zNano Water Filtration Systems

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Company Product/Service

- Biomimetic membrane system for water reuse
  - Improved energy efficiency -> cost reduction

- Design capacity of 1,000 to 40,000 GPD for:
  - Cooling towers, boilers, and industrial wastewater

- Leasing structure:
  - No upfront cost
  - zNano pays the water and sewer
  - Continued maintenance service
Value Chain

Source Water 10%
Treatment 5-20%
Diagnostics 5-10%
Transport (2%)

Utilities 6-10%
Retail 5%
Metering 3-5%
Reuse ?%

Filter Manufacturer 10-15%
Filtration System Manufacturer 20%
Distributor 15%
The PVC Diagram illustrates the relationship between complementary assets needed and capabilities and assets, with a vertical axis indicating increasingly difficult to replicate and a horizontal axis indicating specialized to generic.

- **Top right quadrant**: Strong new business potential
- **Top left quadrant**: Unclear value capture
- **Bottom right quadrant**: Niche business potential or development Co.
- **Bottom left quadrant**: Capabilities can’t capture value
Skills:
• Design and manufacture water purification
• lease water filtration system
• sell membranes, membranes cleaning supplies and related equipment

Network:
• CEO&Founder
• Business Consultant
• Global CleanTech Cluster Association
• NASA Research Center

Assets:
• Biomimetic membrane
• Water filtration and purification system
• Working Prototype
• Three White Papers

Passion:
“zNano’s mission is to develop robust biomimetic membranes for industrial use that consume minimal amounts of energy”
• zNano is in the bootstrapping phase
• They have raised $200k (source: FFF)
• Seeking $2M investment to play in an est. $1B market
Recommendations

• zNano has not focused on producing a useable product, gaining new customers, or refining their value proposition

• Main output has been additional research papers

• We do not recommend an equity investment until measurable progress has been made
Thank you!

Questions?