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Lyrium on Sustainable Innovation at Mettā Smart Cities Salon

Hong Kong, 28 October 2016 – Lyrium Venture Partners (“Lyrium”) announced today that it was invited to deliver the keynote presentation at the Mettā Smart Cities Salon at California Tower in Lan Kwai Fong.

A smart city is one with a vision to integrate multiple information and communication technology (ICT) and Internet of Things (IoT) solutions in a secure fashion to manage a city’s assets. Mettā went to great lengths to bring in some of the brightest minds in the sectors of smart people, cities, economies, and environment. Following in the tradition of *An Inconvenient Truth*, Gerard Escaler, co-founder and Chief Marketing Officer at Lyrium Venture Partners, delivered an engaging session that illuminated the current state of the climate crisis and the major trends and opportunities that it presents for multinationals, investors, start-ups and individuals.

“I believe that sustainable innovation is the way forward as an one of the most effective platforms for both value creation and economic development. I would like to thank the Mettā team for the opportunity to share our message with the next generation of start-up companies,” Mr. Escaler concluded.

About Lyrium Venture Partners Limited

Lyrium is a leading innovation hive – a hybrid strategy consultancy and incubator – that enables companies to accelerate growth and adapt to rapidly evolving markets. From multinational and institutional clients to early-stage, start-up ventures, Lyrium applies our unique blend of quantitative and qualitative analysis, integrated with our pragmatic and creative thinking, to help our clients identify the right opportunities and create a lasting culture of innovation. Lyrium’s solutions include Innovation & Design, Human Capital, Principal Investment, and Social Impact. Visit us at www.lyrium.co.

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About Mettā

Launched in May 2016, Mettā is a community-driven entrepreneurs’ club that connects people, ideas and resources. The platform, which was invested in and backed by Nest (<https://nest.vc>), has been created to bring startups, innovators, influencers, and companies from around the world closer together and support them on their path to success. Mettā is built around three principles: community, live events, and a space that the global entrepreneurial community can call home. The first Mettā members-only space opened in May 2016 in California Tower in Hong Kong. Further information can be found at www.metta.co.