

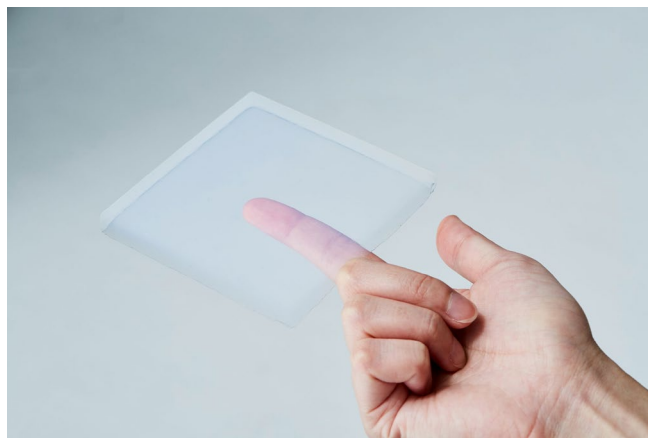
# A Glimpse of the Future: Peeking through the Lens of “SUFA”

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## Abstract

Since the adoption of the Sustainable Development Goals (SDGs) in 2015, countries around the globe have become increasingly concerned about the efficient use of energy and the realization of a Carbon Neutral society. While new ideas and technologies have been introduced to the world, Aerogels: one of the highest performing insulators in existence, is also expected to play an immense role in reaching our goals. As the “D” in SDGs implies, the actions for an eco-friendly society should not become a hindrance for the development of the human race. At tiem factory we expect to contribute to this through what we call the SUFA (=Super Functional Air) monolith with high transparency, water repellency and improved flexibility.



As a material focused Startup based in Japan, tiem factory faces many challenges. One of the most substantial barriers is Japan’s delayed enactment of building insulation regulations. In

comparison to the European countries, Japan has long been ignorant of insulation efficiency, and have fallen behind in implementing a more sustainable system for buildings. We infer that this may be due to the latitude of the country's capital. Tokyo has a relatively warm and stable climate, which delayed the acknowledgement of the importance of efficient insulation. In order for SUFA to be accepted and be implemented into homes and facilities, our first challenge is to raise awareness for the need for stricter regulation on buildings.

In this talk we aim to give the audience an overview of SUFA's features, performances, history, its practicality advantages and possible implementation ideas. Furthermore, we would like to share an insight of the current Japanese market, the challenges we face, and the changes we seek to bring to the world.