



# Werewool

Executive Summary prepared for the Biomimicry Institute, 05/14/2020

## UN SDGs

#6: Clean Water and Sanitation

#12: Responsible Consumption and Production

#13: Climate Action

## INDUSTRY

Fashion & Textiles

## FINANCING

- \$268K in grant funding
- Revenue generating in 5 years

## NATURE INSPIRATION

Discosoma Coral

## FOUNDING TEAM

- Chui-Lian Lee
- Valentina Gomez
- Theanne Schiros
- Morgana Kattermann

## CONTACT INFO

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**BIOMIMICRY**  
INSTITUTE

Werewool is developing textile fibers with inherent color and performance properties. Taking cues from nature, our fibers are reliant on protein structure instead of toxic dyes, finishes and petroleum based synthetic fibers.

## PROBLEM & OPPORTUNITY

The global textile market, worth \$925.3B, produces 1.2B tons of CO<sub>2</sub> equivalent per year, and uses textile dyes that are responsible for 20% of global wastewater. The industry depends on petroleum based synthetic fibers that account for 35% of global microplastic pollution.

## SOLUTION

Werewool fibers minimize a brand's environmental footprint throughout their supply chain, decreasing water, land and energy use, and end of life impacts of their products. Werewool has filed a provisional patent on their prototype fibers - vibrant, and naturally fluorescent protein composite fibers that rely on structural proteins instead of dyes and pigments. Still early in the development stage, we are optimizing our fiber composition to ensure scalability of the fiber production process that prioritizes the environment, while meeting the demands of today's consumer.

## BIOMIMICRY IN PRACTICE

Nature's organisms have evolved structural proteins to support their ability to survive. For example, the Discosoma Coral depends on the structure of RFP (red fluorescent protein) as a source of colorant to support a symbiotic relationship with an algae to survive. Werewool is emulating proteins found in nature to create natural color, and apply it to create textiles without the use of dyes or pigments.

## REVENUE MODEL

Developing relationships with brands and manufacturers is key to ensuring the adaptation of our technology to their infrastructure and supply chain. Licensing our technology will be our main revenue stream, and will support our goal of harnessing the inherent functions of proteins to provide the industry a diverse array of performance fibers.

## TRACTION

H&M Foundation Global Change Award 2020 - Winners \$250K  
Provisional Patent on composition filed - 03/2020  
Biomimicry Global Design Challenge 2019 - Finalists & Launchpad Participants  
Biodesign Challenge 2018 - Outstanding Presentation  
Stella McCartney X PETA X Stray Dog Capital Animal Free Wool Prize - Finalists  
Columbia MRSEC Center - 2019-2020, 2020-2021 - Academic Funding

## TEAM

Chui, Morgana and Valentina bring fashion industry experience, business insight and textile development expertise. Theanne is a materials scientist, Professor of Science at the Fashion Institute of Technology, research scientist at Columbia University, and co-founding scientific advisor for Algiknit.

## NEXT STEPS

We are currently in the process of raising \$3M to grow our team to accelerate our research, and make a refined prototype that we can eventually scale. Werewool is looking for early stage adopters, and for a collaboration to launch a capsule collection that can introduce our fibers/technology to the industry.