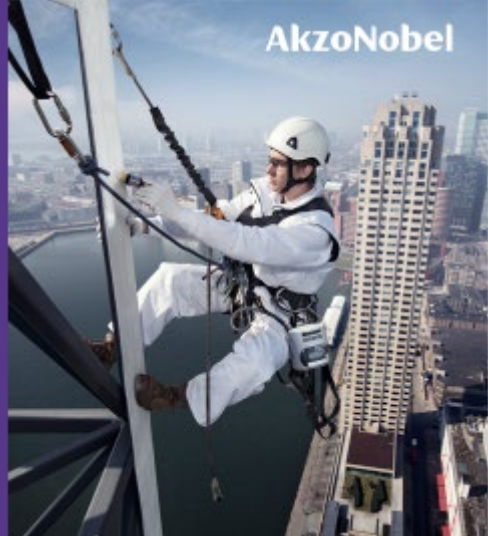
How would your solution enable circular use of materials at any point in our value chain?

AkzoNobel has a strong track record of introducing sustainable solutions, but we want to go even further. We need to do our part in the transition to a circular economy. Let's find new ways to reuse materials or eliminate waste.

ENHANCED FUNCTIONALITY

What exciting new functionality can your technology offer to make coatings cleaner, more responsive or adaptive?

Coatings are unsung heroes. Of course they color and protect materials, but they can do much more: resist heat and radiation, reflect light, make surfaces more aerodynamic and the list goes on. We are looking for new abilities that can surprise us.



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PREDICTABLE PERFORMANCE

How can we collect and augment data more innovatively so that our predictions for real world surface performance become more accurate and efficient?

Being predictable isn't always a bad thing. People depend on the performance of our coatings, so we need ways to reliably test, measure and anticipate performance under all kinds of conditions.



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LIFE SCIENCE INFUSION

How can your solution, containing bio-active technology, help bring better performance or innovative features to our coatings?

Like artists, we find inspiration in the world around us. The paint and coatings we create – and the science that makes them possible – can be inspired by nature and the environment.

Bio-active ingredients open up exciting possibilities for coatings that act in new ways, perform better and are more sustainable. We want to explore the unknown.



PAINT THE FUTURE

HOW DOES IT WORK?

- 1** Join our online platform to start submitting, discussing and enriching ideas
January 8 to March 5, 2019
- 2** Selected participants invited to continue brainstorming in closed groups
March 5 to March 19, 2019
- 3** Selected candidates invited to join three day event
Early April 2019
- 4** Three day event with expert feedback, workshops and pitch presentation coaching
Late May 2019
- 5** Winning teams sign agreement to officially collaborate with AkzoNobel
End of May 2019

WHERE CAN YOU FIND MORE INFORMATION?

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[LETPAINTTHEFUTURE.COM](https://www.letspaintthefuture.com)



[LINKEDIN
PAINTTHEFUTURE](https://www.linkedin.com/company/letspaintthefuture)



[TWITTER
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[FACEBOOK
LETPAINTTHEFUTURE](https://www.facebook.com/letspaintthefuture)



[YOUTUBE
AKZONOBEL – PAINT THE FUTURE](https://www.youtube.com/AkzoNobel)

SolCold

ACTIVE COOLING EFFECT with natural sunlight

- Zero implementation & maintenance
- Anti-Stokes Fluorescence patent technology
- Cools 5 – 15 C with sunlight



TOP LAYER - CONFIDENTIAL

SECOND LAYER - ACTIVE
COOLING PARTICLES

THIRD LAYER - FLEXIBLE &
TRANSPARENT & THERMAL
CONDUCTIVE LAYER

FOURTH LAYER -
REFLECTIVE IR EMISSION
LAYER



Winner Paint the Future

Global startup challenge 2022

Turning paper trash into paint-worthy treasure

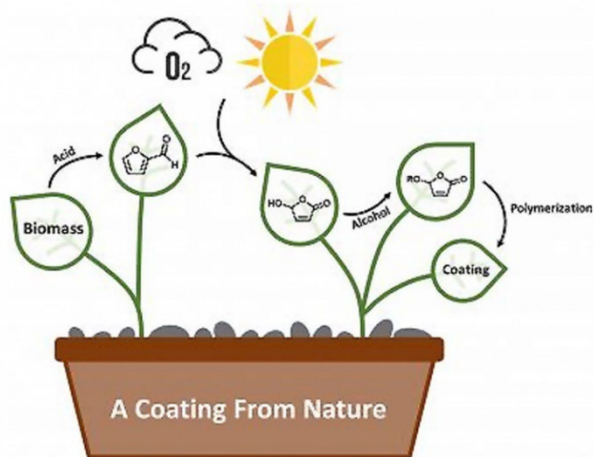
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We're collaborating with Alucha on a technology that recovers calcium carbonate from paper sludge, which we can use to make paint. It's a more sustainable, circular way to source this mineral. Alucha secured the partnership through our 2019 Paint the Future global startup challenge.

ARC-CBBC: Biobased raw material

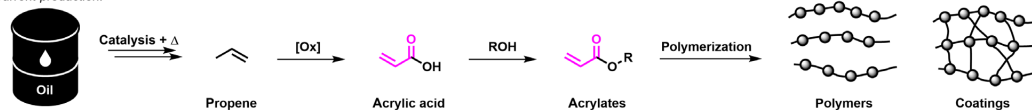
New way to produce reactive biobased materials from furfural towards butanolidide

- By using light and a bit of heat.
- Next is maleic anhydride or acrylic acid .
- And upscaling in flow process.

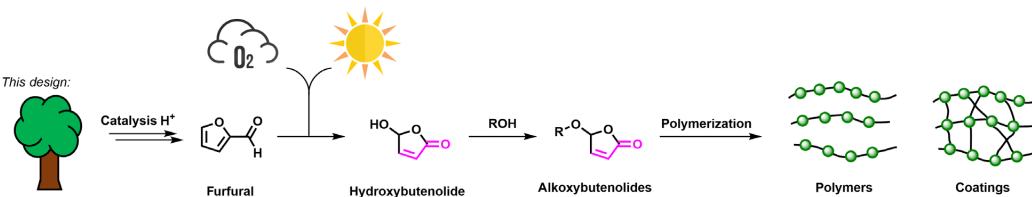


A General strategy petrochemical-based vs. bio-based

Current production:

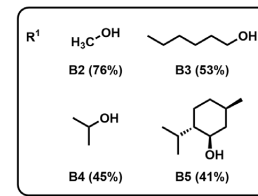
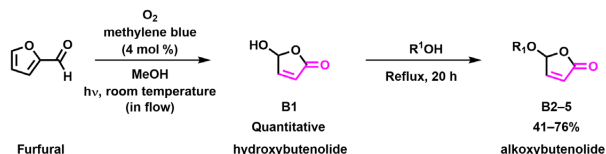


This design:



- Bio-based starting material
- Facile derivatization
- Excellent coating properties
- Green scalable synthesis
- High conversion polymerization
- Tunability through substituents

B Synthesis of bio-based monomers



Succesfactors

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Startups

- Prepare challenges to communicate
- Fit with company strategy
- Open communication lines
- Added value from all partners
- Avoid external lines around same subject
- Demonstration day
- Win Big or Fail Fast

Consortia (PPP)

- Enough innovation power to bring new ideas
- Preferably a 'running train' somewhere
- Options for feedback and steering
- Enough leverage (subsidy and companies)
- Find the mix of properly balanced partners
- Blend New and more Applied Science
- Properly focussed research topics

In general

- Media channels complete!
- Enough and quick follow up assured
- Protect IP rights of all parties