

Gies Action Learning

Final Presentation:
Our Process, Path for Potential Partners, Contact Book & Pitch Deck

Team Introduction



Iffat Memon

TEAM LEAD

Major: Information Systems & Operations Management
Certificates in: Leadership, Technology and
Entrepreneurship: Innovation, Business Analytics



Matthew Goldbach

STUDENT CONSULTANT

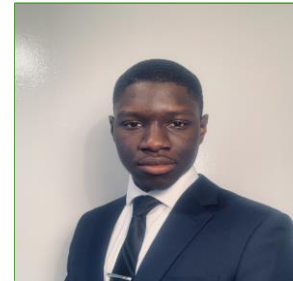
Accountancy and Information Systems



Lizzy Callero

STUDENT CONSULTANT

Information Systems and Strategic Business
Development & Entrepreneurship



Ababacar S Diagne

STUDENT CONSULTANT

Information Systems

Agenda

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Project Foundation

2

Contacts & Contact Book

3

Pitching & Pitch Deck





Where We Started

Our Vision:



DMR INTERNATIONAL, INC.
RESPONSIBLE MATERIALS FOR A SUSTAINABLE FUTURE

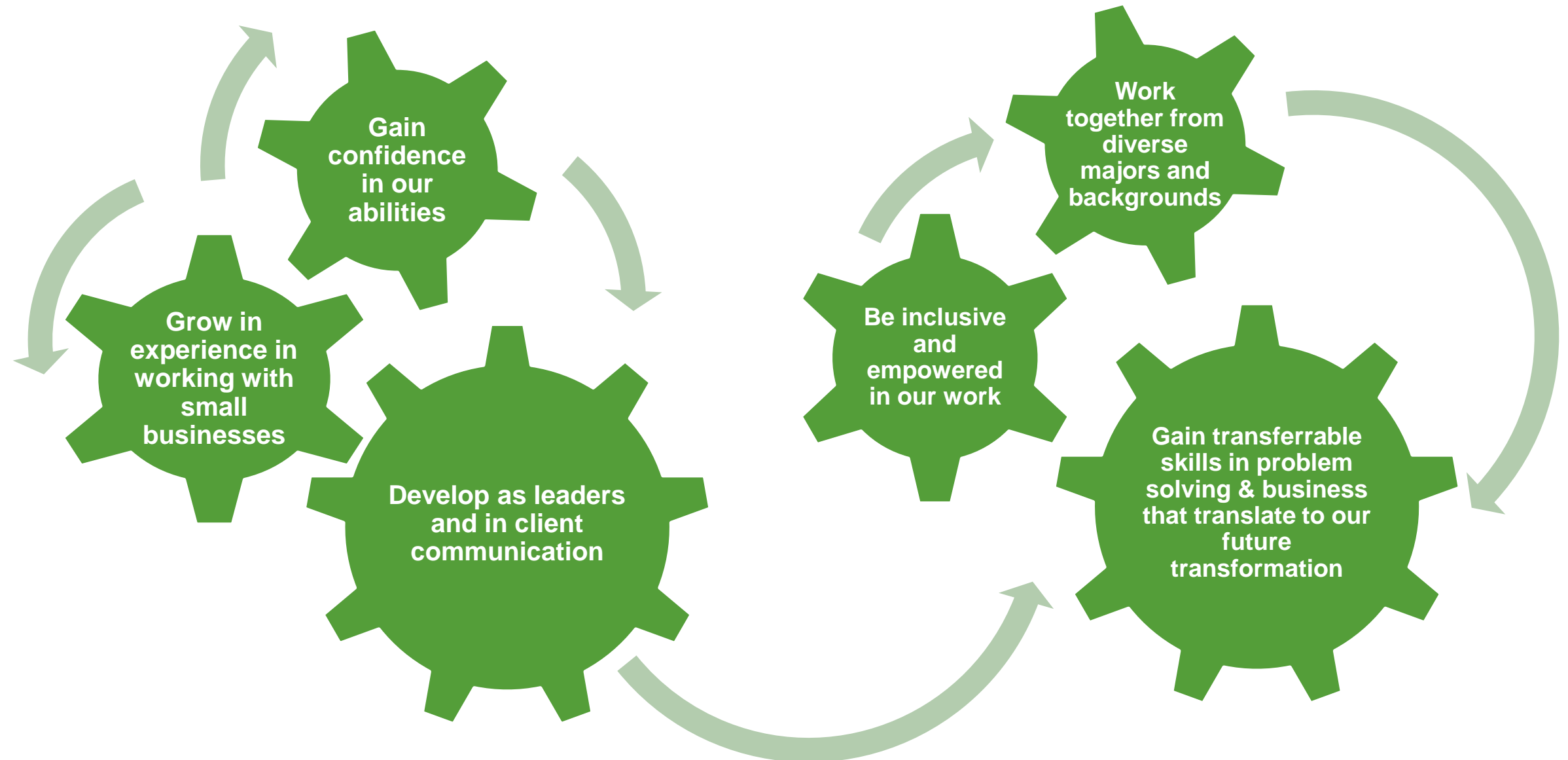


“Through BADM 445 and our client project, we aim to grow in an interpersonal and client/consulting realm. We aim to work together cohesively and collaboratively to supply a collective recommendation as we learn about ourselves in a consulting-based practice and conduct ourselves respectfully and professionally. Our biggest group goal, vision, and expectation is to grow in skill while maintaining an inclusive environment. ”

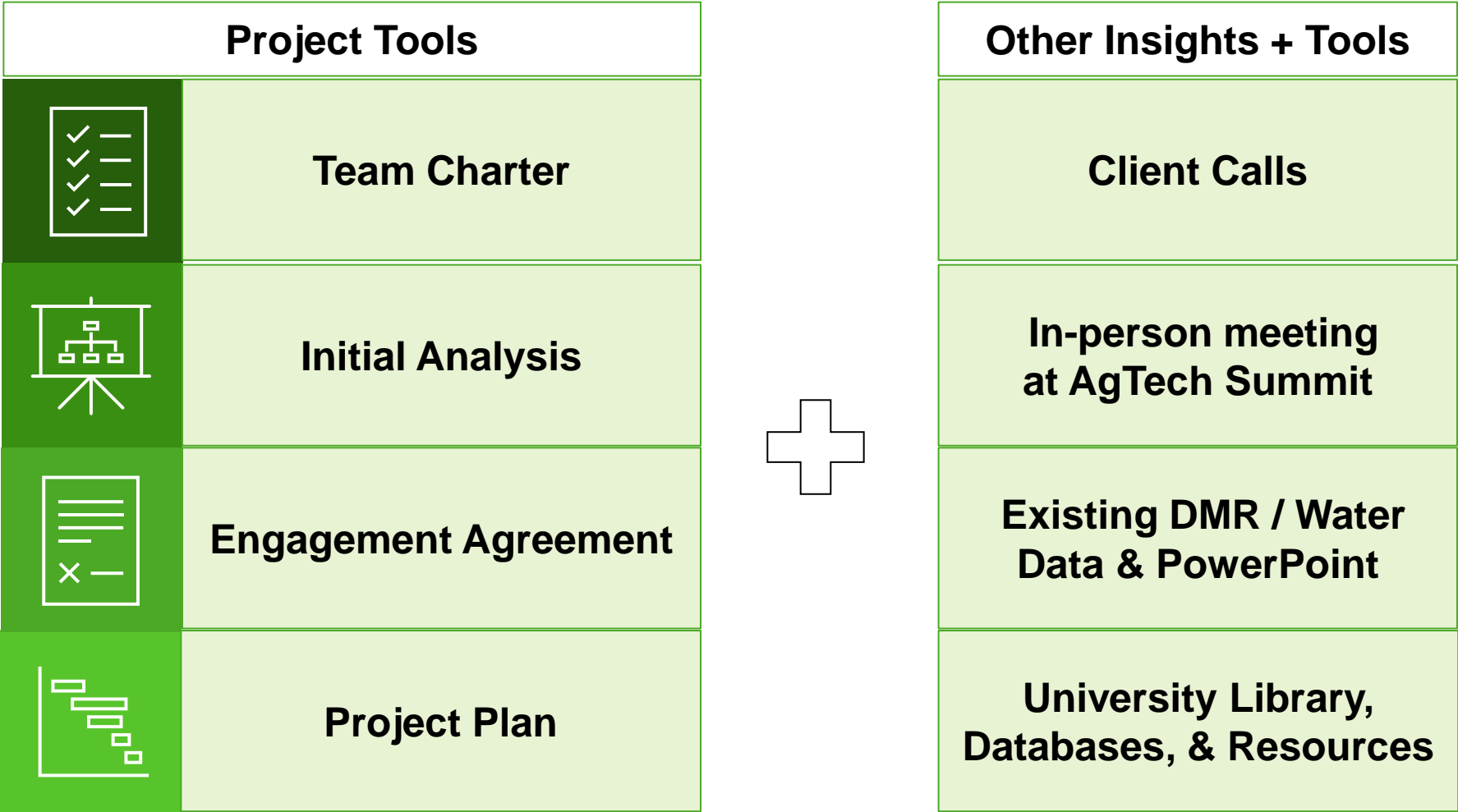
Team Goals



DMR INTERNATIONAL, INC.
RESPONSIBLE MATERIALS FOR A SUSTAINABLE FUTURE



Project Foundation



Project Objective

Central Question: How can DMR International Inc. communicate what they do in the context of PurAsure, and pitch the product and company to different stakeholders?

Contact Book:

Identifies key groups of companies, organizations, and people to contact to advance DMR's mission in the context of PurAsure



Pitch Deck:

Creates the tools needed to connect what DMR is doing to groups of contacts and how they can help DMR



Contact Booklet Organization

Process



- Utilized pitchbook to obtain potential general partners, investors, and testers that align DMR.
- Keywords Used: Environmental Services (B2B), Wastewater Service, Infrastructural Design, Stormwater Filtration
- Filtered to Midwest Area.



- Conducted research on companies and organizations that have existing synergies with DMR.
- Looked into potential contacts within each company listed for DMR to reach out to.



- Used Google to gather information on any other potential partners, investors, testers, or events that may be of interest to DMR.
- Filtered to Midwest Area and focused solely on organizations within the wastewater management industry.

These tools and keywords can be utilized long-term to further identify partners to work with, people to learn from, and events to attend.

Contact Booklet

Executive Summary

Background on project methodology and our conclusions made based on our analysis



Investors

Provides listing of potential investors to derive funding from moving forwards



Agencies & Events

Researched upcoming events that DMR may be interested in attending to market PurAsure and connect with potential partners



General Partners

Contains a list of potential stakeholders to reach out to, each with contact info and connection to DMR



Testers

Listing of testing facilities that may be interested in working with PurAsure in the future



DMR PURASURE

EXECUTIVE SUMMARY & CONTACT BOOK

GIES COLLEGE OF BUSINESS – ACTION LEARNING STUDENTS

MAY 3, 2023

PRESENTED BY: IFFAT MEMON, LIZZY CALLERO, MATT GOLDBACH, ABABACAR DIAGNE

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General Partners



Water Treatment Products



Water Infrastructure Management



Home Treatment

DMR can use our pitchbook as a tool to reach out to the companies listed, each of which working in service industries that make them prime candidates to align with DMR's vision & mission.

General Partners - Products



Background

- Distributor of water, sewer, and storm drain products.
- Provide clients with solutions to aging infrastructure through the use national supply chain and expertise in water industry.
- Mission: ensure safe and sustainable infrastructure for communities to benefit from.

Connection to DMR

- May be able to license PurAsure as a product for their clients to utilize to aid in water treatment.
- They may also be able to suggest PurAsure as a potential solution to aging infrastructure.

Background

- Provider of industrial water treatment services.
- Offer water treatment equipment, analytical services, wastewater treatment services, complete water management services, and consulting services, to aid clients in saving water, energy and money.

Connection to DMR

- Provide clients solutions for wastewater management that also saves them money.
- PurAsure can provide a cost-effective solution for Water engineering to incorporate into current operations.



General Partners - Infrastructure



Background

- Provider of industrial water treatment solutions for their clients.
- Offer wastewater treatment, water assessment, cooler treatment, boiler assessment and other related services to aid in the maintenance and repair of water treatment infrastructure.

Connection to DMR

- Provides solutions to clients for issues relating to their water treatment infrastructure.
- May be able to aid by either licensing PurAsure to provide as a service to existing clients.



Background

- Provider of wastewater treatment services intended for governments and municipalities.
- Offers construction, maintenance, storage, and distribution; providing a safe operation service and improving the quality of life in the communities they serve.

Connection to DMR

- May be able to connect DMR to governments or municipalities that could then integrate PurAsure into their existing infrastructure, as a cheaper alternative to existing water treatment.

General Partners – Home Treatment

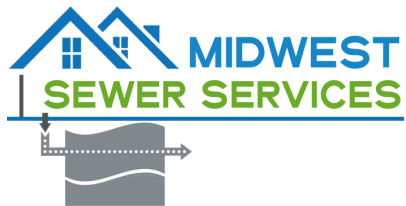


Background

- Provider of water treatment services, utilizing latest technology to offer clients with high-quality water solutions straight to their homes.
- Offers in-home water consultation, water testing and repair services to its clients.

Connection to DMR

- Provides an opportunity for DMR to expand its services beyond municipal and agricultural industries to focusing also on targeting end users at home as well.
- May be a potential bridge into this market.



Background

- Provide septic system inspections for their clients, including water quality testing, installation and design, and troubleshooting and repair.
- Work with municipalities to provide service and inspections for existing sewer infrastructure.

Connection to DMR

- May be able to incorporate PurAsure into their design phases to better meet the needs of their clients through providing water filtration in addition to their quality testing.
- May also be able to connect DMR to local municipalities to work with.

Investors

DMR can use our pitchbook as a tool to reach out to the companies listed, each one having extensive experience with investing that make them prime candidates to align with DMR's vision & mission



Contact Information of the above is viewable in the contact book. For at a glance review, see appendix

Potential Investors



Background

- A venture capital firm based in Omaha, Nebraska, seeking to invest in Midwest AgTech start-ups.
- They offer over 50 years of experience in the agriculture, startup, and technology investment space.

Connection to DMR

- Provide capital investment to DMR as well as other strategic partnerships through their network.
- Can be a potential bridge into the agriculture market.



Background

- Y Combinator is an accelerator firm based in Mountain View, California with a focus on b2b services and software, healthcare, and government sectors (among others).
- Their standard is a \$500,000 investment in every company while asking for 7% of your company in return.

Connection to DMR

- Companies accepted into the program are placed in groups of 6-10 companies so that you are getting hands-on help and the opportunity to network and discuss with other companies.
- Provide 3 months of help with an ending of an invite-only pitch.

Potential Investors



Background

- KPTL is an international venture capital firm based in São Paulo, Brazil that has the expertise and experience of two major venture capital firms in Brazil.
- They focus on a number of different sectors including agribusiness, water, biotechnology, new materials, and information technology.

Connection to DMR

- Not only would they bring the benefits of a VC firm, but also brings in another perspective to DMR.
- May be a potential bridge into the international market.



Background

- A venture capital firm focused on early-stage startups in the Midwest that goes a little beyond just the average investment.
- Provide help with funding, building your product, and the go-to-market strategy.

Connection to DMR

- Helps to advise on the product, the market, and anything relevant to your goal.
- May also be able to connect DMR to other local companies to work with.

Agencies and Events



DMR can use our pitchbook as a tool to reach out to the companies listed, each of which working in service industries that make them prime candidates to align with DMR's vision & mission.



Midwest Water & Wastewater Operator EXPO



Central Midwest Water Science Center



Water Testers

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Water Testers



Background:

- The scientists of the Four Rivers accredited laboratory skillfully test water and sewage for all manner of contaminants.

Connection to DMR:

- The sewage application of the pellet system overlaps with the specialization of Four Rivers.



Background:

- Sampling and analysis of wastewater treatment plants, industrial pretreatment, rivers, lakes, and streams.

Connection to DMR:

- Analysis of rivers, lakes, streams, and general pretreatment important potential insight of the effectiveness of the pellet system.



Background:

- Homeowner applications water filtrations system, with private wells.

Connection to DMR:

- Potential testing into the rainwater that accumulates in private property, near, on, or around homes.

Agricultural Testers

DMR can use our pitchbook as a tool to reach out to the companies listed, each of which working in service industries that make them prime candidates to align with DMR's vision & mission.



College of
Agricultural,
Consumer and
Environmental
Sciences

Contact Information of the above is viewable in the contact book. For at a glance review, see appendix

Agricultural Testers



Background:

- International leader in agricultural produce and livestock.

Connection to DMR:

- Temporary application of pellet system into machinery or farming systems to gain insight.
- Diverse testing potential.

Background:

- College at the University of Illinois Urbana Champaign.
- Provides a wide range of testing or research.

Connection to DMR:

- Become a part of a research team to evaluate the applications of the pellet system.

Background:

- Primarily agricultural based growing crops and harvesting.
- Emphasis on applications of science and technology.

Connection to DMR:

- Application of technology and scientific finding provides encouragement for testing.

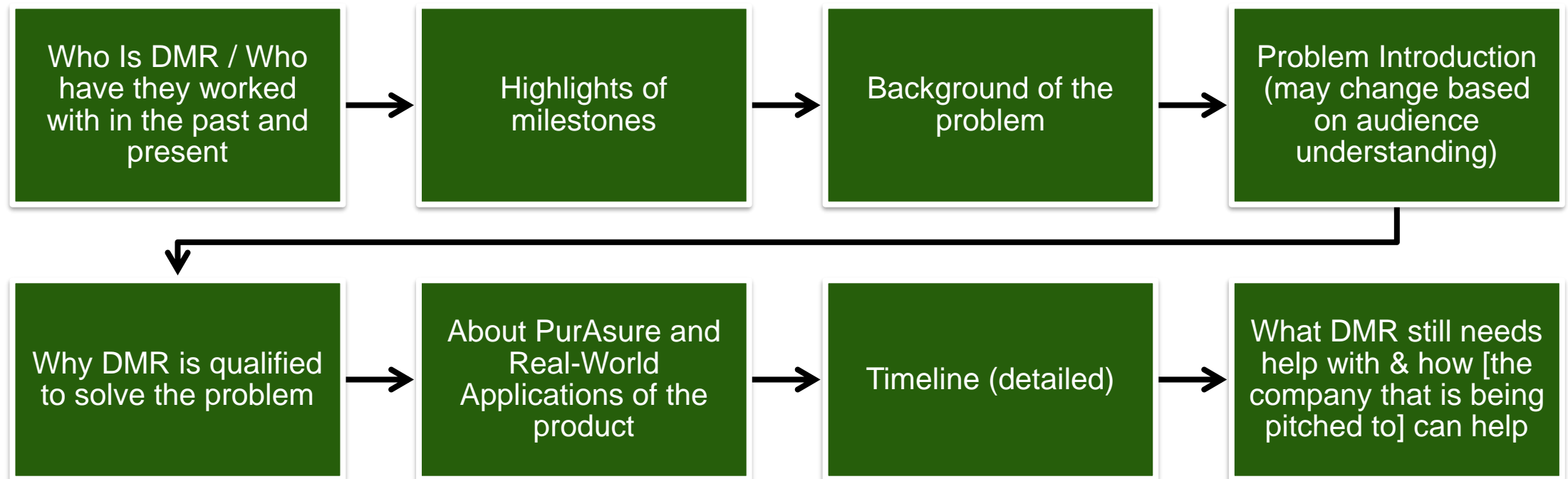


Pitch Deck Overview

Key Elements of a Pitch

- Focus on telling your story and walking through your journey
- Introduce the problem and why it matters
- Explain your solution to the problem
- Explain profitability, needs, and timing
- Engage your audience and hook them early on in the presentation
- Use consistency across the brand with colors, fonts, font sizes

Base Deck Structure



Stakeholder Specific Slides

Based on the different companies and groups of people DMR can work with, we believe that different parties will be interested in different information, and the stakeholder specific slides should be tailored to answer different questions



General Partners

- What are the general needs of DMR
- How the people presented to can be a good help
- How different areas of need come together



Investors

- Financial information
- Current funding sources
- What the money will be used for



Testers

- Why they should care
- What the impact would be
- What are the implications
- Requirements from the testers
- How the product affects their current processes



Events

- How is DMR a good fit at the event to present or represent itself



Supply Chain

- What are current processes
- What is being explored
- What are costs associated with current production
- What are ideal costs / an affordable range
- What can licensing the utility of DMR's patents/technology achieve
- How does this fit into the current market/product of the firm being presented to

Stakeholder Slides: Our Revisions

Based on the different companies and groups of people DMR can work with, we believe that different parties will be interested in different information, and the stakeholder specific slides should be tailored to answer different questions



DMR INTERNATIONAL, INC.
RESPONSIBLE MATERIALS FOR A SUSTAINABLE FUTURE



Restructure layout of the base deck, created consistency across fonts + colors



Highlight and answer questions that matter to the potential partner category



Templates for editing and adding information

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Any Questions?

Thank you for your time!