

AD Stretch™

Cohort 3 Demo Day

Welcome to AD Stretch demo day!

Get ready for an exciting ride! Today, you'll hear from visionary leaders on everything **tech, innovation, connection, and sustainability**—where the physical meets the digital.

Engage with the **Making Possible**™ Digital Experience as our startups pitch their groundbreaking ideas, immersing you in digital engagement with a simple phone tap.

Take a moment to soak it all in—this room is buzzing with passionate innovators. You might chat with a plastic recycling enthusiast, a blockchain guru,

an RFID evangelist, or a determined founder dreaming of changing the world (with a little help from a funding check!).

Thanks to your presence, a tree will be planted in your name, powered by **One Seed** - talk about making an impact! Yes, your tree is real, and you can track its growth throughout the years. In fact, feel free to start building your very own virtual forest tonight.

So, look around, don't be shy—smile, say hello, and spark a conversation that just might Make Magic Happen.

- Andrea, Fernanda, Malak & Upma for AD Stretch

The innovation playlist for the evening

3:20 PM – 3:25 PM

Opening Remarks
by *Danny Allouche, SVP, Chief Strategy
& Corporate Development Officer*

3:25 PM – 4:25 PM

A conversation “Purposeful
Innovation - Collaborating for Impact”
*Deon Stander, President & CEO,
Avery Dennison*
*Panagiotis Tsourapas, Group President,
Europe & Developing Markets,
Colgate-Palmolive*

4:25 PM – 5:10 PM

“Making Possible Digital
Experience”
Startup Pilot Pitches

5:10 PM – 5:15 PM

Closing Remarks
by *Upma Arora, Director Global
Innovation Programs*

5:15 PM – 6:30 PM

Cocktail Reception & Networking

AD Stretch™



Danny Allouche

***SVP, Chief Strategy & Corporate
Development Officer
Avery Dennison***

Welcome Remarks

Danny Allouche is the senior vice president and chief strategy & corporate development officer at Avery Dennison Corporation, leading the company's global strategy, and corporate portfolio and development activities across business lines.

In his role, Danny oversees all strategic planning processes, M&A and venture activities. He previously served as vice president, treasury and corporate development for Avery Dennison. He also serves on the board of Gauzy LTD, a SPD and liquid crystal technology startup.

Prior to joining Avery Dennison in 2010, Danny was vice president at Shamrock Activist Value Fund and spent a number of years with Bain & Company, Inc. He holds a master's degree in business administration from the UCLA Anderson School of Management and a bachelor's degree in economics from Northwestern University.



Deon Stander

*President and CEO
Avery Dennison*

Fireside Chat

Deon Stander is president and chief executive officer for Avery Dennison Corporation. He was appointed to this position on September 1, 2023, after serving as chief operating officer since March 1 2022. In his role, Deon is responsible for the company's global operations, with the leaders of the company's businesses and global functions reporting to him.

Prior to becoming chief operating officer, Deon served from 2015 to 2022 as vice president and general manager, Solutions Group (formerly RBIS). Mr. Stander also served from 2013 to 2014 as vice president and general manager, Global Commercial and Innovation, RBIS. Prior to 2013, he held several senior leadership roles across Avery Dennison RBIS, dating back to 2005.

Deon joined Avery Dennison from Paxar in 2007 as general manager, UK, Nordic and South Africa.

He earned an MBA from Lancaster University, UK and Bachelor of Commerce in Business from the University of Port Elizabeth.



Panagiotis Tsourapas

*Group President, Europe
& Developing Markets
Colgate-Palmolive*

Fireside Chat

Panagiotis Tsourapas is group president, Europe & developing markets and head of the global customer development function for Colgate-Palmolive. Prior to being named to his current role, Panos served as group president, Latin America, Asia-Pacific and Africa/Eurasia. He also served as president of Latin America division.

Under his leadership, the division has surpassed competitors in brand building, innovation and culture, maintaining their status as a preferred employer throughout the continent.

Panos joined Colgate in 1992 in marketing and progressed through a series of positions in both Marketing and Customer Development. He then became vice president, customer development for the European division and, in 2005, was promoted to vice president & general manager of Colgate Greece. Panos led the global toothbrush division before being promoted to president, Africa-Eurasia in 2012. He was promoted to president, Europe-South Pacific in 2014, a position he held before moving to Latin America in 2016.

Panos holds a BS degree in business administration from the University of Piraeus in Greece and an MBA from the City University of London.



General Info

CEO: Calvin Chan
Year Founded: February 2021
Stage: Seed
#of Employees: 10
Location: New York, United States
Website: www.legitimate.tech

Introduction

Legitimate transforms consumer engagement and product authentication using encrypted NFC and blockchain technology. Its platform encodes NFC tags with cryptographic keys, linking physical products to unique digital identities. This enables instant authenticity checks, ownership registration, and provenance tracking. Brands can also deliver exclusive digital experiences to consumers with a simple phone tap.



Calvin Chan

*Founder & CEO
Legitimate*



Kimberly Sandhurst

*Solutions Architect Director
Brand Protection
Avery Dennison*



Mike Reardon

*Senior Project Manager
Avery Dennison*



Heidi Vaughan

*Director, Strategic Initiatives
Avery Dennison*



General Info

CEO: Miheer Walavalkar

CFO: Lawrence Chan

Year Founded: 2015

Stage: Series B

Location: New York, USA

Website: livelike.com

Introduction

LiveLike provides leading organizations with innovative gamification solutions that turn their fans as engaged participants. These solutions offer interactive features, loyalty programs, and community-building experiences to drive user engagement and loyalty. LiveLike powers digital fan experience for leading enterprises like FranceTV, Verizon, WarnerMedia Discovery, YES Network, and MSG Network, and iconic sports leagues and clubs like NY Mets, Chelsea FC, Golden State Warriors and NASCAR.



Lawrence Chan
Chief Financial Officer
LiveLike



Miheer Walavalkar
Co-Founder & CEO
LiveLike



Mark Colin-Thome
Business Dev.
and Solutions Director
Avery Dennison



Ethan Olson
Solutions Architect
Director



Heidi Vaughan
Director, Strategic Initiatives
Avery Dennison



Kimberly Sandhurst
Solutions Architect Director
Brand Protection
Avery Dennison



General Info

CEO: Haley Marie Keith

President & COO: Mahdi Ghazizadeh

Year Founded: January 2016

Stage: Seed

Location: Indianapolis, United States

Website: www.mitomaterials.com

Introduction

MITO Material Solutions specializes in the development of advanced materials for various industries, focusing on enhancing the properties of composite materials. The company's main offerings include hybrid additives that can be integrated into resin systems, without altering existing manufacturing processes. These solutions cater to sectors such as sports and recreation, transportation, automotive, and infrastructure, providing material improvements.



Haley Marie Keith

*Co-Founder & CEO
Mito Materials*



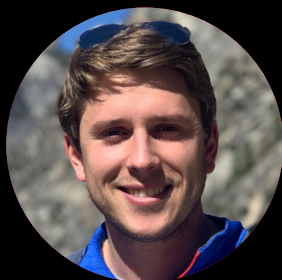
Mahdi Ghazizadeh

*Senior VP of Technology
Mito Materials*



Hyo Xi

*Director of Energy Storage
Avery Dennison*



Tom Ribelli

*Sr R&D Manager
Avery Dennison*



Yatin Patil

*Global Senior Research Associate
Avery Dennison*



General Info

CEO: Rodrigo Oliveira

Year Founded: July 2017

Stage: Pre-seed

#of Employees: 33

Location: Brazil

Website: www.greenmining.com.br/en/home-en

Awards: UN National Compact - SDG Pioneers

Introduction

Green Mining uses intelligent reverse logistics to recover and reintroduce post-consumer packaging into production. Their tech-driven system ensures traceability, employs registered collectors with proper equipment, and guarantees all materials are recycled.



Rodrigo Oliveira

*Founder & CEO
Green Mining*



Renato Rafael

*Regional Product Manager
LatAm
Avery Dennison*



Agustin Stamparin

*Regional Innovation Manager
LatAm
Avery Dennison*

AD Stretch Team



Upma Arora

Global Innovation Programs Director



Andrea Fagundez

Global Operations Manager



Malak Marzouk

Global Operations Manager



Fernanda Castro

Sr Global & Latam Comms Manager

Let's Connect—Making Tomorrow Possible

At Avery Dennison, we transform materials science into smarter brands, processes, and connected supply chains. From labels and RFID to medical adhesives, our solutions bridge the physical and digital, enabling seamless tracking and countless smarter interactions with everyday objects worldwide.

Think it's not related to us? Think again. Even a tiny label holds untapped potential. Let's explore what we can create together—through investments, joint development, or custom partnerships.



Follow us
on LinkedIn!

adstretch@averydennison.com



#MakingPossible

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