BUSINESS PLATFORM IN THE MODERN TEXTIL

InnovationCluster

PMO Polymer Business Intelligence

www.americaplast.com/
VISION AND PROPOSAL

GLOBAL PLATFORM LEADER IN MANAGEMENT AND EXECUTION OF INNOVATION & SUSTAINABILITY PROJECTS IN THE MODERN TEXTIL

ACTIVITIES

BUSINESS, MENTORING AND EXECUTION OF INNOVATION PROJECTS

EDUCATION PROGRAM COMPETITIONS CONFERENCES

SEGMENTS

MODERN TEXTIL: FASHION & BUSINESS MILITARY & PROTECTION SPORTS & FITNESS HEALTH & WELLBEING

MANAGEMENT, DESIGN MARKETING ENTREPRENEURIALS

• IDEA

• DESIGN

PHASE 1

PHASE 2

• EXPERIMENTAL DESIGN • PROTOTYPE

PHASE 3

• BUSINESS MODEL & EXECUTION

PHASE 4
BUSINESS PLATFORM IN THE MODERN TEXTIL

Smart Textile fabrics and interactive textiles

Global USD$200mio
Today
EXECUTION PROCESS MENTORING
5W Project Management

STAGE 1 – MARKET INTELLIGENCE, HIGH TECH RESEARCH, STRATEGIC & TACTIC DEFINITION

STAGE 2 – EXPERIMENTAL DESIGN AND PROTOTYPE; SUPPLY CHAIN PROCESS IMPLEMENTATION AND NEGOTIATION

STAGE 3 – STRATEGIC MAKETING PROCESS IMPLEMENTATION AND MAINTENANCE
# ACTUAL Functionalities & Markets

<table>
<thead>
<tr>
<th>FUNCTION</th>
<th>BUSINESS &amp; FASHION</th>
<th>MILITARY &amp; PROTECTION</th>
<th>SPORT &amp; FITNESS</th>
<th>HEALTH &amp; WELLBEING</th>
</tr>
</thead>
<tbody>
<tr>
<td>UV protection</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hydrate</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Biodegradable</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Antimicrobial</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Soil &amp; Stain</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Humidity absorption</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</table>
BUSINESS CASE

CLOTHES COLLECTION

SMART HUMAN

NANOTECH

UP CYCLING

SENSOR ELECTRONIC

UNDER DEVELOPMENT
PRODUCTS EXAMPLE
SMART HUMAN
MODERN FASHION
INNOVATION&SUSTAINABILITY
Desenvolvimento & Integração de Tecnologias Inovativas em Nano Tecidos (1-100nm)

Nano Cores

SENSORES Piezo elétrico

A Roupa e a LUZ

Diferente

¡ES ORO!
Desenvolvimento & Integração de Tecnologias Inovativas em Tecidos Biomiméticos

Electro luminescência

Bio luminescência

LED-t shine

Fibra Óptica
“in cool colour technology. The CoolColour panel reflects more heat and remains cooler than the standard on the grey panel”
Desenvolvimento & Integração de Tecnologias Inovativas em Tecidos Condutivos

electro-active polymer (EAP)
BUSINESS CASE

II

CLOTHES COLLECTION BUSINESS HUMAN BIODEGRADABLE INFRARED 3D PRINTING
PRODUCTS EXAMPLE
BUSINESS
MODERN FASHION
INNOVATION&SUSTAINABILITY
INNOVATION IN THE MODERN FASHION

• IDEA

PHASE 1

• DESIGN

PHASE 2

• EXPERIMENTAL DESIGN
  • PROTOTYPE

PHASE 3

• BUSINESS MODEL & EXECUTION

PHASE 4

SMART IS THE NEW GREEN

INNOVATION TO ZERO

WELLNESS AND WELL-BEING

CONNECTIVITY AND CONVERGENCE

The Three Cornerstones

\[
\sum E_t \times \sum E_e \times \sum E_m = 0
\]
MARKET AND TECHNOLOGY
BUSINESS WOMEN
CLOTHES COLLECTION

- **Thermal Textiles**
- **Biodegradable Textil**
- **3D printing Tech**

**MARKET EXAMPLE**
INNOVATIVE & SUSTAINABLE CLOTHES COLLECTION
BUSINESS WOMEN
Clothes collection
SALES PRICE
USD$550 – USD$1500
## INVESTMENT FLOWS

### CLOTHES COLLECTION

<table>
<thead>
<tr>
<th>Projeto</th>
<th>ano</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
<td>Invest/Vlr Resid</td>
<td></td>
<td>-200</td>
<td>-200.0</td>
<td>-200.0</td>
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<td>-200.0</td>
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<tr>
<td>Gastos</td>
<td></td>
<td>-150</td>
<td>-165.0</td>
<td>-190.0</td>
<td>-200.0</td>
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<tr>
<td>Receita</td>
<td></td>
<td>275.0</td>
<td>300.0</td>
<td>350.0</td>
<td>380.0</td>
<td>400.0</td>
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<tr>
<td>Fluxo de Caixa</td>
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<td>-200</td>
<td>125.0</td>
<td>135.0</td>
<td>-40.0</td>
<td>180.0</td>
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</table>

**TMA =** 12,0%aa

| Invest =         | -200.00 |
| Vlr negócio =    | 407.287 |
| VPL =            | 207.287 |

**TIR =** 46,9%aa

Not include 5% royalties collection sales.
## CLOTHES COLLECTION
### BUSINESS WOMEN

<table>
<thead>
<tr>
<th>CUSTOS MES</th>
<th>UNIDAD</th>
<th>PRECIO</th>
<th>V/R</th>
<th>V/r unitario</th>
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<tr>
<td></td>
<td></td>
<td>R$</td>
<td>R$</td>
<td>R$</td>
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<tr>
<td>VENTAS</td>
<td>500</td>
<td>550</td>
<td>275.000</td>
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<tr>
<td>UNIDADES</td>
<td>500</td>
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<tr>
<td>KG/VESTIDO</td>
<td>0,3</td>
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<tr>
<td>MATERIAL KG</td>
<td>100</td>
<td>15.000</td>
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<tr>
<td>FLETE 2%</td>
<td>0,02</td>
<td>300</td>
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<tr>
<td>MANO DE OBRA HR/HOMBRE</td>
<td>500</td>
<td>50</td>
<td>25.000</td>
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<tr>
<td>CUSTOS DE PRODUCCION 15%</td>
<td>0,15</td>
<td>6.045</td>
<td></td>
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<tr>
<td>EMPAQUE</td>
<td>500</td>
<td>5</td>
<td>2.500</td>
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<tr>
<td>TRANSPORTE 5%</td>
<td>0,05</td>
<td>525</td>
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<tr>
<td><strong>TOTAL Custo/VESTIDO</strong></td>
<td>1</td>
<td><strong>49.370</strong></td>
<td>98,74</td>
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### GASTOS ADM

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<td>DESENHO</td>
<td>1</td>
<td>15.000</td>
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<tr>
<td>PUBLICIDAD&amp; PROMOCAO</td>
<td>1</td>
<td>30.000</td>
<td>30.000</td>
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<tr>
<td>SG&amp;A</td>
<td>1</td>
<td>40.000</td>
<td>40.000</td>
</tr>
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<td>R&amp;D</td>
<td>1</td>
<td>15.000</td>
<td>15.000</td>
</tr>
<tr>
<td><strong>TOTAL GASTOS ADM</strong></td>
<td></td>
<td><strong>100.000</strong></td>
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### TOTAL BEFORE TAX

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<tr>
<td><strong>TOTAL BEFORE TAX</strong></td>
<td><strong>149.370</strong></td>
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<tr>
<td>EBIT</td>
<td>125.630</td>
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**SPE ANTEC® Anaheim 2017 / 2280**
EDUCATION PROGRAM
INNOVATION AND SUSTAINABILITY IN THE MODERN FASHION

- IDEA
- DESIGN
- PROTOTYPE
- BUSINESS MODEL

PHASE 1
PHASE 2
PHASE 3
PHASE 4
TRAINING PROGRAM

INNOVATION AND SUSTAINABILITY IN MODERN FASHION

INTERACTIVE MODULE

CREATIVITY

DESIGN & PROTOTYPE

STRATEGY
TRAINING PROGRAM
"INNOVATION AND SUSTAINABILITY"
CREATIVITY

SMART IS THE NEW GREEN
WELLNESS AND WELL-BEING
INNOVATION TO ZERO
CONNECTION AND CONVERGENCE

MARGTRENDS
DESIGN THINKING & SOCIAL DESIGN

MASLOW Pyramid

SMART IS THE NEW GREEN
WELLNESS AND WELL-BEING
INNOVATION TO ZERO
CONNECTION AND CONVERGENCE

MARGTRENDS
DESIGN THINKING & SOCIAL DESIGN

MASLOW Pyramid

SPE ANTEC® Anaheim 2017 / 2284
TRAINING PROGRAM
“INNOVATION AND SUSTAINABILITY”
DESIGN & PROTOTYPE

FUNCTIONAL, INTERACTIVE MATERIALS
Biomimetic
Semiotic

SPE ANTEC® Anaheim 2017 / 2285
TRAINING PROGRAM

"INNOVATION AND SUSTAINABILITY STRATEGIC"

- BLUE OCEAN STRATEGIC VALUE MATRIZ
- ELEVATOR MATRIZ
- RECYCLE
- RENOVE
- REUSE
- REDUCE

- LIFE CYCLE PRODUCT
- Analyses:
  - BIÓTIC
  - ANTRÓPIC
  - PHYSICAL

- SUSTAINABILITY
- 4 r’S
- STRATEGIC BLUE OCEAN
- SIVA MODEL AND CANVAS MODEL
- BUSINESS MODEL AND MARKETING MODEL
If You Have the same VISION & PURPOSE be part of the TEAM

**LILIANA RUBIO** Chemical Engineer, Master in Project Management, Master in Business Administration, Innovation Management, Specialist in polymer; focused trainings in Europe, USA and Latin America. Over 20 year’s experience working on new business, R&D and marketing in the polymer Industry. Winner of Corporation Innovation Extra Award 2007 with The sustainable project for the Green Industry on renewable resources. Mentor, consultant and speaker at conferences and lectures on sustainability and innovation at universities and the main trade fairs of polymer Industry in Latin America and EU. Author of several articles that have been published in technology and business magazines. [https://br.linkedin.com/pub/liliana-rubio/15/704/2ba](https://br.linkedin.com/pub/liliana-rubio/15/704/2ba)

**EDUARDO GARDENAL** Fashion Designer, Brazil. Over 35 years experience working on innovation & sustainability design in the Brazilian fashion. Outstanding Senior in fashion trends, product development, portable display of clothes and uniform industry.

**ROSA TAYMENS** photographer, Brazil. In the photography business for 20 years, at social - (weddings, birthdays, graduations, ...) and business – (awards, and workshops with a travelling Egyptian museum) events, adult and children books, jewel and bijoux photography, fashion and landscape photography in different parts of the world.
If You Have the same VISION & PURPOSE be part of the TEAM

LILIANA RUBIO Chemical Engineer, Master in Project Management, Master in Business Administration, Innovation Management, Specialist in polymer; focused trainings in Europe, USA and Latin America. Over 20 year’s experience working on new business, R&D and marketing in the polymer Industry. Winner of Corporation Innovation Extra Award 2007 with The sustainable project for the Green Industry on renewable resources. Mentor, consultant ands speaker at conferences and lectures on sustainability and innovation at universities and the main trade fairs of polymer Industry in Latin America and EU. Author of several articles that have been published in technology and business magazines. https://br.linkedin.com/pub/liliana-rubio/15/704/2ba

Marcelo Vendramini Chemical Engineer / post graduate in Environmental Management;
- 23 years of experience in chemical industry where 12 years were dedicated to synthesis of Pigments and Additives and 8 years in Masterbatches Process and Management;
- Lived in Italy from 2013-2016 where part of the time was dedicated to technology and R&D in Masterbatches;
- In 2015 started researches about filament production for 3D printings;
- In 2016 became a designer engineer and opened a 3D studio. Since then a lot of solid pieces were designed and printed out in PLA and ABS.

Founder da company @nd3dprintings