
An alternative to plastic that is made with seaweed.

Sway was founded in 2020 by Julia Marsh and Matthew Mayes. Sway is a material innovation company offering an alternative to plastic that is made with seaweed. Their TPSea Flex™ is a first-of-its-kind flexible film that is certified compostable, decomposing in home and industrial compost environments.

They were a finalist at Ocean Exchange in 2022. In 2025, Sway topped the TIME Best Inventions of 2025 list. In 2024, Sway was named a Fast Company World-Changing Idea. In



2023, Sway won the first place \$600,000 award in the TOM FORD Plastic Innovation competition.

This year, Sway has been selected as one of the 45 global startups in the 100+ Accelerator. Sway was also featured this year as a solution in the Netflix: The Plastic Detox special.

Winning Formula: "I've learned to embrace discomfort, and also to not shy away from the unknown. Growing a business only works within an ecosystem. When everyone on the team is able to lean into their strengths, and also cross-pollinate, the whole system will flourish."

Discover more about their mission and technology: <https://swaythefuture.com/>

#SwayTheFuture, #SeaweedSolutions, #SeaweedPackaging, #OceanExchange