



nanotech

Cleaner Air with Puricles®

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A Billion-Dollar Problem

- Smog
- Defective vehicular exhaust catalysts
- Health issues



Source: NPR.org



Source: Argonne National Laboratory

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Our Solution: Puricles®

- Nanoparticles of titanium dioxide
- Additives mixed into liquids for various surface applications

Puricles® + Paint + Sunlight → Clean Air



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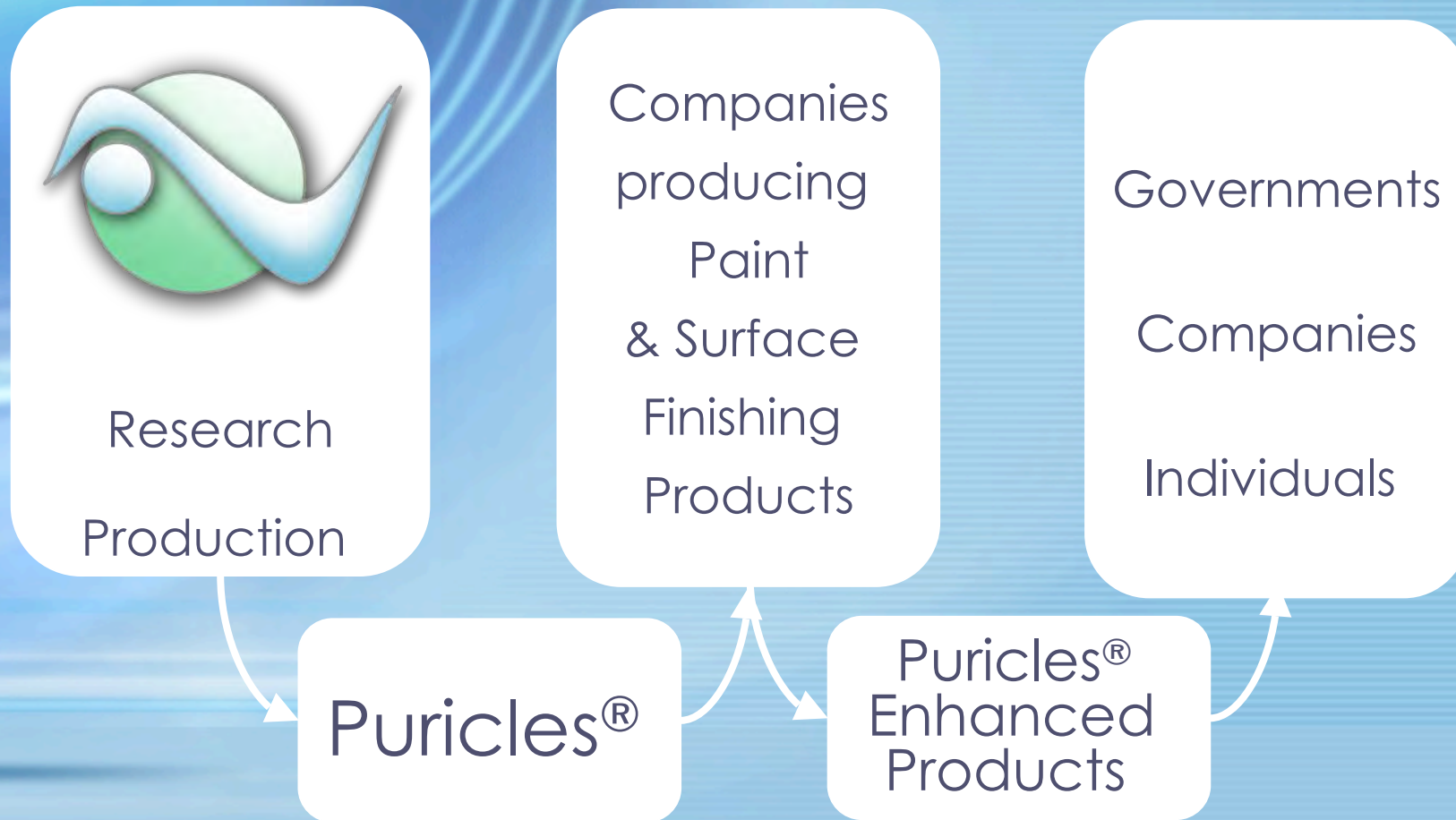
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Business Model



Marketing and Sales

- Ride the wave of going green
- Create a “Puricle” hype starting with Japan (Nippon Paint)
- Showcase product benefits via pilot trials in Japan and Norway
- Leverage on bilateral research MOUs to enter difficult markets

The world is the market.



Investment Opportunity

- To support our expansion plans for the next 5 years, we will need CHF 2 Million to kick start:
 - R&D in product development
 - Expansion of facilities
 - Marketing



Thank You

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Risks Analysis and Management

- Safety
 - Production
 - Customer application
 - Application on concrete
 - Concrete usage
- Health concerns
- Financial risks
 - Production
 - Competition



Q&A

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Underlying magic

- Imperfect combustion on engine
→ CO , C_xH_y , NO_x and SO_x
- TiO_2 nanoparticles are incorporated into the surface treatment of concrete.
- Light triggers catalytic conversion to H_2O , CO_2 , N_2
- Science proven by the EU



Competition

- SIKA AG, BAAR, CH
- BASF SE, Ludwigshafen, DE
- ✓ Not a problem because we have proprietary technology, patent expires 2020.
- ✓ But market should be big enough

