

# FluxGen Industries Ltd.

Forging Tomorrow's Welds

Airdrie, Alberta, Canada

<http://www.fluxgenindustries.ca>

# Meeting Prep Document

**FOR: Pratik Jhaveri — Founder & Technical Director**

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## Your Role in FluxGen

**Official Title:** Founder & Technical Director

**Why This Role Matters:**

Pratik is the technical backbone of FluxGen. His firsthand experience running a publicly listed flux manufacturing company ensures that FluxGen's formulations, processes, and quality standards are world-class from day one.

**What Investors Need to See:**

Investors want to see that each team member brings unique, essential skills. Your job in the meeting is to demonstrate deep expertise in your domain and show that you're not just competent — you're the right person for this specific role in this specific industry.

**Your Positioning:**

You are not "helping out" or "learning the business" — you are a co-founder with specialized expertise that FluxGen cannot succeed without. Own your area of responsibility with confidence.

## Why You're on This Team

**Your Background (What Investors Will Hear):**

Founder and former owner of Jhaveri Weld Flux Ltd., a publicly listed SAW flux and wire manufacturing company on the Mumbai and Ahmedabad Stock Exchanges. Under his leadership, Jhaveri Weld Flux became one of India's largest welding consumables manufacturers, producing both agglomerated SAW flux and flux-cored wire at scale.

**Your Core Competencies:**

- Complete technical knowledge of SAW flux formulations (neutral, basic, acidic)
- Deep operational experience in agglomeration, baking, quality control, and production scaling
- Full understanding of wire manufacturing processes and integrated plant operations
- Proven track record in building and scaling industrial manufacturing businesses

**Current Professional Role:**

Lead Software Engineer at Aylo

**Key Message for Investors:**

You bring proven, real-world experience that directly translates to FluxGen's success. You're not learning on the job — you're applying mastery from previous successes to build something new.

## What Investors Will Ask You

As the **Technical Director**, investors will probe your formulation expertise, manufacturing knowledge, and ability to ensure consistent product quality. They want to know you've actually done this before — not just read about it.

**Q: Tell me about your experience with Jhaveri Weld Flux. What scale were you operating at?**

**A:** Pratik should mention it was publicly listed on Mumbai and Ahmedabad exchanges, became one of India's largest SAW flux manufacturers, and produced both agglomerated flux and flux-cored wire at industrial scale. Emphasize this was a full-scale commercial operation, not a startup or pilot.

**Q: What makes you confident you can replicate that success in Canada?**

**A:** The fundamentals of flux formulation and agglomeration are the same. The difference is market positioning — Canada has strong demand but limited local supply. We're not inventing a new product; we're localizing proven manufacturing for an underserved market.

**Q: What are the biggest technical risks in SAW flux manufacturing?**

**A:** Consistency in particle size distribution, moisture control during storage, and maintaining precise chemical composition across batches. We mitigate this through rigorous QC protocols, climate-controlled storage, and batch tracking systems.

**Q: Why aren't you working in the welding industry full-time right now?**

**A:** After successfully building Jhaveri Weld Flux, I transitioned into software engineering at Aylo, which gave me exposure to modern operational systems and data-driven manufacturing approaches. Now I'm bringing both skill sets together to build FluxGen with better technology and processes than traditional flux manufacturers.

**Q: How involved will you be day-to-day?**

**A:** Initially, very involved — overseeing formulation, QC setup, and production commissioning. As we scale and hire technical staff, I'll transition to strategic oversight, R&D;, and customer technical support. The goal is to build systems that don't depend on me for daily operations.

## Your Key Talking Points

**When discussing FluxGen, always emphasize:****General (All Team Members):**

- FluxGen is Canada's first SAW flux manufacturing company
- We're not importing — we're localizing production to reduce supply chain risk
- Our team has direct, hands-on experience running similar operations at scale
- We're starting pilot, scaling smart, and targeting profitability early

**Specific to Your Role:**

- I ran a publicly listed flux manufacturing company in India — this isn't theoretical for me

- Our formulations are based on proven recipes from Jhaveri Weld Flux, adapted for the Canadian market
- Quality control is non-negotiable — every batch will be tested and certified before shipment
- We're not reinventing flux manufacturing — we're localizing proven processes for Canada
- My software engineering background brings modern data systems to traditional manufacturing

## Do's and Don'ts

### ■ DO:

- Be confident but not arrogant — you know your stuff, but stay humble
- Use specific examples from your experience when answering questions
- If you don't know something, defer to the team member who does
- Show enthusiasm for FluxGen — investors want to see you're all-in
- Listen carefully to questions before answering — don't rush
- Emphasize your hands-on experience running Jhaveri Weld Flux at scale
- Use technical terms confidently — but explain them if asked
- Mention specific formulations or processes when relevant

### ■ DON'T:

- Never say "I'm still learning" or "I'm figuring it out" — investors want experts, not learners
- Don't over-promise or exaggerate — be realistic about challenges
- Don't contradict other team members — maintain a united front
- Don't badmouth competitors — focus on FluxGen's strengths
- Don't use jargon without explanation — keep language clear
- Don't get too deep into chemistry unless asked — keep it accessible
- Don't dismiss questions about your current software role — frame it as an asset

### General Meeting Etiquette:

- Dress professionally (business casual minimum, business formal for major investors)
- Arrive 10-15 minutes early to review notes
- Turn off phone notifications completely
- Listen actively — don't interrupt other team members
- If you don't know an answer, say "That's not my area, but [Team Member] can address that"
- Never contradict another team member in front of investors — discuss internally later
- Take notes if investors ask follow-up questions — shows you're listening

### Remember:

Investors are looking for three things: **Competence**, **Cohesion**, and **Commitment**. Show you know your stuff, that you work well together, and that you're all-in on FluxGen's success.