



The **Advanced** Materials **Marketplace**

Advanced Materials, Advancing Humanity





About TNMI

- ❖ Toronto-based B2B SaaS company
- ❖ Zero-day Product: AI Employees
- ❖ Long-term Goal: Smart Materials Marketplace
- ❖ Industry: AI, Materials, Manufacturing,
- ❖ Has an MVP
- ❖ Pre-seed/Seed Stage
- ❖ Investor Initial Negotiation: \$3-4M for 10%

❖ Ecosystem:

- Impact Zero
- Communitech
- Google Cloud Startup Team

❖ Infrastructure:

- Google Cloud Platform
- Amazon Web Services
- Venture Labs



Who we are



Dr. Jason “**Tobias**” Deacon

- ❖ Ph.D. Materials Science
- ❖ 7 years industrial experience



Kejvi “**KV**” Peti

- ❖ MSc in AI for Materials Design
- ❖ 7 years senior software roles





Problem

The current process (from Problem to Purchase) for advanced materials selection is:

Problem -> Validate -> Model -> Supplier Discovery -> Spec Check -> De-risk -> Purchase

The number of materials have tripled in the past 15 years, utilization has remained the same. Leading to higher costs, less efficient materials and recurring problems.

Small-Medium Sized Enterprises (SMEs) aren't given the visibility and opportunity they deserve when manufacturing an advanced material or selling an advanced product.

The purchase choice is gated less by performance and more by qualification effort.



Material producers & product manufacturers need a **modern way** to establish new value chains.



Solution

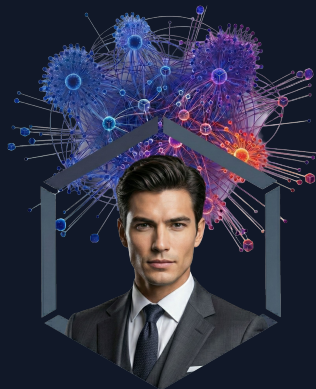
NorthStar Platform - Materials & manufacturing marketplace.

With a personalized Knowledge Graph for client's product through an AI employee.



Materials Marketplace

Company uploads datasheets
Matchmaking AI
Enterprise-Grade data security



Max the Market Analyst

Actively finds market demand/pull
Defines market entry requirements
Reasons product push



Colette the Collaborator

Personalized ecosystem creator
Toll manufacturing connector
Research institute partnerships





Pricing & Market

Our Revenue Model

Subscription-based pricing
Tiered pricing model
Sale %\$ share

Go-to Market Strategy

Founder-led enterprise sales
Demand-Driven Market Education
Embedded Referral Program

TAM

\$390 billion

CAGR: 26.91%

Drivers: AI & Digital Transformation





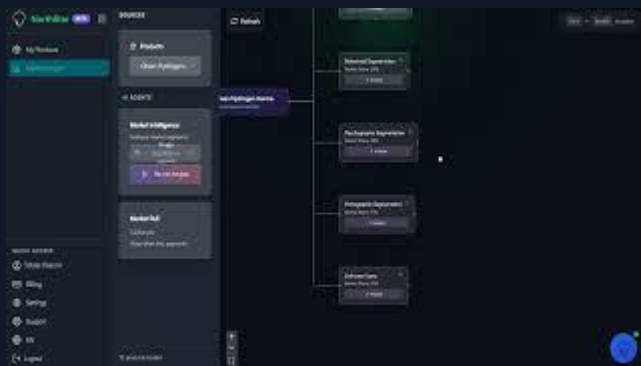
Traction

- Two Letters of Intent and Development Partners:
With COROL (polyol) and Loless (seaweed composite)
- Venture Lab Collaboration:
We have access to Venture Lab's resources and their network in the [Critical Industrial Technologies](#)
- Waitlist of 20+ users
- MVP:
Marketplace in progress; AI Employee Max v1 is complete.





Demo



Webinar

Value Chains





True North Material Innovations

THANK YOU

Make smarter commercial decisions



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