

Hello from malai !

Pitch Deck Presentation

January 2022

There is more to coconuts than you thought...
They are good for health, for skin, an effective
weapon of choice but also
You can make leather out of them !





About Malai Biomaterials

We are material research, design & development start up

We are Slovak - Indian project working in area of circular economy. We have developed a novel biocomposite material based on agricultural waste from coconut processing industry and natural fibre using environmentally friendly and scalable technology. Our materials are plant based, home compostable and completely devoid of petroleum-based products.



Problems we address

Leather processing industry pollutes air, water and soil and therefore we ought to seek less toxic materials to use for the same applications. Unfortunately most leather alternatives these days are based on PU or PVC - non biodegradable plastics that are hazardous for health.

India is world's 3rd largest coconut and banana cultivators. A small coconut processing unit disposes of Cca. 4000 litres of water from mature coconuts / day. This water acidifies the surrounding soil. Banana plant stems are usually discarded as waste after banana fruit harvest.

- The Agricultural waste disposal
 - The Climate change
 - The Leather industry 'less bad' alternatives
 - The Material Ecosystem
-

Solutions we are offering



We convert water from mature coconut waste into Bacterial Cellulose in a simple, cost effective process

Water from mature coconuts happens to be the favourite food of a bacteria that ferments on it and produces purest form of cellulose on Earth within 14 days. No waste, no chemicals

We extract Banana fibre from the plant and blend it with other plant based ingredients

Natural fibres are extracted from the stem and blended with natural gums and resins and blended with Bacterial Cellulose. Sheets of material are made, dried, softened and finished to resist water.

We produce materials that are vegan, home compostable and bring additional income to farmers

These materials have tunable mechanical properties and can be used in some of the applications where leather is used currently. Manufacturing processes are simple, ecological and energy efficient and therefore can be placed in rural settings to the benefit of local communities.

Our Products

Malai Biocomposite sheets

120x80 cm large sheets available in 9 color shades and 3 types of gsm (weights). The sheets have tunable properties like thickness, density, strength and softness. Suitable for making bags, wallets, watch straps, light footwear...

Malai Studio Accessories

Limited edition in house designed accessories line of products made from Malai Biocomposite and other compostable and recyclable materials.

Material development

Custom development of materials based on Bacterial Cellulose and Natural Fibres, research and sample development.



Product Portfolio



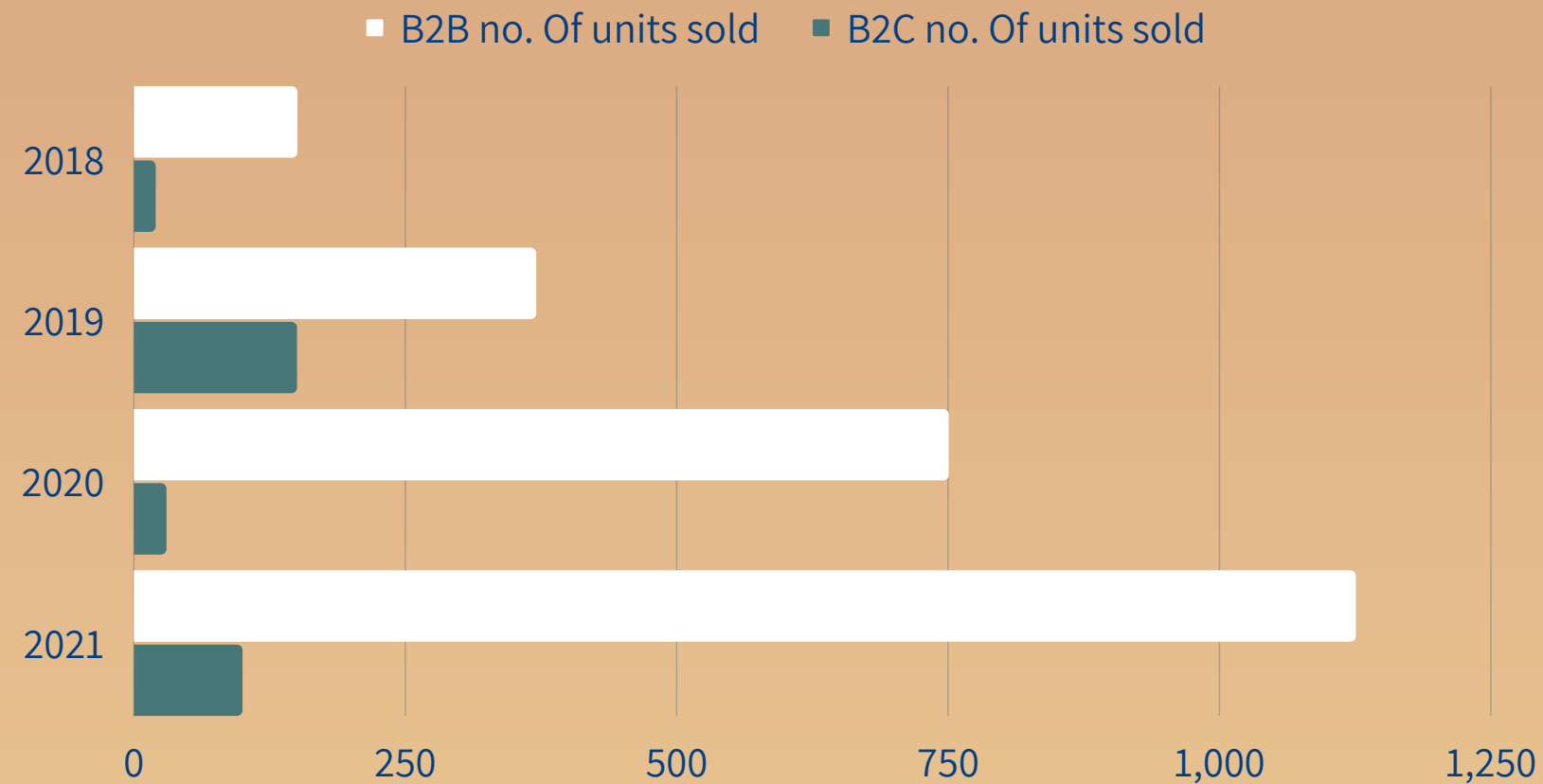
Business Model

B2B

- Manufacturers of leather goods
- Fashion brands of small to medium size
- Sustainable & Vegan accessories brands
- Designers, Architects, Design studios
- Automotive industry
- Footwear manufacturers

B2C

- crafts people
- LOHAS
- conscious consumers of fashion accessories
- vegans
- Sustainable fashion consumers



Competitive Advantage



Home compostable

There is nothing used in production of Malai that would not biodegrade naturally in home compost. The material will biodegrade in compost environment within 90-120 days. This feature does not compromise its durability or stability of mechanical properties.

Vegan

All ingredients are of plant or bacterial origin and there is nothing that is derived from animal sources.

Unique character

Material looks the same from both front and back side, it has unique grain texture and due to the fact that plant based natural dyes are used for coloring process it has unmistakable earthy color palette. Malai doesn't want to imitate leather - it has its own look and character.

Economy of scale

Malai manufacturing technology could benefit all tropical regions in the world where coconuts and bananas are cultivated. Its cost of production decreases with increased scale of production and overall availability of ready to use raw materials.

The Business Sweet Spot

- Manufacturers actively seeking these category of materials due to changing market landscape
- Great environmental credentials
- Scalable production designed to support communities
- One of the very few fully compostable alternatives to leather
- Unique brand story attractive to media



Market Fit

The Leather industry in India alone accounts for around 13% of the world's leather production of hides/skins and handles a robust annual production of about 3 bn sq. ft. of leather. The country accounts for 9% of the world's footwear production.

The bio-based leather market size is estimated to be USD 647 million in 2021 and is projected to reach USD 868 million by 2026, at a CAGR of 6.1% between 2021 and 2026. The bio-based leather market is mainly driven by the rising trend for sustainable and cruelty free leather. Price sensitivity in the emerging regions is a major restraint. However, continuous R&D in bio-based leather market will act as an opportunity for the market.

Main competitors



The Market Sweet Spot

01

Bio-based leather market predicted to grow at a CAGR of 6.1% between 2021 and 2026

02

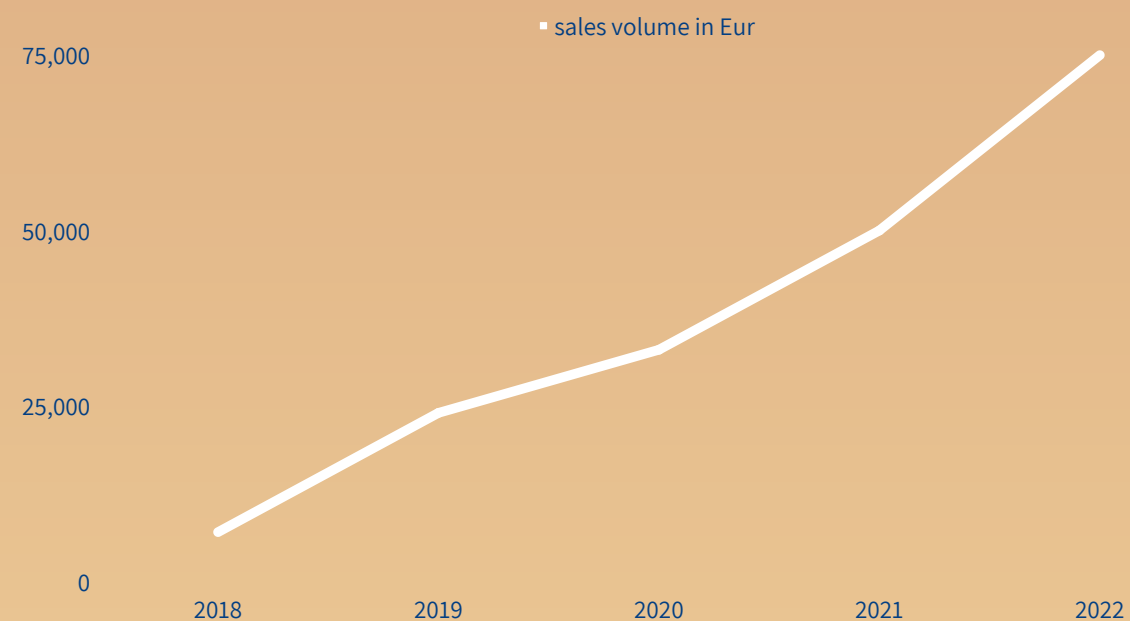
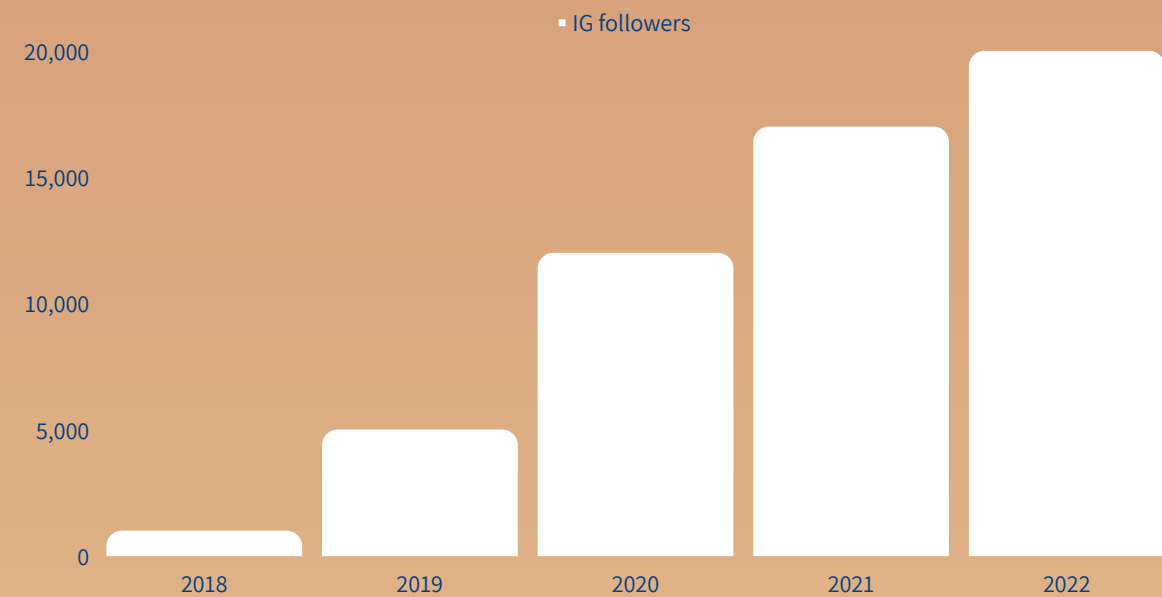
No competitors commercially offering materials based on Bacterial Cellulose

03

Unique position on Indian market , no domestic competitors



Company Traction



Company has been gradually gaining on popularity since its inception in 2018. Its interesting story and unique product attracts attention of media both in India and abroad. Materials are listed in all prominent Material Libraries around the world and are frequently exhibited at Design and Innovation exhibitions.

Company has successfully ran 2 crowdfunding campaigns which had positive influence on its follower base on social media. The start up gained recognition as winner of several awards in India and other parts of the world.

Number of returning customers in 2021

50

Sample inquiries per month - av.

25

The Coconut Team

We are small but growing !
The core of the team is based in Kerala,
India. We are a team of 6 with a production
unit team that also consists of 6 people at
the moment.



Zuzana Gombosova
Founder & Director



Vladimir Gombos
Technology development
consultant



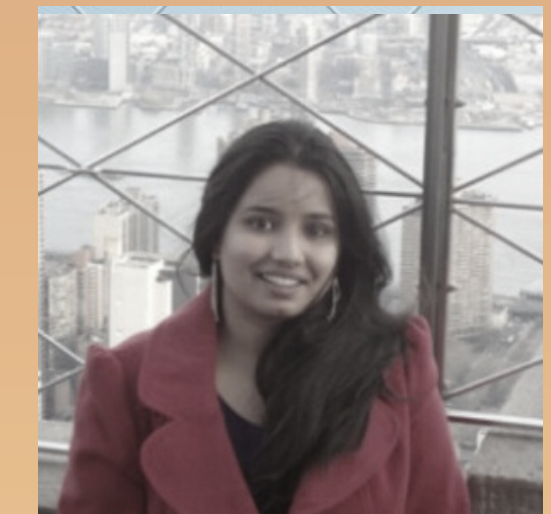
Veronica Francis
Sales Executive



Candida Fernandez
Marketing



Sindhu Shaji
Manager of operations

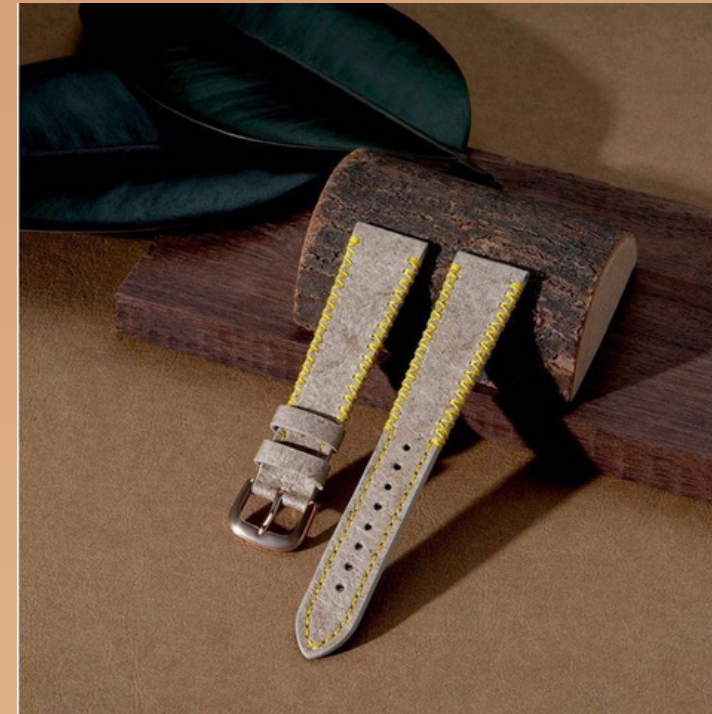


Dr. Mudrika Khandelwal
Material Research
strategy consultant

What our clients make

50% of our recurring clients are brands and manufacturers from India.

Another 50% are inquiries and clients from all around the world, mainly European countries, North America, Japan and Singapore.



VBL Innovations, India



Noos Eco, Turkey



The Lovely Things, Hong Kong



Ahinsa shoes, Czech R.



malai

#gococonuts

#getgreenordietrying

#coconutleather

Thank You

We're changing the market, one coconut at a time

We believe it's a privilege to have the opportunity to change the material culture of the world today. Running a business is about a responsibility - not only to make profits offering products that are need of their time but also a responsibility to give back to the community that makes and sustains the business. We would like to build one such company, hopefully with your help!

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