



THE CATALYST FOR GROWTH IN ADVANCED MATERIALS & HIGH-PERFORMANCE POLYMERS

FRACTIONAL COMMERCIAL LEADERSHIP

Strategy · Execution · Growth



About Actv8

A fractional commercial growth partner for Advanced Materials and High-Performance Polymers businesses.

We find where friction limits growth - from new product introduction to mature lines - and where the fastest growth opportunities sit next.

- **Hands-on commercial leadership:** the work does not stop at a report or recommendations.
- **Decisions into action:** turning commercial decisions into practical actions and the discipline to execute them.
- **More hands-on than advice alone,** more flexible than a full-time senior hire.



Andy Walton

Founder & Director

OUR VISION

To accelerate the commercial success of advanced-materials innovators by helping breakthrough technologies reach the market faster and scale with confidence.

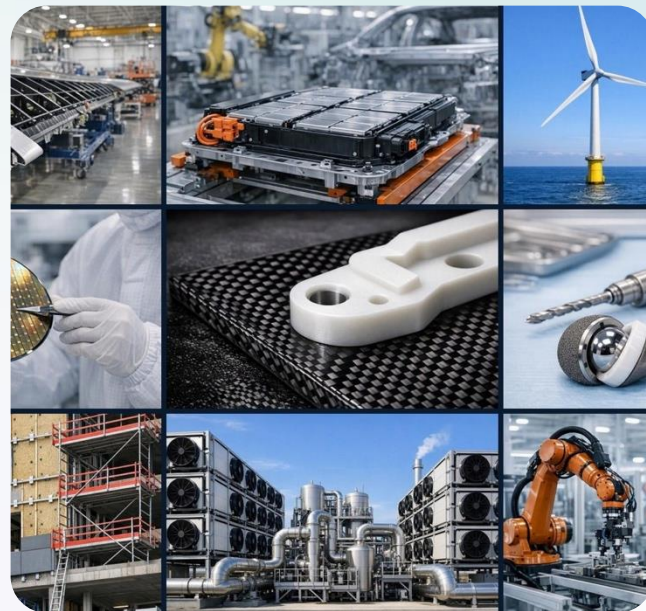
OUR MISSION

To equip advanced-materials companies with the commercial leadership, strategy systems and growth tools needed to monetise faster, win customers, secure partnerships and deliver measurable revenue impact.

Value for end markets

The same material properties are worth different amounts in different markets.

End market	Where the value is
Aerospace & transport	Lightweighting, emissions, buy-to-fly, part integration
Automotive & e-mobility	Vehicle range, battery life, thermal safety
Energy & renewables	Uptime in harsh conditions
Electronics	Precision, purity, miniaturisation
Medical & healthcare	Biocompatibility and longevity
Construction	Lighter builds, higher fire rating
Carbon capture	Capture efficiency, cost per tonne
Robotics & processing	Precision, wear resistance, cycle time



Why this matters: target the sectors where your benefit is worth most - that sets the price you can hold.

The industry challenge

Technically led materials businesses often have strong science and strong products, but commercial success is not automatic. It usually shows up in three ways.

01**Adoption takes too long**

Qualification cycles, integration barriers and customer risk slow the path from interest to revenue.

02**Sales targets not realised**

Effort is spread too thin across applications, sectors and geographies.

03**Value is under-captured**

Cost-plus pricing leaves revenue on the table that value-based pricing would capture.

UNDERLYING COMMERCIAL DRIVERS

Competing priorities

Markets and applications pulling in different directions

Weak value story

Technical advantage not translated into customer value

Poor value capture

Pricing does not reflect the value created

Pipeline friction

Opportunities move slowly or fail to convert

Execution gaps

Activity lacks rhythm, accountability or priorities

Leadership bandwidth

Senior commercial capability limited or stretched

The opportunity: turn technical advantage into customer value, focused priorities and a repeatable route to revenue.

Crossing the chasm

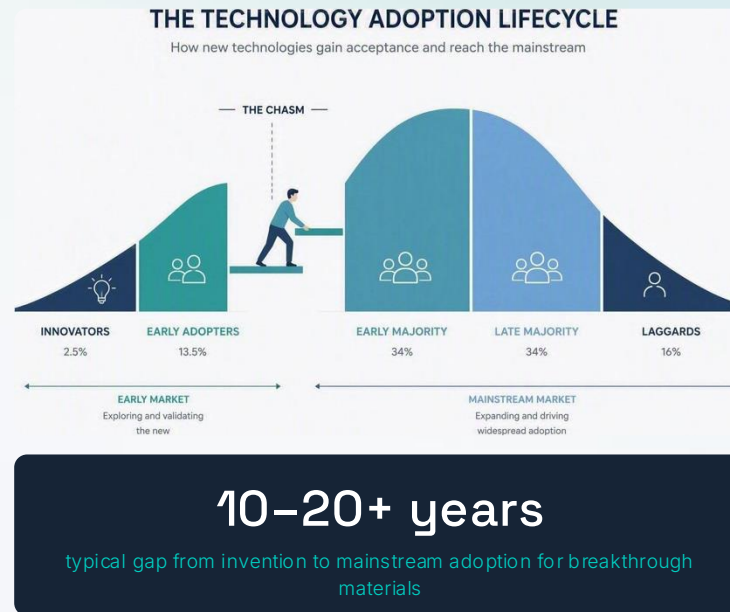
Geoffrey Moore's Crossing the Chasm: early adopters buy the promise; the mainstream buys proof. In regulated markets that gap is wider, slower and more expensive.

- **Qualification is the gate:** approval cycles run in years, not quarters.
- **Switching cost is the barrier:** changing a specified material re-opens validation.
- **Decisions are committee-made:** engineering, quality, procurement and regulatory all hold a veto.
- **Beachhead beats breadth:** win 1–2 applications end-to-end, then reuse the proof.

WHY 10–20+ YEARS? Breakthrough materials that took decades to go mainstream:

- **Carbon fibre composites:** 1960s → aircraft structures 1980s–2000s
- **Lithium-ion batteries:** 1970s research → first cells 1991 → mass EVs 2010s
- **LEDs:** first visible LED 1962 → mainstream lighting 2000s–2010s
- **Strengthened glass:** 1960s → smartphone screens from 2007

Concept: Geoffrey A. Moore, Crossing the Chasm (HarperBusiness, 1991; 3rd edition 2014).



Why this matters: crossing is an evidence and trust problem - plan for qualification, references and switching costs.

Managing the friction

Demand pulls advanced materials forward; friction drags them back.



Drag

Cost pressure, qualification effort, ROI uncertainty and deployment barriers erode demand deal by deal.

Inertia

Entrenched supply chains, risk-averse specification and long validation cycles keep incumbents in place.

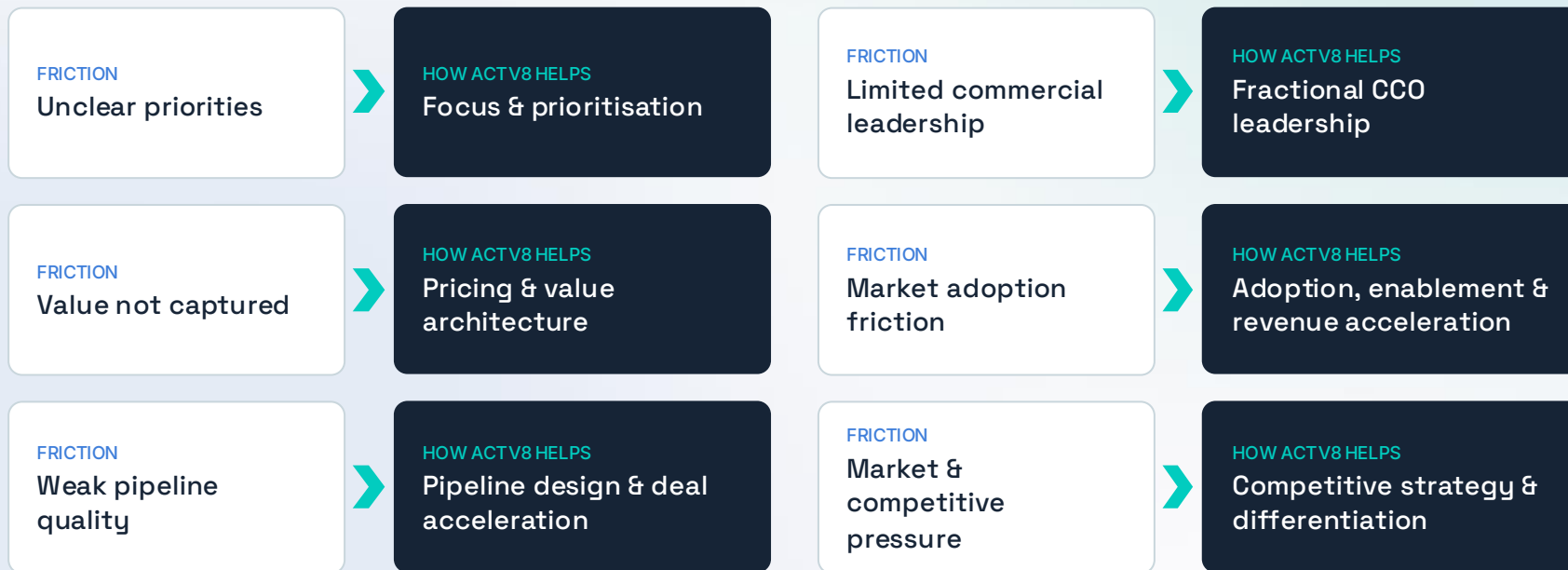
Result

Only a portion of the high-value potential turns into real market volume.

Why this matters: friction, not science, sets the revenue curve - winners manage the friction, not just the technology.

Removing friction, accelerating growth

Practical, hands-on support shaped around the specific friction points holding back growth.



How Actv8 helps: moving leadership teams from commercial complexity to focused action.

Results in practice

Anonymised examples from 30+ years leading commercial and technical programmes - the situations and outcomes are real.



AEROSPACE | ADVANCED AIR
MOBILITY

Accelerating adoption
in regulated markets



AUTOMOTIVE | E-MOBILITY

Repositioning a
portfolio for electric
mobility



AUTOMOTIVE | SPECIALIST
MATERIALS

From failed trials to
market adoption



TECHNICAL B2B | VALUE PRICING

Building value pricing
capability



ADVANCED MATERIALS | GROWTH

Revitalising growth in a
mature business

12-18 months

faster customer
programmes

Multi-million

revenue growth supported

Multi-million

revenue growth supported

10-15%

pricing premiums

Record sales

inside 2 years

Why this matters: focus, evidence and value capture move revenue faster than more technology.

Three ways to work with Actv8

Senior commercial leadership, scaled to what the business needs - without unnecessary fixed cost.



ONGOING

Fractional commercial leadership

Part-time, CCO-level commercial direction - without the cost of a full-time executive hire.



REGULAR

Advisory

Targeted commercial guidance for leadership teams facing a specific decision, growth challenge or opportunity.



LOW-COMMITMENT START

4-week commercialisation sprint

Assess commercial readiness, identify the gaps holding back revenue and leave with a prioritised action roadmap.

Where we start: every engagement starts by finding where friction is costing you revenue.

Contact

Andy Walton

Founder & Director, Actv8

EMAIL andy@actv8.co.uk

PHONE +44 7337 967 048

WEB www.actv8.co.uk

LINKEDIN linkedin.com/in/andy-walton-9408019



Fractional Commercial Leadership

Next step: book a 30-minute value discovery conversation, or take the free 3-minute Growth Readiness Test at actv8.co.uk.

“

Coming together is a beginning; keeping together is progress; working together is success.

Henry Ford - Founder, Ford Motor Company

Strategy. Execution. Growth. www.actv8.co.uk