Track 3: Renewable Chemical Platforms and Biobased Materials

Session 1: Renewable Commodity Chemical - Butadiene

Moderator - James Iademarco
President, Strategic Avalanche LLC
The Race to the Mountain Top
Novel Biological Routes to Butadiene
How to Start the Climb to a Novel Biological Butadiene Route

- Experienced team with a vision
- Optimal route
- Solid business plan and milestones
- Proper gear, tools, and resources
- Back-up plan for the unexpected
## How to Build a Strategy?

- Look out for the differentiated opportunities
- Make sure you have a clear value proposition
- Test your idea at bench, pilot, and demo scale and know that it works
- Understand signs of competitive activity and how you will go to market
- Be comfortable with your partners and know your customers intimately

## How to avoid an Avalanche?

- Look out for convexities in the snowpack
- Make sure you have the right equipment
- Know how your equipment works
- Look for signs of recent avalanche activity
- Be comfortable with the people you are going with
Butadiene is a $20 billion industry

Is there room for more than one team at the top?

Multiple feedstocks, renewable routes, and partnership combinations being pursued

Who do I think will make it to the top first?

“People do not decide to become extraordinary. They decide to accomplish extraordinary things.” - Sir Edmund Hillary
Thank you and see you in the Q&A session!

James Iademarco
President, Strategic Avalanche LLC
james@strategicavalanche.com
www.strategicavalanche.com
Renewable Butadiene
The Race to the Mountain Top

Alexandre Zanghellini
Co-founder and CEO
Arzeda

Butadiene as a Biobased Chemical

Robert Conrado
Senior Development Engineer
LanzaTech

Innovative Use of Waste Gases to Make Sustainable Fuels and Chemicals

Jean-Baptiste Barbaroux
Head of Corp. Development
Global Bioenergies

Development of Direct Fermentation Processes to Butadiene and other Light Olefins