

THE PLATFORM ALREADY EXISTS

Rather than starting with a large, capital-intensive factory, we are building a **small-scale commercialisation platform in Makassar** in partnership with the **Commercialisation and Innovation Directorate of Hasanuddin University (UNHAS)**.

This gives us access to:

■ LOWER FIXED COSTS

Shared facilities reduce the capital and overhead required compared with building a standalone processing plant.

■ KNOWLEDGE ON TAP

Direct access to university expertise, research capacity, technical networks and potential research partners.

■ LOCAL KNOWLEDGE

Relationships with MSMEs, processors and coastal communities provide practical knowledge that cannot simply be bought from a laboratory.

■ SUPPLY CHAIN PROXIMITY

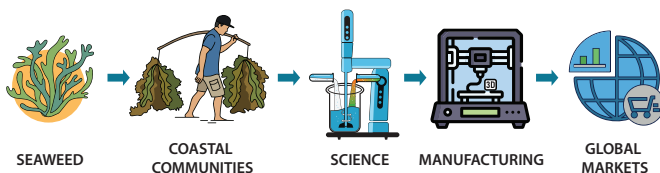
We are close to the seaweed-producing regions that can supply future commercial production.

■ A COMMERCIAL BRIDGE

We are building the link between Indonesian raw materials and international commercial markets.

THE BIGGER IDEA

We see seaweed as a **platform for industrial innovation**. A platform that can connect:



The potential impact goes beyond replacing a portion of plastic resin. It is about creating a new kind of value chain — one where a renewable marine resource becomes a higher-value industrial input, while economic opportunity stays closer to the communities and ecosystems that produce it.

LET'S BUILD THE NEXT STEP TOGETHER

■ TECHNOLOGY & R&D

Material testing, formulation, product development and performance validation.

■ INDUSTRIAL APPLICATIONS

Testing the additive with Australian and Indonesian plastic manufacturers.

■ COMMERCIALISATION

Market validation, product certification, standards and route-to-market development.

■ INVESTMENT & SCALE

Supporting the transition from pilot production to commercial volumes.

■ KNOWLEDGE EXCHANGE

Connecting Australian technical and commercial expertise with Indonesian production, research and community networks.

waypoint
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HASANUDDIN
UNIVERSITY

Sumber foto:
Irna Aswanti Ibrahim

FROM SEAWEED TO MATERIAL FOR PLASTIC ADDITIVE MARKET



What if one of Indonesia's most abundant ocean resources could help reduce our dependence on conventional plastic resin?

Plastic is under pressure from every direction — regulation, consumers, brands and the urgent need to reduce fossil-based materials.

Yet many bio-based alternatives simply replace one problem with another. They depend on crops that require **land, freshwater, fertiliser and agricultural inputs.**

WHY SOUTH SULAWESI?

Seaweed offers a different pathway.

Indonesia is already one of the world's major seaweed-producing nations, producing around **10.8 million tonnes in 2024.** And **South Sulawesi sits at the heart of this opportunity.**

The province produced approximately **4 million tonnes of seaweed in 2024**, with established cultivation communities producing both *Gracilaria* and *Eucheuma/Kappaphycus*.

**Use less conventional resin.
Create more value from seaweed.
Keep more value in the region.**

This is not a crop that needs to be invented.

- The farms already exist.
- The communities already exist.
- The knowledge already exists.
- The raw material is already moving through the supply chain.

The opportunity is to move the value chain one step further — from commodity seaweed to an industrial material.

WHAT WE'RE DOING

We are developing a seaweed-based additive for plastic manufacturing, designed to reduce the volume of conventional plastic resin required in selected applications.

Our approach connects three assets that rarely sit in the same room:

■ INDONESIAN SEAWEED

Abundant renewable biomass cultivated by coastal communities.

■ LOCAL SCIENCE & PROCESSING

Research, technical expertise and commercialisation capacity in Makassar.

■ GLOBAL MARKETS

Australian and international partners who can help validate, commercialise and scale the technology.

Our proposition is simple:

Build the value where the resource is grown.
South Sulawesi is more than a source of raw material.

It can become a **testing ground for a new blue-to-industrial value chain.**

The province combines:

- a large established seaweed production base;
- proximity to coastal farming communities;
- an active fisheries and marine economy;
- industrial and manufacturing networks;
- and **Hasanuddin University**, one of Indonesia's leading research institutions in Eastern Indonesia.

This gives us the possibility to build close to the source — rather than importing raw material, processing it elsewhere, and leaving local communities with only the lowest-value part of the chain.



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