

Create my own project

- **Archetype**

4 archetypes have been defined to structure R&I efforts

PROJECT ARCHETYPE *

AR1: New Product for existing applications
 AR2: New Product for new applications
 AR3: Solution Reinvention
 AR4: Breakthrough Innovation

	Archetype 1	Archetype 2	Archetype 3	Archetype 4
	Application/New Product/ Development for <u>existing applications</u> (for Syensqo)	Application/New Product/ Development for <u>new applications</u> (for Syensqo)	Solution reinvention	Breakthrough innovation
Definition	Adapt existing solutions to address identified customer needs (new application data, formulation/ compound package and product development)	Adapt existing solutions to address identified needs in adjacent applications (new application data, formulation/ compound package and product development)	Fundamentally rethink our solution (e.g., new technology) to adapt to regulatory updates or market shifts	Pioneer novel applications, products and technologies addressing a customer need that is not addressed today
Objective	Combat baseline erosion and grow the core near-term	Grow the core & expand into near adjacencies near-term	Future-proof our portfolio and expand market share in existing applications in the long run	Create transformative growth by tapping into new, high-potential markets
Resources required	Some lab work required	Significant amount of R&I capex required to develop new competencies	Significant amount of lab work required, potentially also Industrial CAPEX	Significant amount of lab work required to develop new competencies, and also Industrial CAPEX



- **Strategic Purpose**

Competitiveness is a part of the Growth

it is necessary to select the part which gather most of the sales.

Project categories* vs Project purposes	GROWTH project	COMPETITI VENESS project	DEFENSE project
Grow sales	YES	NO	NO
Grow contribution/ebitda	YES	YES	NO
Avoid losing sales	NO	NO	YES
Avoid losing contribution/ebitda or spending additional costs	NO	NO	YES