

Subject: Introduction to the EZ Strip Pro: A Revolutionary Tool for Heat Trace Cable Preparation

Dear [Executive's Name],

I hope this message finds you well. My name is Andrew Cloy, and I am the inventor of a novel tool named the "EZ Strip Pro". This tool is designed to revolutionize the process of preparing self-regulating heat trace cables for electrical termination.

The EZ Strip Pro addresses the common issues faced by heat trace cable installers who often resort to using open blades like utility knives and scissors to remove the dielectric insulation jackets and semiconductor core. This traditional method can be both dangerous and inefficient. The EZ Strip Pro provides a safer and more efficient method, with recessed cutting surfaces and a maximum cutting depth of less than 1/16th of an inch, reducing the risk to the level of a papercut. It is lightweight, simple to use, and can strip a self-regulating cable in less than 3 minutes.

The tool is unique in its ability to safely and efficiently strip the outer jacket, inner jacket, and extruded semiconductor core from self-regulating heat trace cables, while preserving the integrity of the ground braid and bus wires. Given the widespread use of these cables in various industries, the market potential for the EZ Strip Pro is significant.

Based on my analysis, I believe that the EZ Strip Pro could conservatively impact Thermon's self-regulating cable lines about \$6M. As a former employee of Thermon with ongoing relationships within the company, I have a deep understanding of the challenges and opportunities in this space. I am interested in manufacturing the EZ Strip Pro for Thermon under a 1099 independent contractor agreement. This arrangement would allow Thermon to add a valuable new product to its offerings without the need for significant upfront investment in manufacturing infrastructure.

Attached to this email, you will find a Non-Disclosure, Non-Solicitation and Non-Competition Agreement and a detailed presentation about the EZ Strip Pro. Please note that the presentation has had sensitive information removed for confidentiality purposes and that the product showcased is a minimum viable product (MVP). I kindly request that you review these documents at your earliest convenience.

I am eager to meet with your team to discuss this opportunity further. I am confident that the EZ Strip Pro could bring significant benefits to Thermon's operations and customers. Please let me know a suitable time for a meeting, and I would be more than happy to accommodate.

Thank you for considering this opportunity. I look forward to your positive response.

Best regards,

Andrew Cloy

Inventor, EZ Strip Pro

(832)803-2010

25426 Winding Creek CT

Magnolia, Texas 77355

**NON-DISCLOSURE, NON-SOLICITATION  
AND NON-COMPETITION AGREEMENT**

This Non-Disclosure, Non-Solicitation and Non-Competition Agreement (the "Agreement") is between Andrew Price Cloy, an individual residing at 25426 Winding Creek CT, Magnolia Texas 77355 (the "Inventor") and \_\_\_\_\_, a corporation with its principal place of business at \_\_\_\_\_ (the "Purchaser"). This Agreement is executed and becomes effective as of \_\_\_\_\_.

**DEFINITIONS:**

"Confidential Information" refers to any data or information that is proprietary to the Inventor and not generally known to the public, whether in tangible or intangible form, whenever and however disclosed, including, but not limited to: (i) any scientific or technical information, invention, design, process, procedure, formula, improvement, technology or method; (ii) any concepts, reports, data, know-how, works-in-progress, designs, development tools, specifications, computer software, source code, object code, flow charts, databases, inventions, information and trade secrets; and (iii) any other information that should reasonably be recognized as confidential information of the Inventor. Confidential Information also includes, but is not limited to, business plans, financial statements, customer and supplier lists, personnel data, and similar information related to the Inventor's business whether prepared by the Inventor, its advisors, its employees or by others under contract with the Inventor.

"Affiliate" refers to any entity that directly or indirectly controls, is controlled by, or is under common control with the Purchaser.

"Project" refers to the novel tool named "EZ Strip Pro" for stripping self-regulating heat trace cables developed by the Inventor.

"Effective Date" refers to the date when this Agreement is executed and becomes effective.

"Business" refers to the manufacturing and sale of heat trace stripping tools, which is the current business of the Inventor.

The Inventor has developed the Project. The Inventor desires to engage the Purchaser for the purpose of evaluating the Project for potential commercialization and use within the Purchaser's operations.

In connection with this evaluation, the Inventor will disclose to the Purchaser certain proprietary and confidential information related to the Project. This Confidential Information may include, but is not limited to, specialized knowledge, plans, photos, samples, product details, and insight regarding the manner and method in which the Inventor has developed the EZ Strip Pro.

The Purchaser acknowledges that the Confidential Information is being provided solely for the purpose of evaluating the Project and determining the feasibility of a future business relationship between the Inventor and the Purchaser. The Purchaser agrees not to use the Confidential Information for any other purpose, or to disclose the Confidential Information to any third party, including any Affiliates, without the express written consent of the Inventor.

The Confidential Information that the Purchaser will have access to is a valuable, special, proprietary and unique asset used by the Inventor in its businesses. The Inventor has taken and will continue to take steps to protect the Confidential Information from unauthorized disclosure, which is of critical importance and value to the Inventor and provides the Inventor with a competitive advantage.

The Inventor would suffer irreparable harm if the Purchaser were to use or enable others to use such Confidential Information in competition with the Inventor.

THEREFORE, for and in consideration of the Purchaser's access to and receipt of the Inventor's Confidential Information, including the EZ Strip Pro and its associated plans, and the opportunity to evaluate the tool and its potential for their operations, and the mutual covenants of this Agreement, the receipt and adequacy of which are acknowledged

, the Inventor and the Purchaser agree as follows:

**Non-Disclosure:** The Purchaser agrees to use the Confidential Information solely for the purpose of evaluating the EZ Strip Pro and not to disclose the Confidential Information to any third parties, including any Affiliates, without the prior written consent of the Inventor.

**Non-Competition:** The Purchaser agrees not to engage in any business that competes with the business of the Inventor in the United States for a period of three years from the Effective Date of this Agreement. This non-competition obligation extends to any Affiliates of the Purchaser.

**Non-Solicitation:** The Purchaser agrees not to solicit or induce any employee or independent contractor of the Inventor to terminate or breach an employment, contractual or other relationship with the Inventor during the term of this Agreement and for a period of three years following the termination of this Agreement.

**Term:** This Agreement shall commence on the Effective Date and shall continue in effect for a period of three years, regardless of whether the Purchaser proceeds with the purchase of the EZ Strip Pro.

**Return of Confidential Information:** Upon termination of this Agreement, or at any time upon the Inventor's request, the Purchaser agrees to promptly return all Confidential Information and any copies thereof to the Inventor.

**Remedies:** In the event of a breach or threatened breach by the Purchaser, the Inventor shall be entitled to seek an injunction restraining the Purchaser from disclosing, in whole or in part, the Confidential Information. Nothing herein shall be construed as prohibiting the Inventor from pursuing any other remedies available to it for such breach or threatened breach, including the recovery of damages.

**Representations and Warranties:** Each party represents and warrants that it has the full power and authority to enter into this Agreement and that this Agreement is a valid and binding obligation of such party.

**Indemnification:** Each party agrees to indemnify and hold harmless the other party from and against any losses, damages, liabilities, costs, judgments, charges and expenses, including reasonable attorneys' fees, arising out of or relating to any breach of this Agreement by the indemnifying party.

**Entire Agreement:** This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior agreements, understandings and negotiations, both written and oral, between the parties with respect to the subject matter of this Agreement.

**Amendments:** This Agreement may be amended only by a written agreement duly executed by both parties.

**Waiver:** No failure or delay by any party in exercising any right, power or privilege hereunder shall operate as a waiver thereof nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

Severability: If any provision of this Agreement is found by a court of competent jurisdiction to be unenforceable, such provision shall be severed from this Agreement and the remainder of this Agreement will continue in full force and effect.

Counterparts: This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

Notices: Any notice required or permitted by this Agreement shall be in writing and shall be delivered as follows with notice deemed given as indicated: (i) by personal delivery when delivered personally; (ii) by overnight courier upon written verification of receipt; (iii) by telecopy or facsimile transmission upon acknowledgment of receipt of electronic transmission; or (iv) by certified or registered mail, return receipt requested, upon verification of receipt.

Governing Law: This Agreement shall be governed by and construed in accordance with the laws of the State of Texas.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Corporation: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

[Inventor]

Name: Andrew Price Cloy

Address: \_\_\_\_\_

Date: \_\_\_\_\_



# EZ STRIP PRO

SELF-REGULATING  
cable stripper by Andrew Cloy

# ABOUT ME

Invented a new tool to strip heat trace

Electric process heating and heat trace background

39 years old

Married w/ 3 kids

8 acres in Magnolia, TX

Tree service salesman

- AutoCAD and Solidworks
- Prototyping
- Heater prototyping
- Plastic, silicone and electrical





# PROBLEM

## Self-regulating cable

Dangerous to strip

Tedious work

Conductors often cut by mistake

## Costs

1. Safety impact
2. loss of productivity – 2.5% Total SR project manhours
3. Often botched terminations

## Market gap

No products on the market to really solve the problem

## Problems

No great designs exist

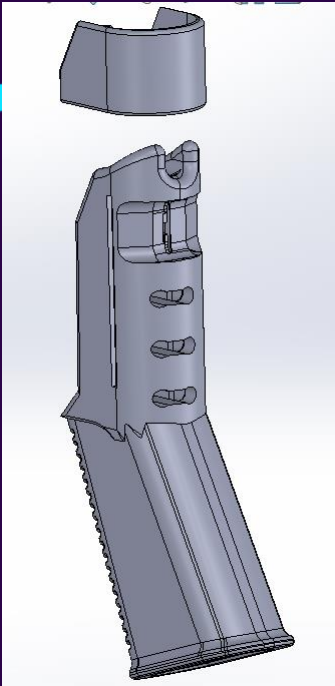
Developing such a tool would be expensive

Lengthy R&D process

Unsure if you will succeed

Unsure if it's a good investment

# SOLUTION



## Create the Tool

Minimum viable product  
completed

## Introduce Tool

Thermon

## Benefits

Safe

Simple to use

Strips SR cable in <3min

Reliable

# PRODUCT OVERVIEW



## Unique

A completely new design and stripping method



## First to market

Technology that's highly functional and made in USA.



## Tested

Designed and tested on BSX

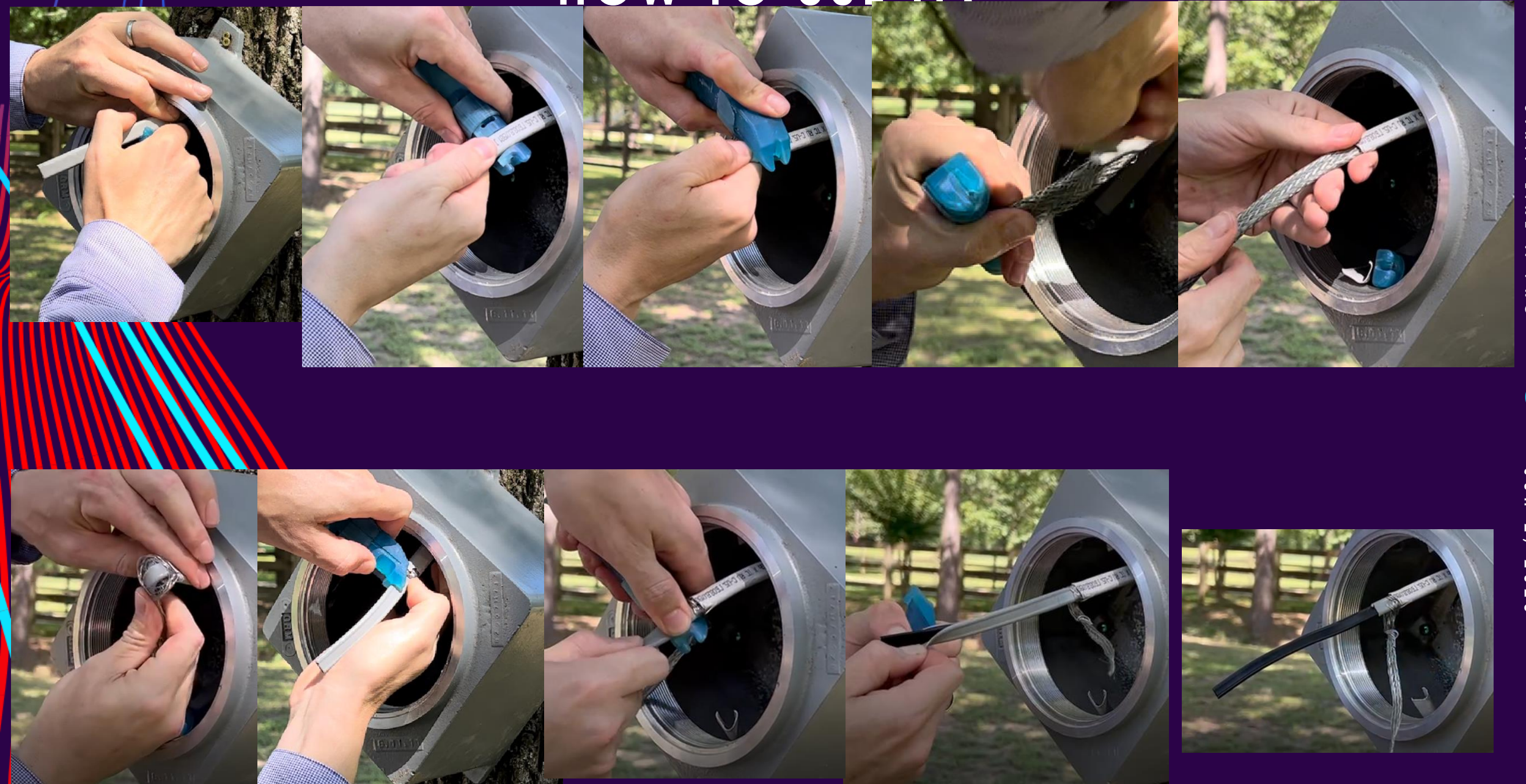


## Authentic

Born from my dislike of stripping SR cable

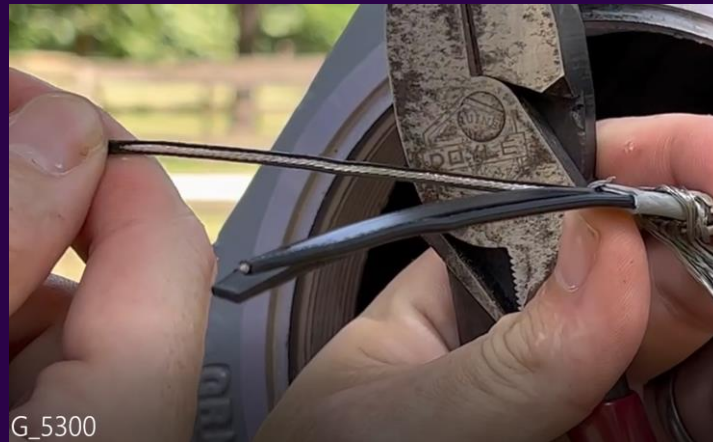


# HOW TO USE IT?





# HOW TO USE IT?





# COMPETITION

## THERMON

- No current tool (to my knowledge)

## COMPETITION

- Stripping tools are expensive and don't function well.
- Existing specialty tools strip slower than a utility knife.
- The tools are safe but not widely liked by pros.

## MARKET OPPORTUNITY

**\$417K**

New revenue stream

Revenue over 12 months

Ex: 10 tools per business day @ \$160 per tool  
\*261 business days= \$417,600

**\$27K**

Lower labor costs

Ex: 25K hours installing SR cable systems,  
1,250 Hours stripping, 50% faster stripping,  
625 hours saved per year at \$44 per hour  
cost = \$27,500.

**\$274K**

Sell to other manufacturers

Ex: 15 tools per business day @ \$70  
per tool \* 261 business days= \$274,000

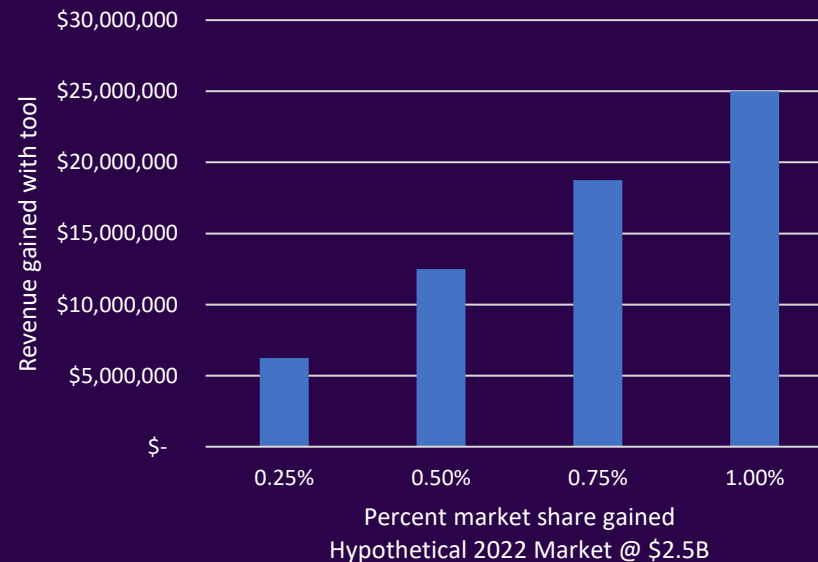
**\$6.25M**

## MARKET OPPORTUNITY

This tool solves three major pain points, all at the top of the list for self reg cable buyers.

Better systems attract more customers.

If Thermon systems are even 0.25% more attractive, that's \$6.25M in increased in sales. A 1-2% gain in market share could be possible too.



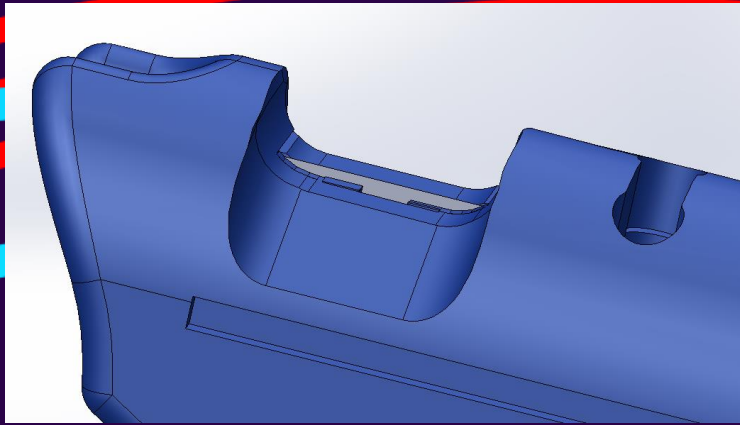


# PRODUCT BENEFITS

## Tool Information

- Solid polymer tool body w/ color options\*)
- 100% Made in USA
- Lifetime carbide blade
- Damaged/rusted blades are replaceable

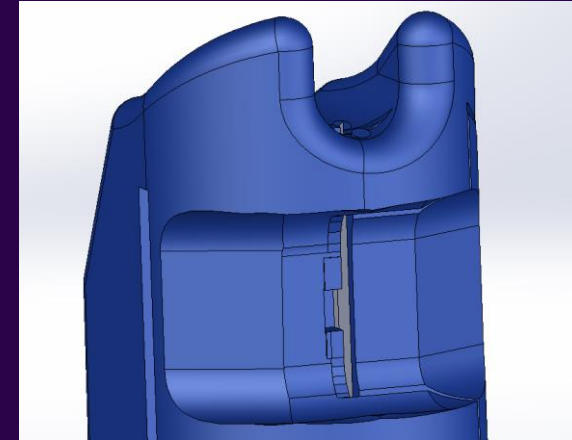




## PRODUCT BENEFITS

### Safety

- Recessed cutting surfaces
- Maximum Cutting depth is  $<1/16^{\text{th}}$ "
- **Almost impossible to cut yourself**
- **The maximum risk is a papercut**
- Reduce high risk time spent in pipe racks, man-lifts, etc..
- Light weight if dropped





G\_5300

## PRODUCT BENEFITS

### Production

- Faster jacket removals with perfect cuts
- Be ready for termination boot in <4 minutes
- Leaves bus wires cleanly exposed (tested on BSX\*)
- Remaining core easily peels off by hand



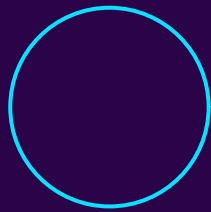
G\_5300

# PRODUCT BENEFITS

## Termination Quality

- Eliminate damage to ground braid
- No nicked bus wires
- **Reduce start-up and commissioning cost**
- **Improve system reliability**
- **Reduce warranty callouts**

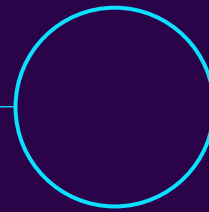
# BUSINESS MODEL



**Andrew**

Refines tool for use on other cable lines

Manufactures tools



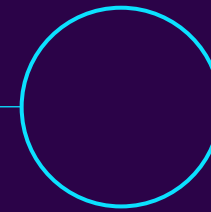
**Thermon**

Marketing

Sales

Warehousing

Logistics



**Customer**

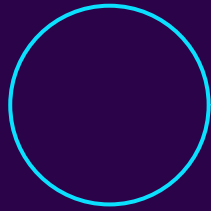
Integrators

End users

Thermon construction

Reps

# BENEFITS

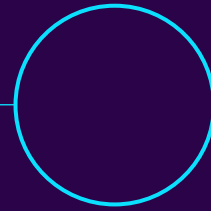


**Andrew**

1099 Contractor

Work product (the tool) is free

30% sales commission on all stripping tools sold

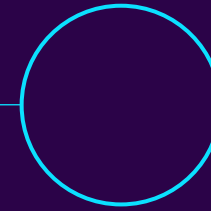


**Thermon**

MSRP \$160 ea

New star product line

Significant increase in cable sales



**Customer**

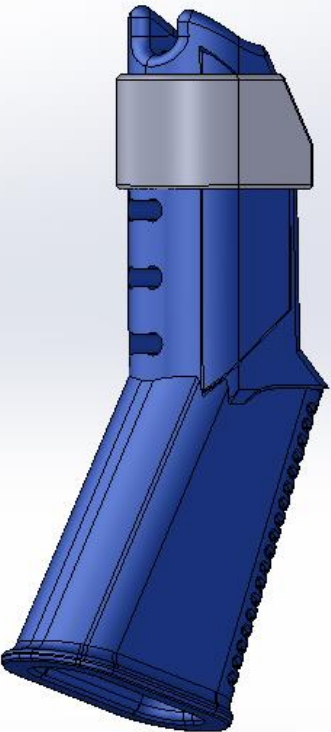
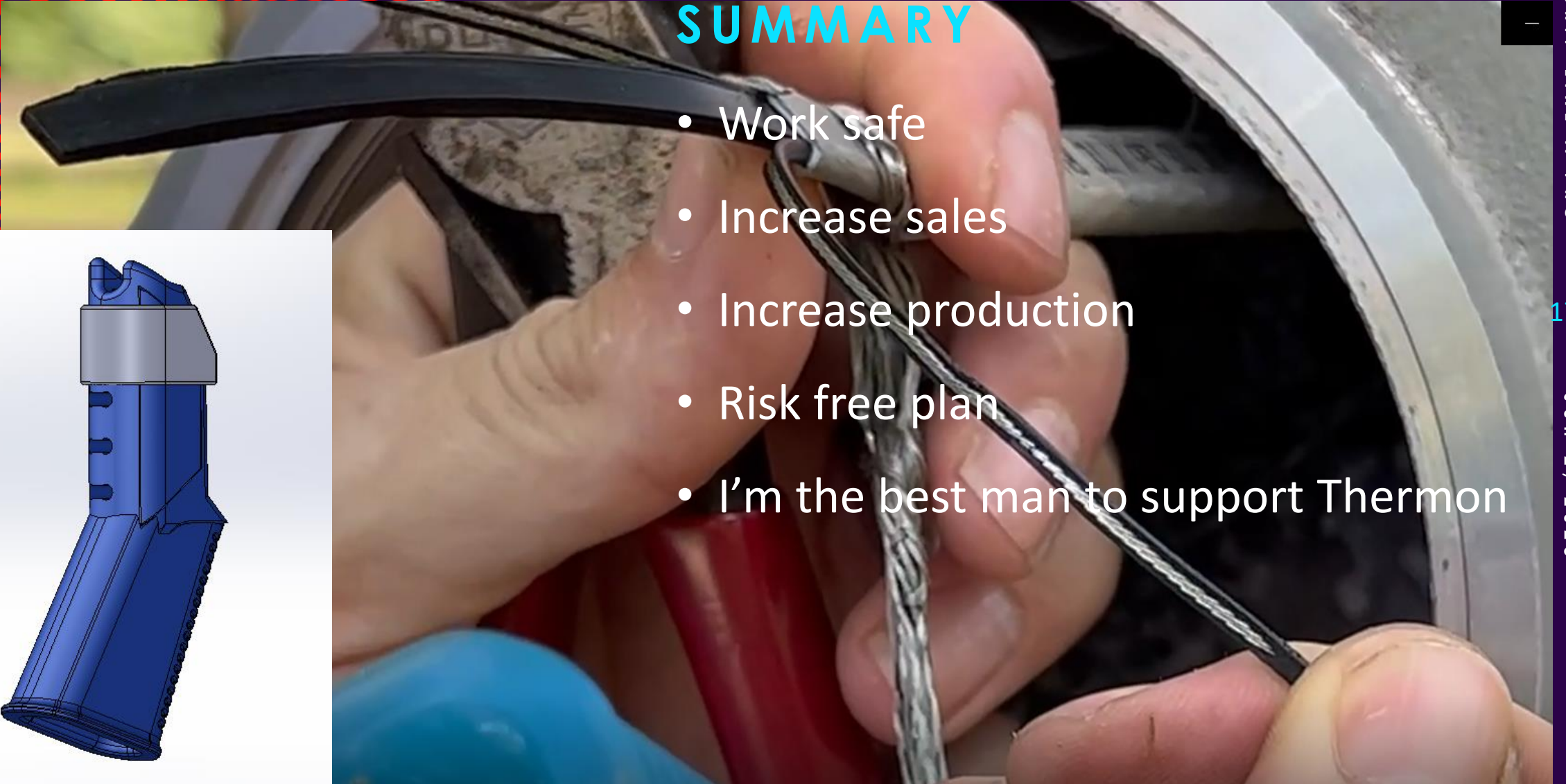
Productive

Safe



## SUMMARY

- Work safe
- Increase sales
- Increase production
- Risk free plan
- I'm the best man to support Thermon



# THANK YOU

Andrew Cloy

832-803-2010

[andrewcloy@gmail.com](mailto:andrewcloy@gmail.com)



## Sales Proposal for EZ Strip Pro

Dear Thermon Team,

I am writing to propose a unique opportunity to enhance your product line with the EZ Strip Pro, a tool designed to safely and efficiently prepare self-regulating heat trace cables for electrical termination.

### Product Overview

The EZ Strip Pro is a minimum viable product that has been designed with a focus on safety and efficiency. It is capable of stripping the outer jacket, inner jacket, and extruded semiconductor core from self-regulating heat trace cables, while preserving the integrity of the ground braid and bus wires.

### Business Model

As the inventor and manufacturer of the EZ Strip Pro, I propose to supply Thermon with up to 75 units per week. The pricing per unit will be competitive and will be discussed in further detail upon agreement.

### Commission Structure

I propose a commission structure where I receive 30% of the sale price, paid out monthly. Thermon will also provide a monthly sales report for transparency and accurate commission calculation.

### Payment Terms

Payment will be made every 30 days on a date that best suits Thermon's financial operations.

### Timeline

The timeline for this proposal is approximately two months, during which the product will be refined, tested, and prepared for shipping.

#### Next Steps

I look forward to discussing this proposal further and working together to bring the EZ Strip Pro to Thermon's customers. Please feel free to contact me with any questions or concerns.

Best Regards,

Andrew Cloy

(832)803-2010

## Proposed Timeline for EZ Strip Pro Rollout

### Week 1-2: Initial Presentation and Discussion

Andrew presents the MVP of the EZ Strip Pro to the Thermon team, discussing its features, benefits, and potential impact on Thermon's self-regulating cable lines. The team will have the opportunity to provide initial feedback and express any specific requirements or changes they would like to see in the product.

### Week 3-4: Product Refinement and Testing

Based on the feedback from Thermon, Andrew will refine the product design and functionality. Once the modifications are made, the updated version of the EZ Strip Pro will be sent to Thermon for initial testing.

### Week 5-6: Feedback and Further Refinement

Thermon conducts thorough testing of the EZ Strip Pro and provides detailed feedback. Andrew will make any necessary adjustments to the product based on this feedback. This iterative process ensures that the final product aligns with Thermon's needs and expectations.

### Week 7-8: Final Testing and Approval

The final version of the EZ Strip Pro is sent to Thermon for final testing and approval. Once approved, the product will be ready for mass production.

### Week 9-10: Production and Shipping

Upon receiving approval from Thermon, mass production of the EZ Strip Pro begins. The first batch of products will be ready for shipping to Thermon by the end of week 10.

### Post Week 10: Market Rollout

With the product now in Thermon's hands, a joint marketing strategy will be implemented to introduce the EZ Strip Pro to the market. This could include product demonstrations, training for installers, and promotional campaigns. Andrew will work closely with Thermon to ensure a successful market rollout.

This timeline is an estimate and can be adjusted based on Thermon's specific needs and feedback during the product refinement and testing stages. The goal is to ensure that the EZ Strip Pro is a valuable addition to Thermon's product offerings and meets the high standards of both parties.