



JAMES MADISON

UNIVERSITY®

Friday, November 4, 2022

3:30pm in King 159

Hemp Biocomposites and Bioplastics – Practical Business Considerations Associated with Bringing Sustainable Materials to Market

Glen Kayll

CEO, The Hemp Plastic Company

Glen will go over hemp bioplastics and biocomposites from a high level and their benefits and weaknesses, who the 'buyers' are, the tipping point: where buyers value the Unique Selling Proposition ('USP') more than the cost to implement it, resource allocation decisions, identifying key initial market verticals, among other considerations of a growth business.