
Tera Mira
We turn seaweed into
stretch fibres

**Behind every garment lies a workforce of women whose labor sustains the fashion system — often without recognition or safety.**

Nearly 60% of garment workers are women — 80% in Asia, where over 42 million sew, dye, and finish our clothes (ILO, 2023)

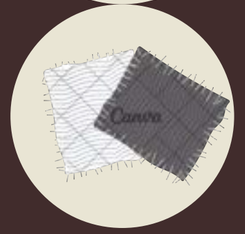

Pictures from The True Cost Documentary, 2015

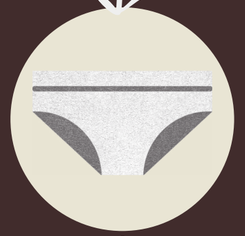
# Elastane is everywhere — and it's one of fashion's most damaging fibers.



- **Petroleum Dependency**

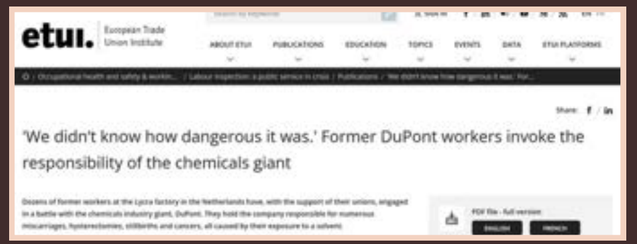
- **Energy-Intensive**
- **High Emissions**
- **Toxic Chemical Exposure**
  - Dyes used to color it — disperse and azo — are linked to allergies and carcinogenic compounds.
  - Uses DMA, a reprotoxic solvent tied to miscarriages, infertility, and cancer in exposed women workers





- **Microplastic Shedding**
- **Consumer Health Risks**
  - The tight, hydrophobic fabric traps heat and chemicals against the skin, creating irritation and infection risks

- **Unrecyclable**
- **Landfill & Microplastics Persistence**



etui. European Trade Union Institute

'We didn't know how dangerous it was.' Former DuPont workers invoke the responsibility of the chemicals giant

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*Full Length Research Paper*

**Incidence of vulvovaginal candidiasis among Nigeria women in tight fitting underwears: The need for counseling and health education**

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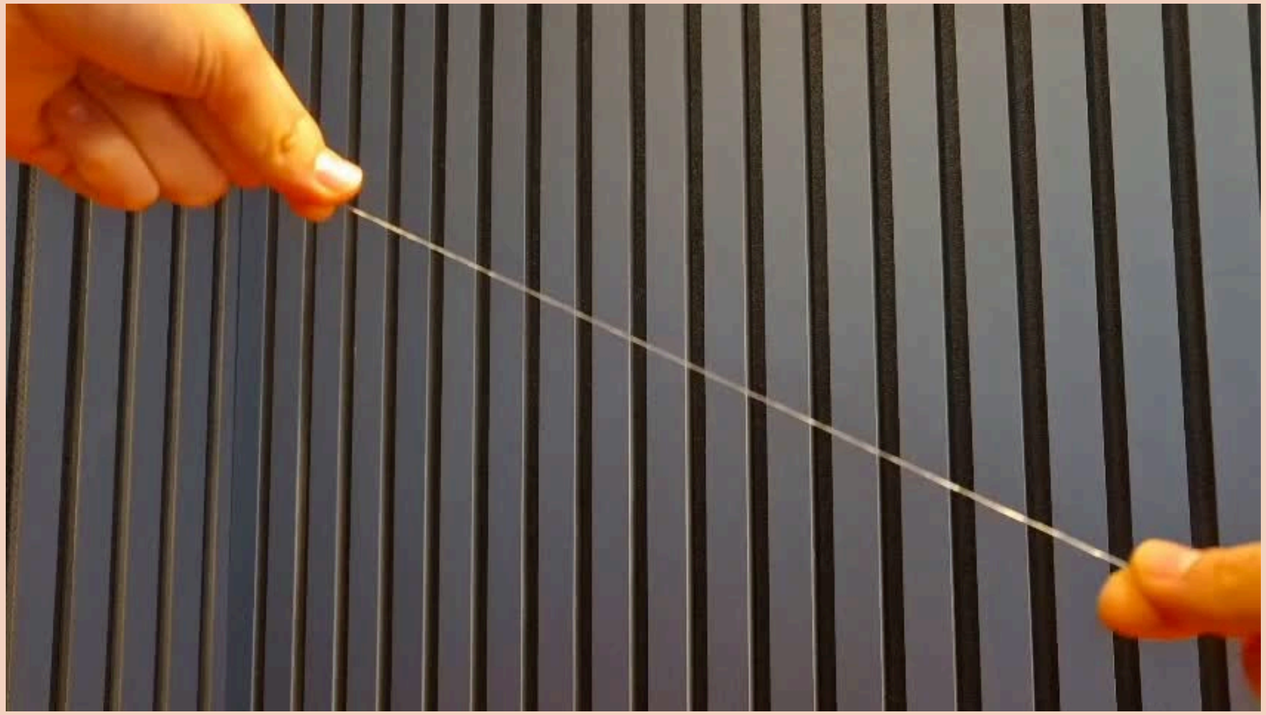
# Our Solution

Tera Mira

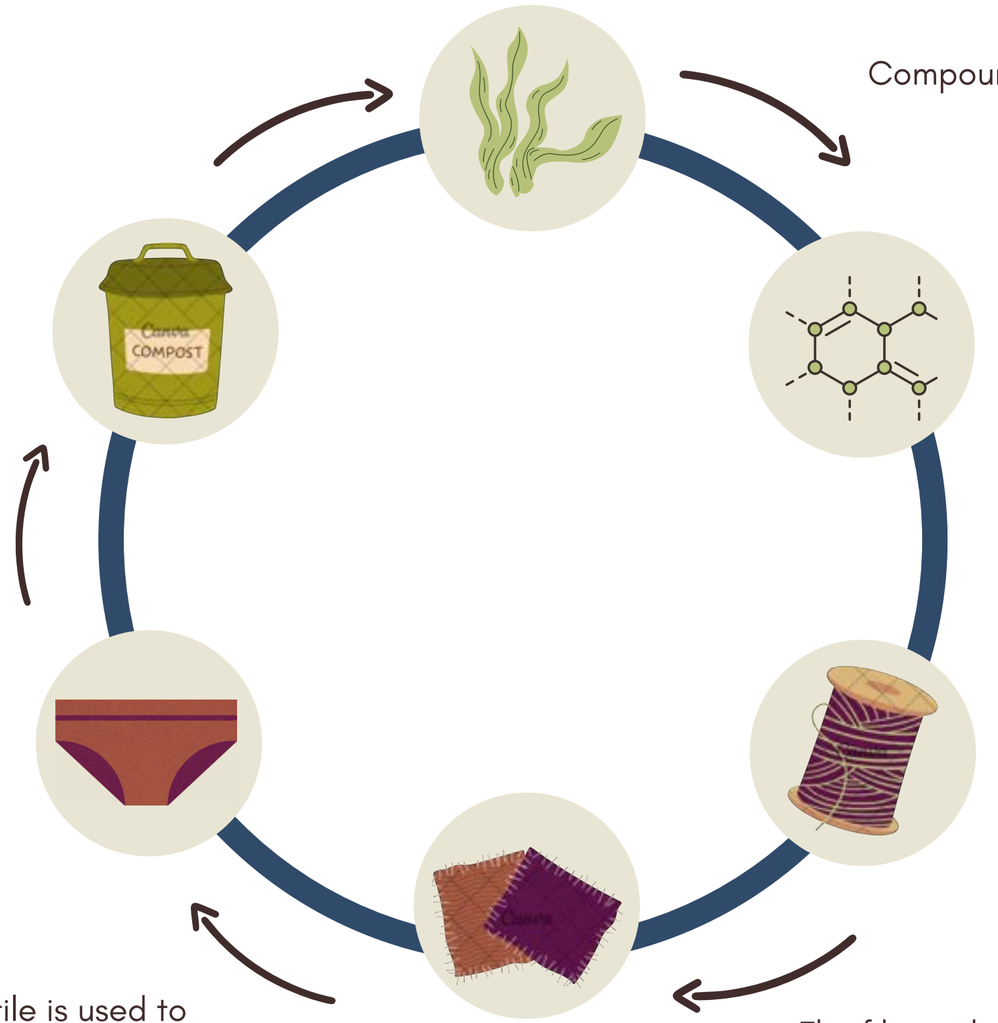
We’re developing the first fully biobased alternative to elastane, using seaweed’s natural stretch properties



# The Process

After use, we are exploring the options for the fiber to be either:

- Disassembled and separated for material recycling.
- Or, if recycling is not feasible, safely composted, returning to the earth without harm



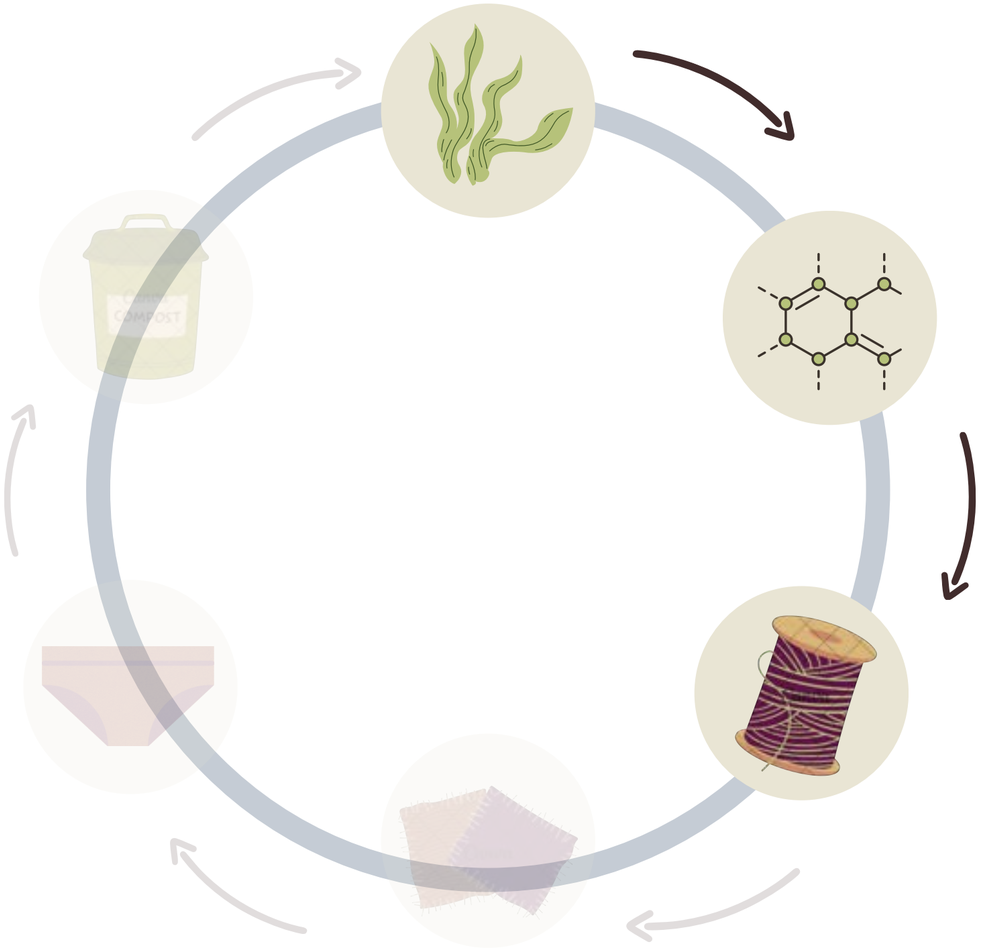

Compounds extracted from seaweed

Compounds transformed into a biobased fibre

The fibre is knitted into textiles

The textile is used to produce garments such as underwear

# Our Innovation



- No land, fertilizer, or freshwater needed to grow our feedstock.
- We've built a lab-scale wet-spinning process that mirrors industrial production.
  - We take extracted seaweed polymers and spin them into elastic fibers.
  - The process runs at low temperature and uses no toxic solvents.
- The resulting fibers can be woven or knitted like conventional elastane.

# We’re strategically entering valuable markets


- High-performance textiles reward innovation.
- Prove durability & stretch recovery

- Closest to skin → comfort and breathability matter most.
- Low technical barrier, fast adoption cycles.

# The Team

## Jeanne - CEO

- Imperial MSc Environmental Technology with Business Focus
- Msc Thesis on Second Hand Clothing Imports in Kenya
- Working Experience and Growing Network in Sustainable Fashion

## Lucy - CTO

- Imperial MEng Biomedical Engineering
- Award-Winning iGEM Team Leader representing Imperial College London
- Industry R&D experience and strong Bioengineering expertise

Green Tech LEGAL COLLABORATIVE

Undaunted

IMPERIAL

Cranfield University

ukft®

IBioIC

## May 2024 - Jan 2025:
## Customer Discovery & Strategic Pivot

- Joined **Undaunted Greenhouse Accelerator** with £20k grant funding, mentorship, office space and masterclasses
- Initial focus: bio-based polyester replacement
- Conducted **50+ interviews** across:
  - Medical wear
  - Sportswear & Footwear
  - Furniture, Luxury & Fast Fashion
  - Textile manufacturers & recyclers
- **Key insight: Elastane is the real blocker to circularity, specifically in underwear & sportswear**

""We want to go fully circular. But, elastane is stopping us"

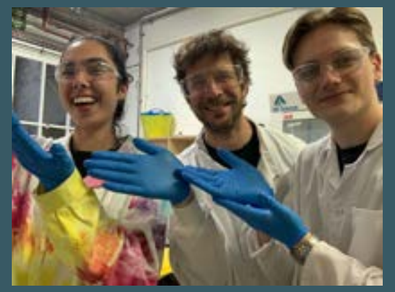
*UNDERWEAR BRAND*

"We need elastane but we want fully bio-based solution"

*TEXTILE INNOVATOR*

"Do you have a sample we can test, we're desperate for it?"

*TEXTILE MANUFACTURER*


## January 2025 - Now :
## Turning Demand into Development

- Focused on seaweed-based elastane replacement
- Trade shows: Europe (independently) + **Vietnam (with UKFT)**
- Ongoing conversations wit**h 30+ brands & Manufacturers** including: Victoria's Secret and Stretchline
- **Top 20 Finalist** (out of 500) H&M Global Change Award

# Go-to-Market

## 2025 - Validation

- Finalize lab-scale proof of concept under industry testing
- Strengthen seaweed supply & R&D partnerships
- Secure early brands and mills interest

## 2026 - Pilot Trials

- Industry-scale wet spinning pilot (funded and planned Q1 2026)
- Industry-scale knitting trials (our fibre in fabric)
- Performance tests (heat, wash, durability)
- Prepare pilot fibre batches for brand testing

## 2027 - Market Entry

- Launch in UK lingerie with early brand partners
- Secure production partnerships to meet demand
- Achieve first revenue milestones & supply agreements

## 2028 - Scale & Licensing

- License model rollout to wet-spinners
- Expand into denim, activewear, adaptive clothing
- Broaden European & global footprint

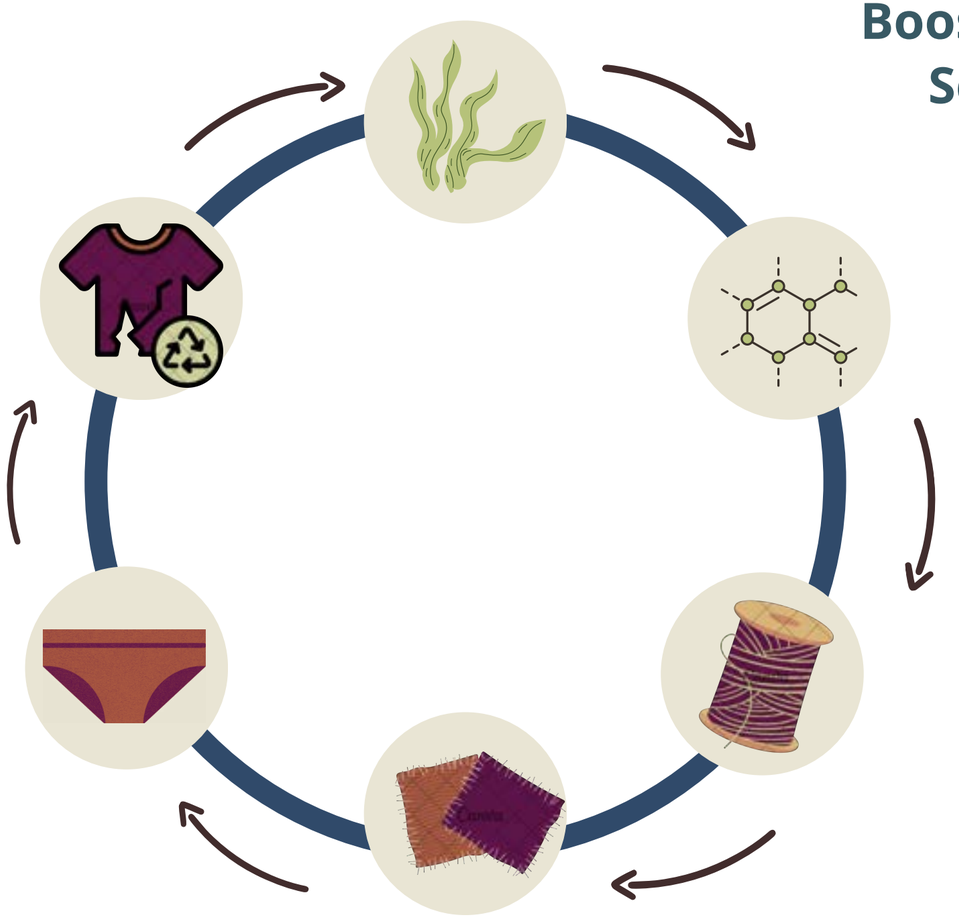
# The Vision

**Boost Climate-Resilient Seaweed Industry**

**Ensure Safer Working Conditions**

**Create Healthy & Comfortable Clothes**

**Unlock Circularity & Strengthen Recycling & Avoid Waste Colonialism**

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