

FAQ Zoa™ Bioleather Materials

ZOA™ bioleather materials:

What are Zoa™ bioleather materials?

Zoa is a bioleather materials brand.

How do you describe it?

The Zoa™ brand represents a world of bioleather materials. Bioleather materials are advanced materials grown from engineered, animal free collagen, which can be combined with other natural or manmade materials offering new aesthetic and performance properties.

CONSUMER:

What is bioleather?

Bioleather materials are advanced materials grown from engineered, animal free collagen, which can be combined with other natural or manmade materials offering new aesthetic and performance properties.

These material structures can take many forms. They can be liquid or solid. Can be molded into complex shapes and express natural and novel textures. Can be combined with other materials to design new solutions.

How do you make bioleather?

*At Modern Meadow™ we **design** the DNA of yeast to produce collagen. We then ferment the yeast, much like you would brew beer, to **grow** billions of collagen-producing cells. We purify this collagen and **assemble** it into unique material structures. We leverage the know-how of leather tanning to create beautiful,*

leather-like materials

What are the benefits (for the consumer)?

- + *Unique performance properties / tunable performance*
- + *New functionality (imagine embedded chips adding data layer)*
- + *Innovative design (zonal properties)*
- + *Animal-free*

What's the difference between Modern Meadow™ vs Zoa™?

Modern Meadow™ is harnessing the collective power of design, biology and engineering to biofabricate a new material age. The first materials brand born from their technology is Zoa™ Bioleather Materials.

UPDATED BOILERPLATE: About Modern Meadow™ Inc.

Modern Meadow™ is pioneering biologically advanced materials. The company harnesses the power of design, biology, and engineering to produce the world's first bioleather materials brand -- Zoa™. Modern Meadow™ materials enable new design and performance possibilities and, by partnering with some of the world's most cherished and innovative consumer brands, bring new life to the material world.

UPDATED BOILERPLATE: About Zoa™

Zoa™ is the world's first bioleather materials brand. Made by Modern Meadow™, Zoa™ is the company's first generation of materials created with nature's essential protein, collagen, but grown without animal derivatives. Supple, durable, and flexible in form, Zoa™ bioleather materials open up new possibilities in design and manufacturing not possible with traditional leather. Modern Meadow™ is currently partnering with world-class brands across luxury and consumer goods categories to grow products of Zoa™, slated for release in 2018.

Who are the key targets ? What are the key benefits for each of them?

Designers - Zoa™ bioleather materials are tunable materials that have a variety of capabilities. They can hold to any mold. Create any shape. Take on any texture. Combine with any other material be any size, seamlessly. Liquid or solid. The materials themselves can be used as a creative platform.

Manufacturers - less waste, simplified supply chain, takes only weeks to grow and assemble

Consumers - benefits listed above

How to ensure a right level of perceived value (including price) vs competitor materials? (what competitor? E-leather types?)

-it's bio-designed

-built from the building blocks of nature in a controlled / engineered way

-bespoke / custom designed

-comes from a new material process / high tech