

The **Advanced Materials Platform**



Smarter Sourcing for Innovators

Problem - The Utilization of Next-Gen Materials

Seller



Capitalizing on business verticals takes decades



Lab-to-Market; clients, scaling and product-market fit has many valleys of death

Buyer



Adoption of Next-Gen materials is **complex, risky, and fragmented**



No single place to **find, evaluate and de-risk** new materials

True**North** connects both sides with our **NorthStar AI**

Solution - Next-Generation AI-B2B Marketplace (Matchmaking)



NorthStar

- ★ Buyer-Seller AI Matchmaking (Grounded in *Product & Problem*)
- ★ A full B2B Advanced Marketplace

For Sellers

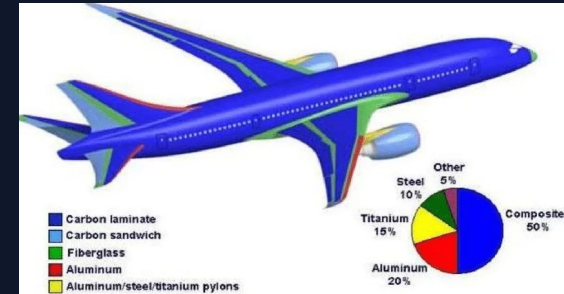
- ★ A Market Analyst; finds Perfect Clients
- ★ A Collaboration Agent; finds Toll Manufacturers and University Partners
- ★ A Research Agent; finds the Latest Research

All with Enterprise-Grade Security

User Journey - Boeing 787 Dreamliner

Aircraft original equipment manufacturers (OEM)

- ★ Needed a new material to reduce weight
∴ fuel costs
- ★ Decades spent understanding material properties, qualifying suppliers + manufacturers
- ★ 50% Carbon fibre = 20% better fuel efficiency
- ★ Knowledge & supplier relationships were siloed



Next-Gen Process

An engineer uses  NorthStar; suitable materials, suppliers and manufacturers are found and testing begins immediately

Who we are

Dr. Jason Deacon
CEO



Ph.D. from the University of Cambridge that has lead industrial projects in 2D materials, alloys, ceramics and composites.



Ph.D. Materials U. of Cambridge

Principal Investigator @ SAIT

Lead Scientist @ GLC

Kejvi Peti
CTO



Created a CES 2024 on-device AI agent for smart lighting and a Fortune 500 AI platform for Anheuser-Busch used by millions globally.



MSc in AI U. of Leeds

Lead ML. Engineer Anheuser-Busch

Sr. SWE Nanoleaf

Kejsi Egro
Sr. Dev.



Jarad Collins
Sr. BD



Andrei Iakimtchik
AI + Platforms

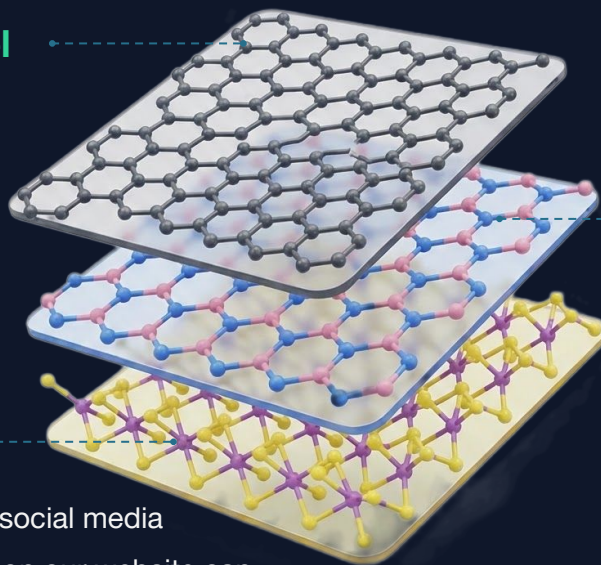
Go-to-Market Strategy

B2B Ecosystem Partnership Model

Institutions like Fraunhofer, The Graphene Flagship, the NRC groups and others produce and support our ICPs; Ecosystem leaders have this issue & will champion us

Knowledge Transfer

Educate others at events and on social media platforms how products featured on our website can be utilized in their specific industrial niche alongside promotional pricing



Proactive Listings

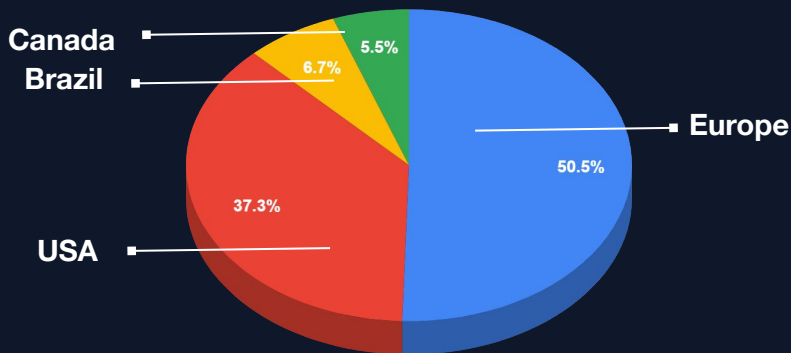
Fill the marketplace with publicly available data and contact suppliers regarding buyer traction

Market



The global Advanced Materials market is experiencing significant growth and is valued at \$91.27B, while expanded to grow at a CAGR of 8.1% until 2030^a. There is a **market trend to using agentic AI for B2B sales, approximate 20% of the industry will use agents by the end of 2026^c**.

\$15B TAM, 41600 Clients



Based on “High Innovative SMEs”

ICP: AE, R&D Engineer, C-Suite, Procurement.

Dealsize 5-25k initial, 2 million annual.



Benchmark: Sigma Aldrich makes ~ \$10 billion annually with their marketplace^b. Our goal is 0.1% of that after 2 years and 1-10% after 10 years.

Drivers:





- ★ Technical expertise/skilled labour shortage
- ★ Difficulty sourcing domestic materials
- ★ Market immaturity; opaque pricing + demand
- ★ Global push for technology commercialization
- ★ Europe shifting to internal manufacturing capability

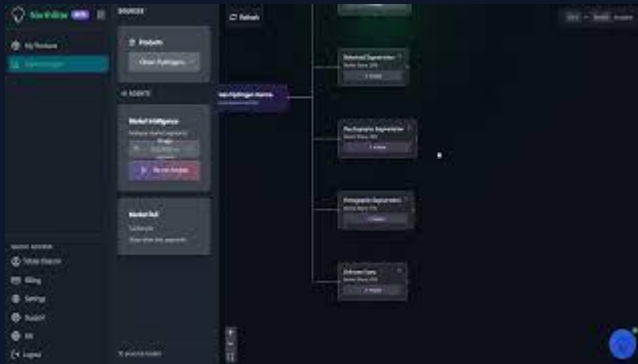
a) <https://www.thebusinessresearchcompany.com/report/advanced-materials-global-market-report>
 b) <https://www.merckgroup.com/en/news/q1-2025-15-05-2025.html#:~:text=fully%20consolidated%20entities-,Life%20Science>
 c) <https://investor.forrester.com/news-releases/news-release-details/forresters-2026-b2b-marketing-sales-and-product-predictions-b2b/>

Competitors

There are no true competitors that provide a marketplace functionality where buyers & sellers of advanced materials can interact and close deals from a problem-first perspective, because AI has enabled this.

Capabilities	 NorthStar	 SIGMA-ALDRICH	MCX
Marketplace	✓	✓	✓
Paid Problem Assistance	✓	✗	✓
Agentic AI Employees	✓	✗	✗
Toll Manufacturers	✓	✗	✗
Ecosystem Creation	✓	✗	✗
AI Problem Assistance	✓	✗	✗

Demo for AI Agent



Webinar

 True North Material Innovations
Value Chains



THANK YOU

Smarter Sourcing for Innovators



We are at the **seed stage** with

- * a marketplace
- * the first AI agent



<https://www.linkedin.com/in/tobias-deacon>



<https://www.linkedin.com/in/kejvipeti/>



<https://the-northstar.ca/>
www.truenorthmaterials.com

tobias@truenorthmaterials.com
peti@truenorthmaterials.com