

<p>PROBLEM</p> <p>Salt harms environment #DOT_govt Salt is too expensive #DOT_govt Salt harms property (& pets) #DOT_govt normal sand needs re-application & doesn't melt ice #DOT_govt</p> <p>EXISTING ALTERNATIVES</p> <p>sand, salt, plowing, do nothing & wait (southern states)</p>	<p>SOLUTION</p> <p>Solarmelt is biodegradable Solarmelt price is comparable to sand, much cheaper than salt Solarmelt is not chemically reactive (no harm to property, pets) Solarmelt only needs re-application for fresh snowfall</p> <p>KEY METRICS</p> <p>\$5mil contract w/ paint co. per product 30% sand market in NY, NJ, MA, PA, OR, WA</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Solar-activated sand provides traction and ice-melting properties in one package</p> <p>HIGH-LEVEL CONCEPT</p> <p>Solar-activated de-icer Low cost & bio-safe 'Throw & Go' solar heaters for roads, bridges, & vehicles</p>	<p>UNFAIR ADVANTAGE</p> <p>Can absorb both shortwave & longwave radiation with nanotechnology Can coat any medium Can be used as a spray-on</p> <p>CHANNELS</p> <p>Sand Companies #DOT_govt Sophia/Dan construction companies #DOT_govt DOT companies #DOT_govt Carbon/graphite companies #DOT_govt Paint Companies #DOT_govt LinkedIn Stalking</p>	<p>CUSTOMER SEGMENTS</p> <p>#DOT_govt #Airplane De-icers residential</p> <p>EARLY ADOPTERS</p> <p>Local States (NY,MA,PA,OH,NJ) #DOT_govt Sand-only States (OR, WA) #DOT_govt Airlines #airplane Airports #airplane</p>
<p>COST STRUCTURE</p> <p>Total - \$242k Co-founder base pay +10% for health ins. - \$180k Lawyer - \$20k Patent - \$6k Trademarks - \$4k Travel - \$10k Lab Space - \$500/month - \$12k Equipment - \$10k</p>		<p>REVENUE STREAMS</p> <p>Sand: \$7 - \$20/ton Rock Salt: \$30-60/ton SolarMelts_R1: \$45-65 / \$85-\$105 SolarMelts_R2: \$140-160 / \$180-\$200 SolarMelts_R3: \$240-260 / \$280-\$300 CaCl: ~\$500/ton MgCl: ~\$200/ton Urea: ~\$350/ton</p>		

