The circular reference of sales and funding

Rob Williamson

Executive Director and Chief Operations Officer, Alpha HPA, Brisbane Queensland 4172

[rwilliamson@alphahpa.com.au](mailto:rwilliamson@alphahpa.com.au)

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# ABSTRACT

Navigating the complex realm of project funding within the critical minerals and advanced materials processing industries requires a nuanced understanding of key investment drivers. Alpha HPA, a pioneer in sustainable high-purity aluminium production, has learnt to navigate the intricacies involved in securing funding, especially amidst the challenges posed by sale contracts within these specialised sectors.

Addressing the conundrum of financing companies operating within opaque markets with intricate customer specifications and lengthy qualification processes presents a formidable task. How does one validate a product when the commercial plant is yet to be established, yet its qualification is pivotal to success?

This presentation aims to provide insights into these pressing questions, shedding light on innovative financing solutions that have proven successful. Additionally, it emphasises the significance of strategic partnerships and market positioning in attracting investment. Using Alpha HPA's firsthand experiences, the presentation delves into the critical factors that investors evaluate when assessing opportunities in these sectors.

Key focal points include the role of off-take agreements and long-term contracts in ensuring revenue certainty and mitigating market risks. Alpha HPA’s experience has highlighted the importance of communicating accurately technology readiness levels and pilot-scale demonstration to reduce perceived investment risks, facilitate product qualification, and attract investment for a pre-commercial project.

Successfully navigating project funding in the critical minerals and advanced materials space demands an integrated approach combining financial innovation, strategic alliances, and technological advancements. By offering practical insights, this presentation endeavours to empower industry stakeholders with the knowledge needed to drive sustainable investment within this vital sector.