

LUX FORUM

From the Lab to the Market: How Today's Industrial Innovation Leaders Build New Pillars of Growth

 Date 16 June 2026	 Time 8:30 - 14:00 ICT	 Renaissance Bangkok Ratchaprasong Hotel 518, 8 Phloen Chit Rd, Lumpini, Pathum Wan, Bangkok 10330, Thailand
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Time (ICT)	Session Description	Presenter(s)
8:30 – 9:00	Welcome & Coffee Networking	
9:00 – 9:40	More Than Technology: Lux's Five Factors of Innovation Success <p>Promising technologies rarely succeed on technical merit alone. In industrial markets, success depends on a wider set of conditions: the role the innovation is meant to play, how the market is structured, whether customers and stakeholders are ready, and what it takes to manufacture and scale in the real world.</p> <p>This presentation introduces Lux's Five Factors of Innovation Success, a framework for systematically evaluating the conditions that shape commercial outcomes. Using advanced plastic recycling as an example, the session will show how companies assess first-of-a-kind projects beyond the technology itself, identify where uncertainty is most likely to emerge, and determine which levers matter most for success.</p>	Marcian Lee, Ph.D. Analyst
9:40 – 10:20	Accelerating Materials Discovery: Understanding Where AI Adds Value in R&D <p>AI has become one of the most dominant themes globally, but the gap between aspirations and practical value remains wide. For innovation leaders, the challenge is not just tracking new tools but prioritizing where AI can genuinely improve performance and recognizing where expectations remain ahead of reality.</p> <p>Lux's AI Value Framework identifies where AI adds knowledge and automation value and where it remains more promise than proof, helping companies make</p>	Akshay Chaudhari, Ph.D. Analyst

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	<p>informed decisions about where to focus time and resources. This presentation will examine how AI is being applied across materials discovery and development, with a focus on how AI can overcome bottlenecks, support automation and deeper insight, and where limitations still matter and why claims of fully autonomous “AI scientists” remain highly speculative.</p>	
10:20 – 10:50	Networking Break	
10:50 – 11:30	Right to Play, Right to Win: Uncovering Meaningful Market Opportunities <p>Large markets and strong growth rates do not automatically translate into meaningful opportunities. Demand may exist, but the more important question is where unmet needs, application requirements, and competitive conditions create room to build a position.</p> <p>This presentation leverages Lux’s emerging market opportunities methodology to assess where market opportunities are most likely to support differentiated growth. The session will explore how customer needs, technical demands, competitive dynamics, and innovation activity shape which applications are truly attractive and which may be narrower than they first appear through a rigorous approach to determining where companies have the right to play and the right to win.</p>	Kristin Marshall Associate Research Director Tiffany Hua Analyst
11:30 – 11:40	Finding and Assessing Innovation Providers	Su Min Lim Client Experience Manager

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	<p>This session introduces Lux Lists and Innovator Assessments, two proprietary tools designed to help innovation teams scout technologies faster and with greater confidence in a resource-constrained environment. Attendees will learn how Lux combines AI-enabled screening with deep analyst curation to deliver a comprehensive view of emerging technology landscapes. The presentation will also unpack Lux's Innovator Assessment methodology, refined over 15 years, and show how consistent, data-backed evaluation can identify winning startups earlier.</p>	
11:40 – 12:30	<p>Lux Ideathon: ASEAN's Deep Tech Ecosystem</p> <p>The global deep tech startup landscape is dominated by the U.S. and Europe in terms of high-profile startups. However, the ASEAN region has been quietly building a robust deep tech ecosystem, bringing forward startups offering novel solutions, often with a regional flair.</p> <p>In this Lux Ideathon, we'll host a live pitch session spotlighting emerging deep tech startups from the ASEAN region targeting the chemicals, industrials, and energy sectors.</p>	<p>Moderated By</p> <p>Baylie Schott Senior Research Associate</p> <p>Participating Startups TBA</p>
12:30 – 14:00	<p>Networking Lunch</p>	