

ECHION'S MIXED NIOBIUM OXIDE ANODES

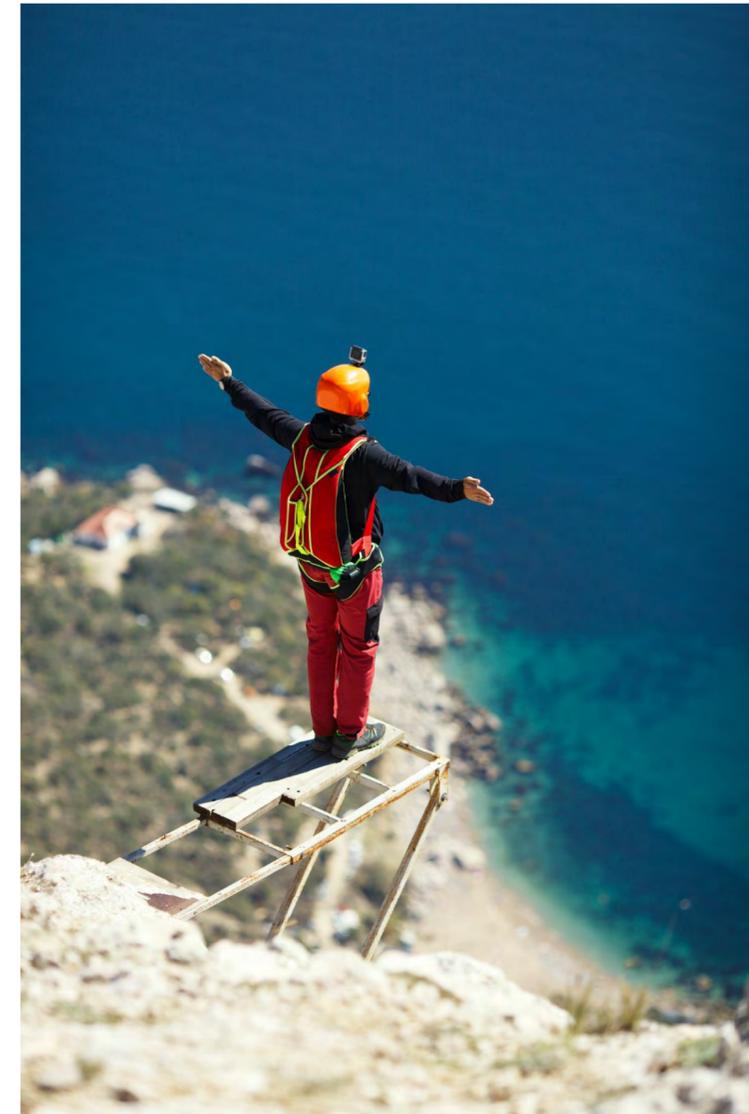
# PARTNER AND CONQUER

OUR JOURNEY TO MARKET

# TODAY Agenda



- Introduction to Echion
- Partner to understand the market
- Partner to fast-track innovation
- Partner to grow the market
- Conquer!





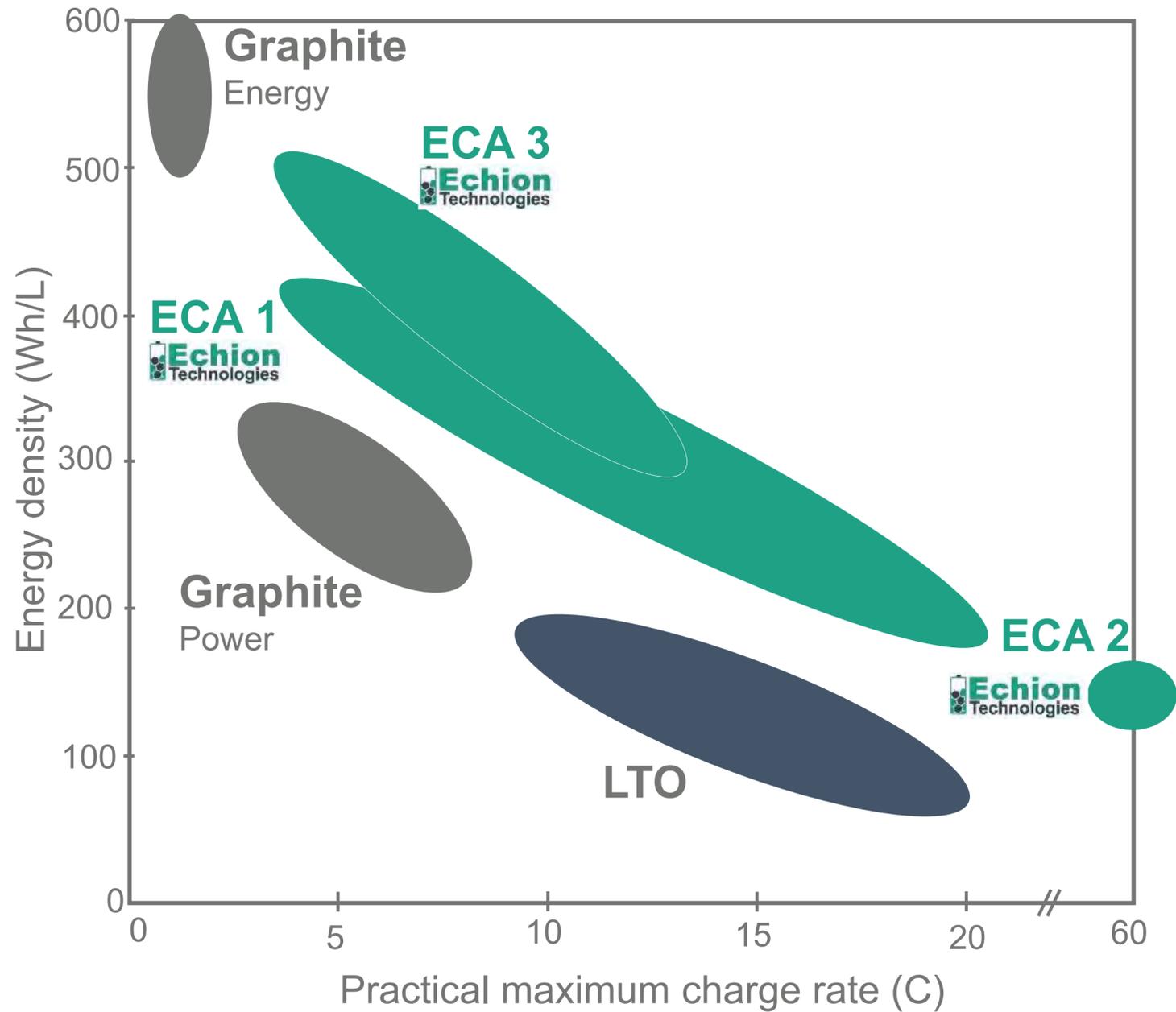
# INTRO TO ECHION Mission & Capabilities

- Echion's Mixed Niobium Oxide (MNO) materials platform enables superfast charging Li-ion battery anodes
- We provide our customers with high performance solutions, customised to their needs
- We are commercially-minded and enable our customers to differentiate in large, high added-value markets





# INTRO TO ECHION Key Product Features





# INTRO TO ECHION Business Model



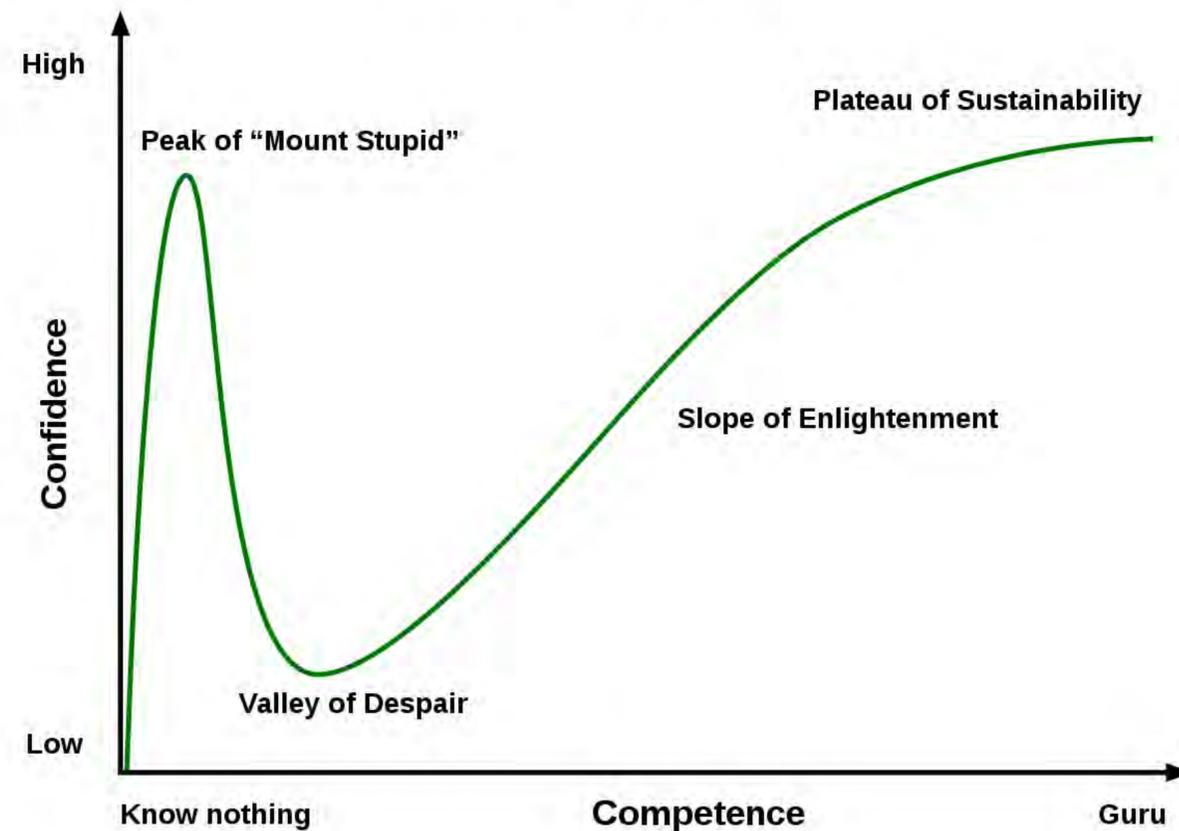
- We supply cell manufacturers with materials, know-how, and IP - From crystals to cell design
- We work across the value chain and are forming strong partnerships
- Mature offering (scale-up, FTO, cost/performance models) reaching the market now



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# Partner to Understand the Market

## *The Dunning-Kruger Effect*



Source: Wikimedia Commons

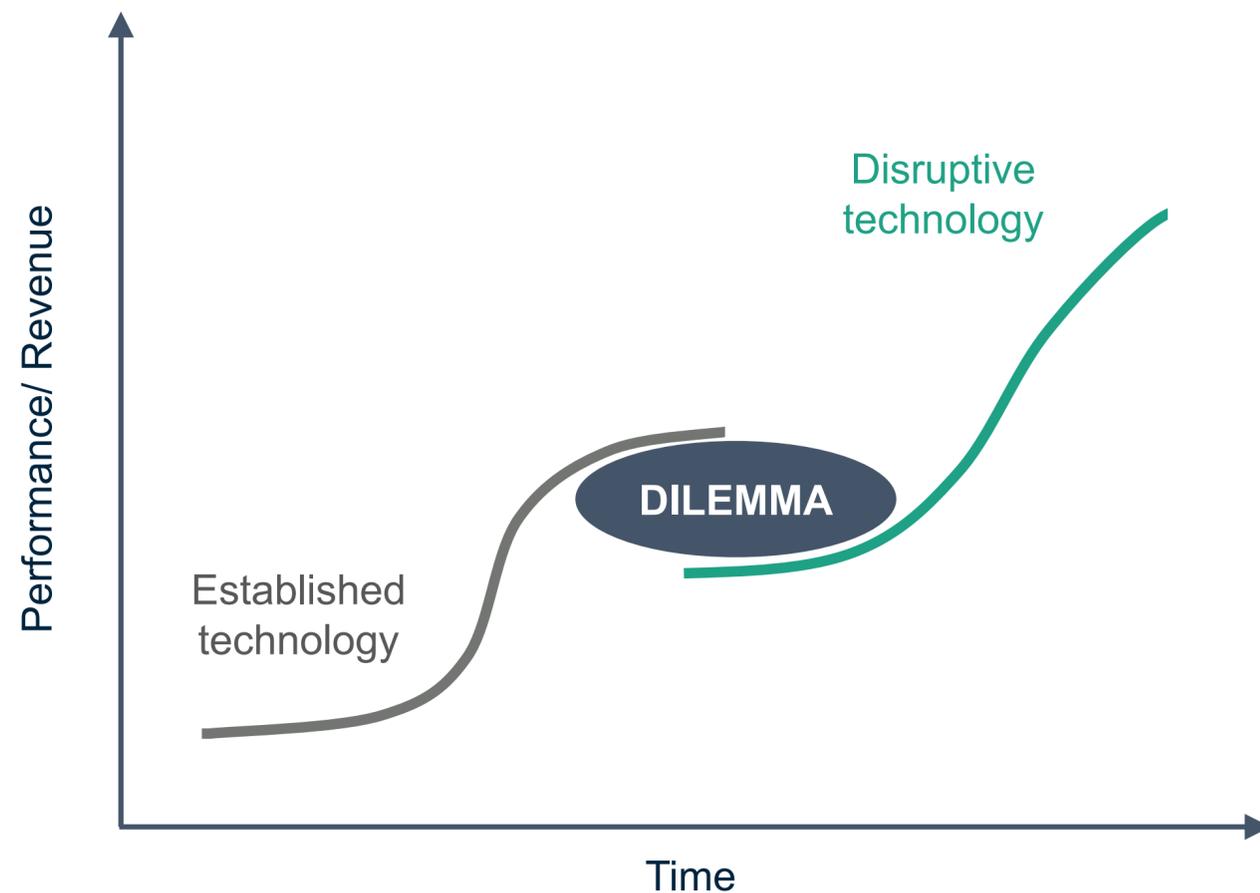
- Startups need feedback from established companies to understand market requirements. This is a never-ending fight!
- Echion constantly refine product-market fit through customer evaluations across the value chain
- Established companies can use startups to stay on top of latest technology developments. We are often willing to share more.



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# Partner to Fast-track Innovation

## *The Innovator's Dilemma*

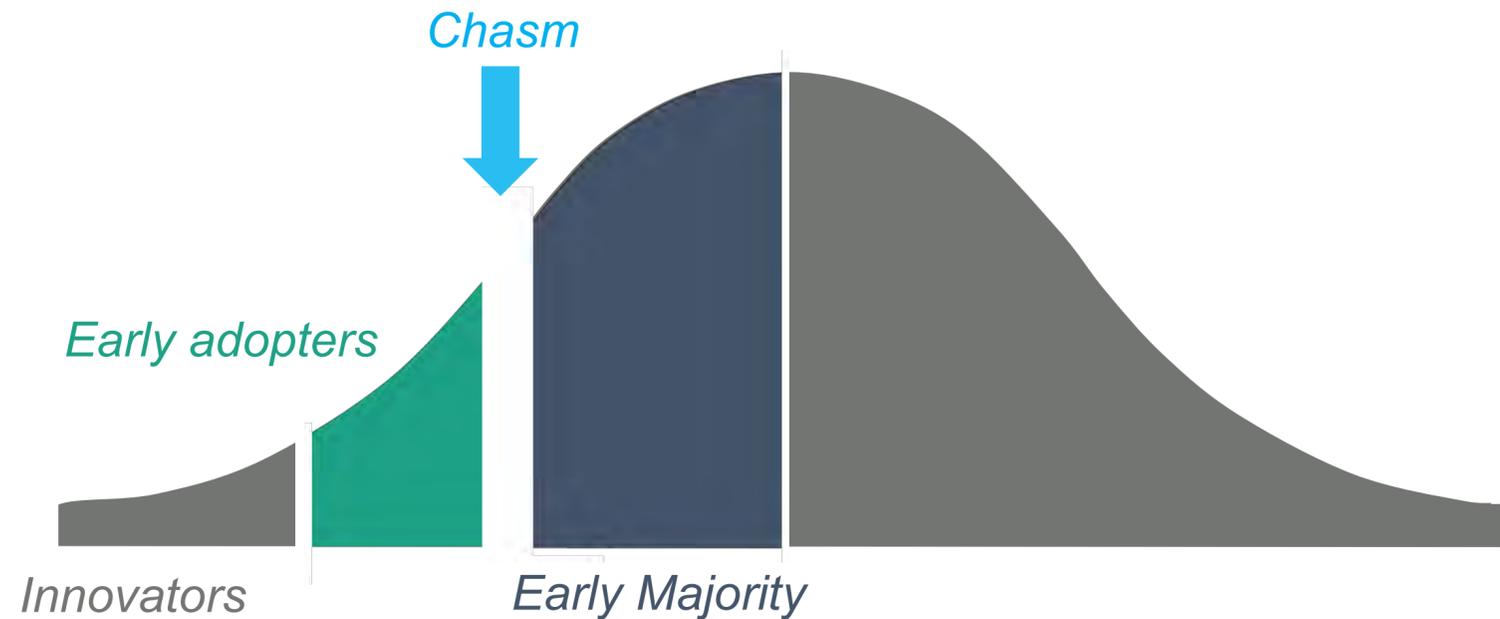


- Echion was built to innovate, capture value, and deploy to market as quickly as possible
  - 10,000 cells tested in the last 12 months
  - Fast feedback loop between technical, commercial, and operational
  - Prove long-term value to partners
- There is a good business case for high added value, disruptive innovations in the “new” battery industry
- Large and established companies rarely have incentives to prioritise disruptive innovations



# PARTNER & CONQUER Partner to Grow the Market

## Crossing the Chasm



- Current climate in the battery industry is such that great incentives exist for early adopters
- However the battery industry is a very challenging environment
  - Long time to market
  - Cost-driven industry
  - Very competitive
- Startups most likely need to partner with established companies to cross the Chasm
- Echion is doing this thanks to a flexible business model



# PARTNER & CONQUER Conquer with Echion

- Join us to bring superfast charging batteries to mass markets!
- We work with materials producers, cell manufacturers, and end-users internationally
- Get in touch at [www.echiontech.com](http://www.echiontech.com) to discuss your requirements and get your evaluation kit



**We bring superfast charging batteries  
to mass-markets**



*We are pragmatic, data-driven, and transparent with customers and investors*