Brief elevator pitch for your company: Crystal Clear Technologies removes toxic metals such as lead, selenium and uranium from water using sustainable materials at a substantially lower cost than incumbent technologies.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why? CCT is focused on the removal of selenium contaminants from power plant waste water. This market has an impending regulatory deadline with new water quality rules. There are about 500 coal fired power plants in the US expected to be in operation by the 2023 compliance deadline. CCT is targeting 40-50 of these plants. Plant owners we are working with include SRP, Duke Energy and the TVA. GE and EPRI estimate that the total annual market spend for selenium removal from power plant waste water will be $2 B per year by 2023 ELG compliance deadline. Our goal is to capture about $160-200M of this market.

Is this market growing? How fast? As of September 30, 2015, the EPA issued final Effluent Limitation Guidelines (ELG) for selenium in power plant waste water. All coal fired power plants must comply by 2023, with incentives for complying by 2020. We believe that the current (2016) annual spend for selenium compliance for power plant waste water was less than $100-200 M. Other selenium removal markets such as mining, oil refining and environmental mitigation are currently larger but growing more slowly than the power plant market.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes? The current technology for selenium removal is a GE bioreactor. To date there have been 4 successful installations of this technology in the power plant application. CCT's NMX solution competes initially through our capital cost which is less than 30% that of GE's. In addition, our solution is at least 20% less costly to operate annually, more operationally robust and terminates all customer liability.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you. We are targeting 40-50 of the 500 coal fired power plants in the US who are subject to the EPA's 2015 final rules for water emissions of the toxic metal selenium. These include units owned by the Salt River Project, Duke Energy, Southern Companies and the Tennessee Valley Authority. We currently have a contract with SRP to perform field trials of our NMX™ absorbent technology at one of their power plants; this test has been operating in the field since August 2016 with excellent results. CCT met with Duke, TVA and Southern in 2016 at the invitation of the Electric Power Research Institute (EPRI) and have begun discussions on field tests with Southern at one of their coal fired power plants.

Describe how you win customers today. Describe your future customer acquisition strategy. Our launch customer, SRP, was acquired through a technology evaluation performed by ASU that showed NMX to be superior to 37 other absorption technologies. Based on these results, SRP hired CCT to perform a field trial at a SRP power plant with the objective of proving NMX performance in the field and generating data to design a full scale treatment system for the plant. Future customer acquisition will be facilitated by the successful results of the SRP field trials and the validation of NMX technology by EPRI.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any? The incumbent technology for removing selenium from power plant waste water is bio treatment. Bio treatment technology is capital intensive (approx. $30M per power plant), costs in excess of $5 M per year to operate, creates operating complexities for the power plant and generates hazardous waste as a byproduct. NMX absorption technology is much lower capital cost (approx.$8M per plant), has a 20% lower annual operating cost, is simple to operate and the spent absorbent can be disposed of safely and cheaply in municipal landfills, terminating customer liability.

As the market grows, we intend to partner with incumbent water technology companies with larger size and reach to offer our NMX solution as part of the partner's portfolio of solutions.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. CCT's NMX product is a proprietary absorbent material based on a chitosan substrate (made from crab and shrimp shells) that is further processed by adding specific chemical functional groups that have a strong affinity for the targeted metals.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?) CCT's NMX solution was validated in a third party study conducted by ASU where we were found to be superior to 37 other absorbent materials for the removal of selenium from SRP power plant waste water. We have also been validated by EPRI for the same end use, and GE water has validated our ability to remove selenium, nickel and vanadium from waste water streams. Validation is continuing via a field trial at a SRP power plant that started in August 2016 that is achieving excellent results.

Describe the remaining product development risks and your plans to overcome them. Remaining product development risks are 1) consistently meeting benchmark selenium loading on the absorbent (being addressed through formulation enhancements and improved design of absorption beds) and 2) manufacturing scale up (being addressed through additional manufacturing resources and a relationship with Kodak for scale up).

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors). Our NMX solution requires only 30% of the capital cost to implement, has least least 20% lower annual operating costs, is more robust and easier to operate and produces only non hazardous byproducts.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?) CCT holds five issued US patients that cover our formulations, manufacturing technology, process configurations and other related aspects of removing trace metals from waste water streams. Additional US patents are pending. We also have one issued European patent with several more patents pending in Europe. We continue to make enhancements to our formulations, manufacturing process and treatment system design and expect to file additional strategic patents in these areas.

CCT is also the exclusive licensee of additional patents from the University of Oregon and Georgia Tech.

CCT holds US trademarks to the terms "CCT", "Crystal Clear Technologies", "NMX" and "simplyclearwater" and our logo.

Discussion of any non-IP barriers to entry for your market. The primary barrier to entry to the power plant market is technical validation and proof of the material's ability to remove selenium to regulated levels at a reasonable cost. Our key raw material is readily available and our manufacturing process is simple, so IP protection is by far the most effective means to protect the market.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones? So far we have advanced beyond the prototype phase for the power plant market and are now at Technology Readiness Level TRL 7. We have proven the NMX solution can remove selenium to regulated levels and can hit key competitive economic targets such as water treatment cost and manufacturing costs. Upcoming milestones are to prove treatment bed life, optimize treatment bed design and scale up manufacturing while maintaining or improving economics.

Briefly list and describe your key team members. Ron Epperson is the CEO of CCT since January 2016. Prior to his appointment as CEO, he was an advisor to CCT on IP and strategy. Mr. Epperson has over 35 years of experience in Fortune 500 companies, startups, consulting firms and non profit boards. His experience includes commercializing seven new chemical products, chemical manufacturing, business development, sales and marketing, raising capital, M&A, strategy and IP licensing. He has been a senior executive at an international chemical company, for an international consulting firm and for four early stage companies. He is a Chemical Engineer and a Certified Licensing Professional.

Lisa Farman is the COO and Founder of CCT. Ms. Farman has over 30 years of experience as a water treatment expert and is internationally known as such. She has lead CCT's efforts over the years to develop the technology platform and build relationships with customer decision makers and influencers. Prior to founding CCT in 2005 Ms. Farman served as the head of water treatment for TI's semiconductor and electronic manufacturing facilities. Ms. Farman is a Chemical Engineer.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? We plan to add a CFO, more field solution engineers and partner management skills over the next 18 months.

Briefly list and describe your key advisors, and their contributions to date. Don Waggoner – Former CEO, Leupold & Stephens – served as Chairman of CCT 2009-15, significant investor. Brenda Maltebeke – Corporate Counsel. Frank Curci – IP Counsel. Dr. Joel Shertok – former CTO of a water treatment technology company – manufacturing and process scale up leader. Dr. Candace Chan – professor as ASU and Max Planck Institute - application development leader.