

Reframing Business Opportunities In The Development Of Traditional Technologies

Editor's note: there is no voice-over for slides 1-3



Natural Building Technologies

Product Range

- Insulation
- Boards & Plasters
- Blocks
- Paints
- Systems



What Is Good About Traditional Technologies?

- Tried and Tested – Evidence
- Often Sustainable – Resources
- Simple – Cost
- Better – Technical Quality



Problems With Traditional Technologies

- **Relevance**
- **Performance**
- **Skills/Labour Requirement**
- **Market Perception**
- **IPR**



Areas Of Relevance/Opportunity

A large commercial airplane is shown from a low-angle perspective, flying towards the viewer. The aircraft is silhouetted against a bright, hazy sky, likely during sunrise or sunset. The plane's engines, wings, and tail are clearly visible. The overall tone of the image is warm and atmospheric.

- Where Specification/Activity Has Changed Least
- Where Cost/Resource Issues Are Most Favourable
- Where There Are Legislative Drivers



Some Things Don't Change

➤ Biology

➤ Common Resources – Geology, Plants



The Wheel Has Come Full Circle



- Environmental Crisis
- Energy Shortage
- A New Understanding Of Natural Materials



How To Develop Traditional Technologies In A Modern Business Environment

A person in a blue jacket and dark pants is rappelling down a dark, craggy rock face. The background shows a vast, green, hilly landscape under a clear sky. The person is positioned in the center-left of the frame, with their body angled towards the right as they descend. The overall scene conveys a sense of challenge and overcoming obstacles.

- Turn Problems Into Opportunities – Barriers Can Be Good
- Market Protection By Other Means



Funding Businesses For The Common Good

The Need For A New Economics?





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