



Session	Start-ups/SMEs looking for Finance: pre-seed/angel/seed funding
Title	Disrupting the \$9B Super Absorbent Polymer (SAP) Market: Sustainable Absorbents to Replace Partially Banned Synthetic Polymers in the EU
Company	A&B Smart Materials
Speaker	Mr Amaury van Trappen
Keywords feedstock (max. 2)	Biopolymers, cellulose
Keywords technology (max 2)	Hydrogels, (Super Absorbant Polymers) SAP
Keywords End-Product (max 2)	Diapers, soil enhancers
<b>Abstract:</b>	
<p>A&amp;B Smart Materials is an Oxford University-based materials science venture developing sustainable, biodegradable superabsorbent polymers (SAPs) to replace synthetic SAPs, which are set to be banned in EU soils by 2028 under Directive 2024/2770. SAPs are high-performance materials capable of absorbing hundreds of times their own weight in water. They are essential ingredients in products such as diapers, menstrual pads, cosmetics, and agricultural soil enhancers.</p> <p>Our proprietary formulations are approaching key performance requirements for both agricultural and hygiene applications. Our leading formulation is nearing agricultural performance benchmarks and already shows promising absorption and cost characteristics for the hygiene sector. Our aim is to reach full performance and price parity with synthetic SAPs, unlocking mass-market substitution potential.</p> <p>We have secured early commercial traction with global industry leaders, including a Letter of Intent from the VP of R&amp;D at BASF. Additionally, Covestro—the fifth largest chemical company in Europe—has expressed the desire to enter into a paid Joint Development Agreement with milestone-based payments.</p> <p>From this conference, we are looking for:</p> <ul style="list-style-type: none"> <li>(i) Investors interested in supporting our growth,</li> <li>(ii) Partners to support scale-up to the ton level, and</li> <li>(iii) End customers—such as diaper brands, menstrual pad companies, agricultural firms, and cosmetics players—interested in testing and co-developing sustainable SAP solutions.</li> </ul>	