

PORTFOLIO: 01

# Enabled Future

SOURCE: 1



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# Company Director



**Dr Michelle Lynch**, CChem FRSC  
DIRECTOR: Enabled Future Ltd

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- ➔ **Dr Michelle Lynch is a PhD Qualified chemist with 23 years in the chemical industry including 14 years at Johnson Matthey and five years in London consulting firms before setting up her own consultancy (Enabled Future Limited) in 2016.**
  
- ➔ **Five core blocks of experience include:**
  - Catalyst Research and Development
  - Catalyst & Chemicals Markets
  - Platinum Group Metals (PGM) Market Analysis
  - Information Science and Patent Analysis
  - Chemicals and Materials Consulting
  
- ➔ **Key technology specialisms: Catalysis, precious metals, renewables, green chemistry and recycling.**



# Value Proposition

## ➔ **Enabled Future Ltd (EFL)**

- A consultancy which works to Optimise Technology Portfolios with stakeholders involved in the sustainable production, use and recycling of chemicals, catalysts, polymers, energy carriers and valuable metals.

## ➔ **EFL helps many stakeholders including:**

- Licensors and manufacturers looking to plan successful R&D and business strategies for maximum revenue and profits.
- Companies looking to divest, acquire, or obtain growth capital for promising green investments.
- Companies looking for impactful and accurate techno-economic content for web sites, industry journals, marketing presentations and for industry tracking services

*How this is achieved*

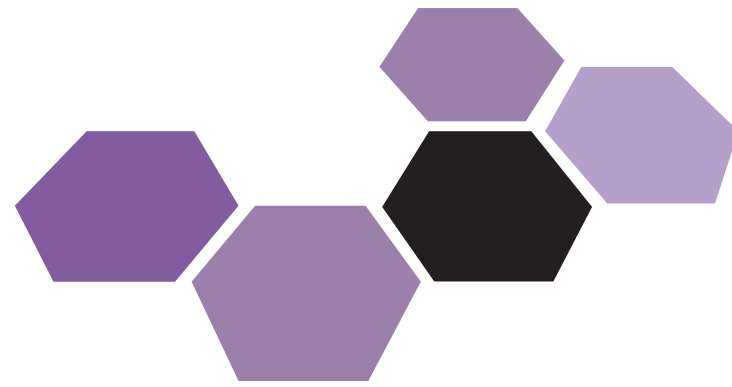
➔ **EFL does this through extensive research of public domain information, primary research with a vast network of industrial and academic contacts and 23+ years of experience in the chemicals, catalysts, metals and consulting sectors.**

# Range of Services

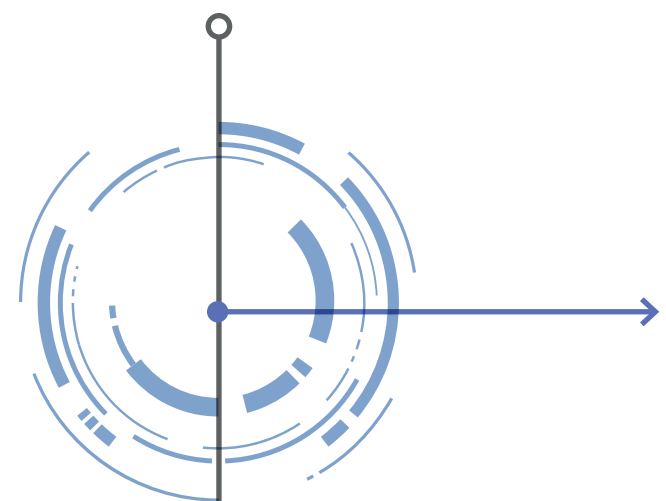
**Consulting:** *Bespoke Studies & Client-Side Contracts*  
**Training:** *Half-Day Standard & Custom Courses*  
**Thought Leadership:** *Technology Blogs & Articles*  
**Multi-Client Reports**  
**Industry/Patent Tracking Services**

# Key Business Areas

*Enabled*  
**Future**



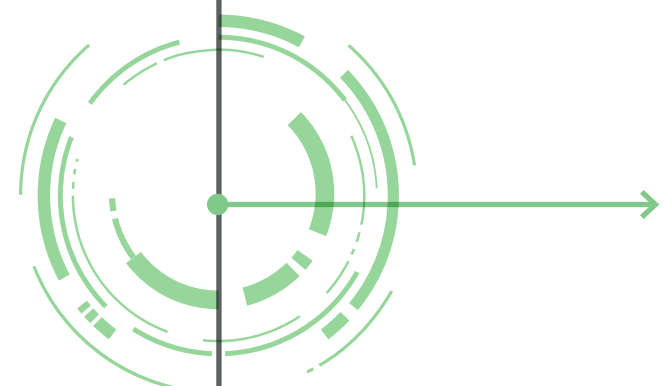
➔ *Optimising Technology Portfolios*



*Enabled*  
**Power**



➔ ***Enabling technologies for clean power including: production and recycling of fuel cells, water electrolyzers, batteries and emission control catalysts.***



*Enabled*  
**Circular**



➔ ***Circular Economy projects for sustainable production and recycling of plastics, rubbers, fibres, foams, coatings, adhesives, sealants and elastomers (CASE).***



*Enabled*  
**Catalysts**

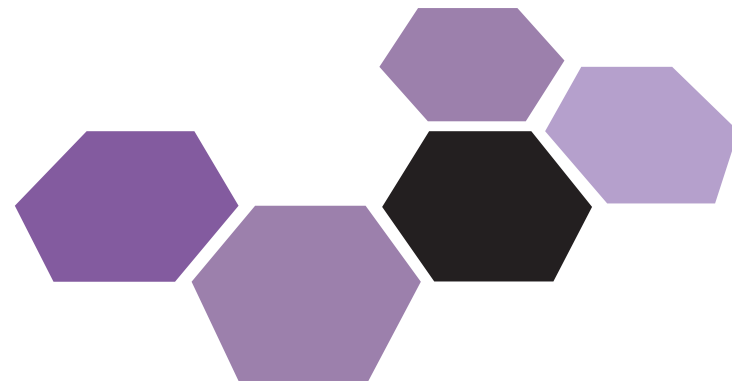


➔ ***Catalysis for manufacture of petrochemicals, specialty fine chemicals and renewables via efficient conversion of fossil fuels, waste, biomass and CO2.***

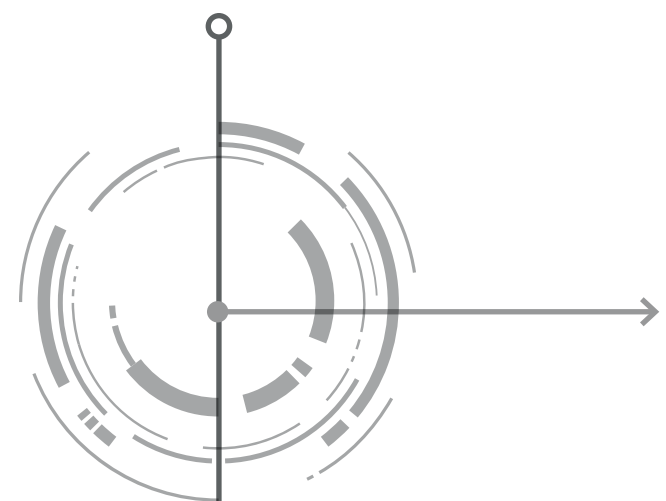


# Key Business Areas

Enabled  
**Future**



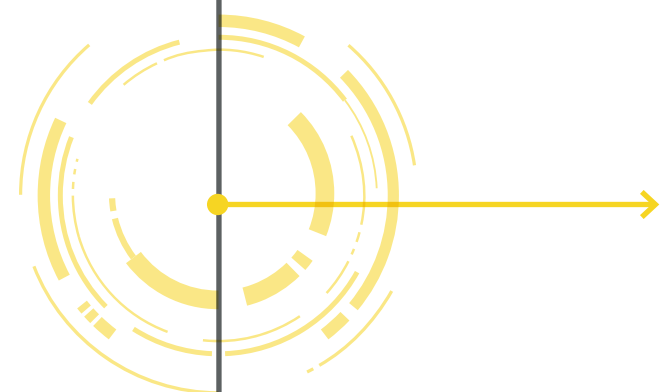
→ *Optimising Technology Portfolios*



Enabled  
**Blockchain**



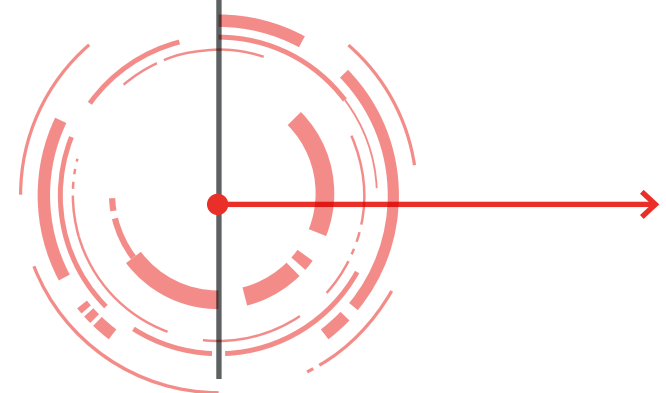
→ **Blockchain industry news, investments in sustainable altcoin projects. Digital currency development, future of currency.**



Enabled  
**Metals**



→ **Metals industry news and patent tracking for lithium-ion batteries, rare earth metals, catalyst metals and other industrial strategic metals.**



Enabled  
**Safety**



→ **Industry news and content writing for safety in the chemicals, battery, renewable power, metals refining and mining sectors.**

# SUMMARY of Research Approach

**Catalyst Research and Development**  
**Catalyst and Chemicals Markets**  
**Platinum Group Metals (PGM) markets**  
**Information Science and Patent Analysis**  
**Chemicals and Materials Consulting**

**Existing**  
*Experience*

**Secondary**  
*Research*

**Patent**  
*Analysis*

**Primary**  
*Research*

**Complete** *View*



# Consulting

→ **EFL offers both consulting projects and client-side contracts focused in areas that relate to the five core blocks of experience.**

→ **Types of study include:**

- Company and Competitor Profiling
- Intellectual Property (IP) Analysis
- Mergers & Acquisition Screening
- R&D Strategy Planning
- Techno-Economic Benchmarking

→ **Recent Examples include**

- *A Roadmap for Reaching NetZero Using Catalysis for Innovate UK*
- *UK Catalysis Strategic Roadmap for the Knowledge Transfer Network/Innovate UK*
- *High Nickel battery cathode materials competitor landscape*
- *CO2 capture and utilisation options for industrial-microemitter (IME)*
- *A roadmap for applied advanced catalytic materials research at RMIT*
- *Strategic options for funding CO<sub>2</sub> Utilisation start-ups*
- *Due diligence on a European catalyst company investment round*
- *Fuel cells recycling markets, technologies and supply chains*
- *Options for greening the polyurethane value chain using advanced catalysts*

# Multi-Clients *Reports*

## → **Multi-Client Reports Covering:**

- Technology developments and innovations
- Funding initiatives
- Mergers, acquisitions and partnership activities
- New market applications
- Recycling and sustainability
- Patent and literature activity

## → **Recent Examples include**

- “The Intelligence Report: Petrochemical Catalyst Markets 2019-2025” TCGR, 2020
- “Climate Change Impacts on the Catalytic Process Industries” TCGR, 2020
- “Life Cycle Assessment (LCA) for Sustainable Chemical and Polymer Production. Polyurethanes Value Chain” TCGR, 2020



# Industry/Patent *Tracking*

## → **Information Science Services covering:**

- Patent and literature analysis
- Environmental filing analysis
- Company screening
- Investor & start-up matchmaking
- Technical information primers
- Monthly technology & market news updates

## → **Recent Examples include**

- Rare Earth's Industry and Patent Tracking (10FourMedia)
- Batteries and hydrogen news tracking (10FourMedia)
- Battery Cathodes and Anodes Patents (Benchmark Minerals)
- Personal Care Industry (CCD Partner's Client)





# Thought Leadership

## → **EFL provides Thought Leadership (TL) in the form of:**

- Written articles for leading industry trade journals and web-based publications.
- Web Logs (Blogs) & Video Logs (VLOGs), live and recorded webinars.

## → **Recent Examples include**

- Catalysis in Russia (The Catalyst Review)
- Catalyst Centres of Excellence – Role in Decarbonisation (The Catalyst Review)
- CO2 Utilisation from Industrial Micro-Emitters (The Catalyst Review)
- Alternative Energy Carriers (Energy World)
- Power-Up: The Evolving Battery Recycling Landscape (Recycling & Waste World)
- A Techno-Economic Overview of Fouling in Steam Crackers and Available Solutions
- Catalysis in Australia (The Catalyst Review)
- Opportunities for Catalysts in the Production of C4 Value Chain Chemicals (The Catalyst Review)
- Power-To-X (The Catalyst Review)
- Oil and Fats Hydrogenation (The Catalyst Review)
- Future Uses of Platinum Group Metals (The Catalyst Review)
- Chromium-Free Catalysis (The Catalyst Review)

# Training & Public Speaking

→ **A range of modular courses that can be tailored for individual clients are offered including**  
*Information Science and Patents - Circular Carbon Pathway Solutions - Catalyst Centres of Excellence*

→ **Recent Examples include**

- Conference Chair and Presenter – “Technological Advancements in Commercial and Developing Battery Recycling Methods, Batteries Recycling Europe, London, February 2020
- Decarbonisation of Chlor-Alkali Value Chain Chemicals, European Chlor-Alkali Industry Summit, 2019, December 2019, London
- Power-To-X and PGM, IPMI Lisbon, Dec 2019
- Power-To-X in the Chlor-Alkali Value Chain, ACI Chlor-Alkali Value Chain, Nov 2019
- Technological Advancements in Commercial and Developing Battery Recycling Methods
- Batteries Event, Nice, October 2019
- Circular Carbon Pathways for Sustainable Chemicals, Nexant Energy Breakfast, Sept 2019
- Circular Carbon Pathways for a Sustainable Future, Circular Economy Week London, June 2019
- International Co-operation in Catalysis for Reduction of Global GHG Emissions CO2 Reuse Summit, Berlin, May 2019
- Recycling of Autocatalysts, Batteries and Fuel Cell Systems: Strategies for Managing Diversification, IPMI PGM Catalyst Seminar, Atlanta, USA, April 2019
- EOL Options for Fuel Cells and Electrolysers CESHFC, NEC Birmingham UK, March 2019
- Recycling of Automotive Catalysts, Fuel Cells & Electric Vehicle Batteries (IPMI 42nd Annual Meeting, June 2018)



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