

Eutr**Pod**

Meet the Team



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We are a group of high school juniors with interests in environmental issues and advocacy. Through the creation of **EutrPod**, we hope to empower individuals and communities around the world to fight eutrophication.



The Problem

An influx of nitrogenous and phosphorous compounds cause eutrophication. These compounds come from industrial waste, untreated wastewater, and other household products.

\$ 2.2 Billion is lost from the US Economy in the form of **LOST AGRICULTURAL PRODUCTIVITY** and **DIMINISHED USE OF RECREATIONAL WATER** from **EUTROPHICATION**.

Background: Algal bloom covering 620 miles² on Lake Erie (2.5x the size of Chicago).

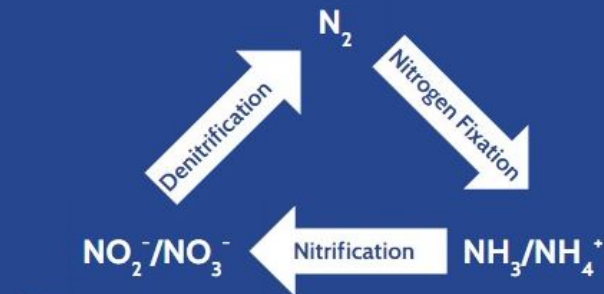
EutrPod

EUTROPHICATION PREVENTION TECHNOLOGY



EutrPod alters enzymes present in denitrifying bacteria to accelerate the process of denitrification in eutrophic ecosystems.

The Nitrogen Cycle

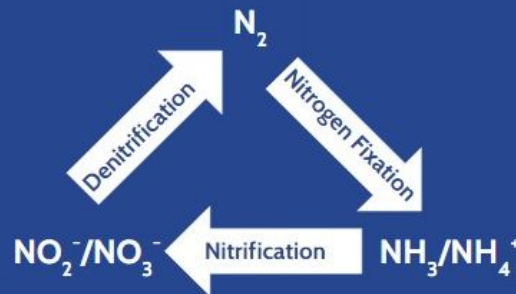


Limiting
Nutrients From
Runoff and
Wastewater

Reduced nitrates
= less algae

EutrPod
applied here

The EutrPod Cycle



Limiting
Nutrients From
Runoff and
Wastewater

Using EutrPod

Pre-Eutrophic Lake: A lake that will become eutrophic if not treated properly.

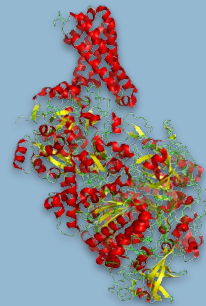
Nitrogen Testing Strips:
Determine the amount of **EutrPod** to apply.

Apply EutrPod:
EutrPod will work in a matter of hours.

Oligotrophic Lake: A clearer and cleaner lake after applying EutrPod.



The EutrPod



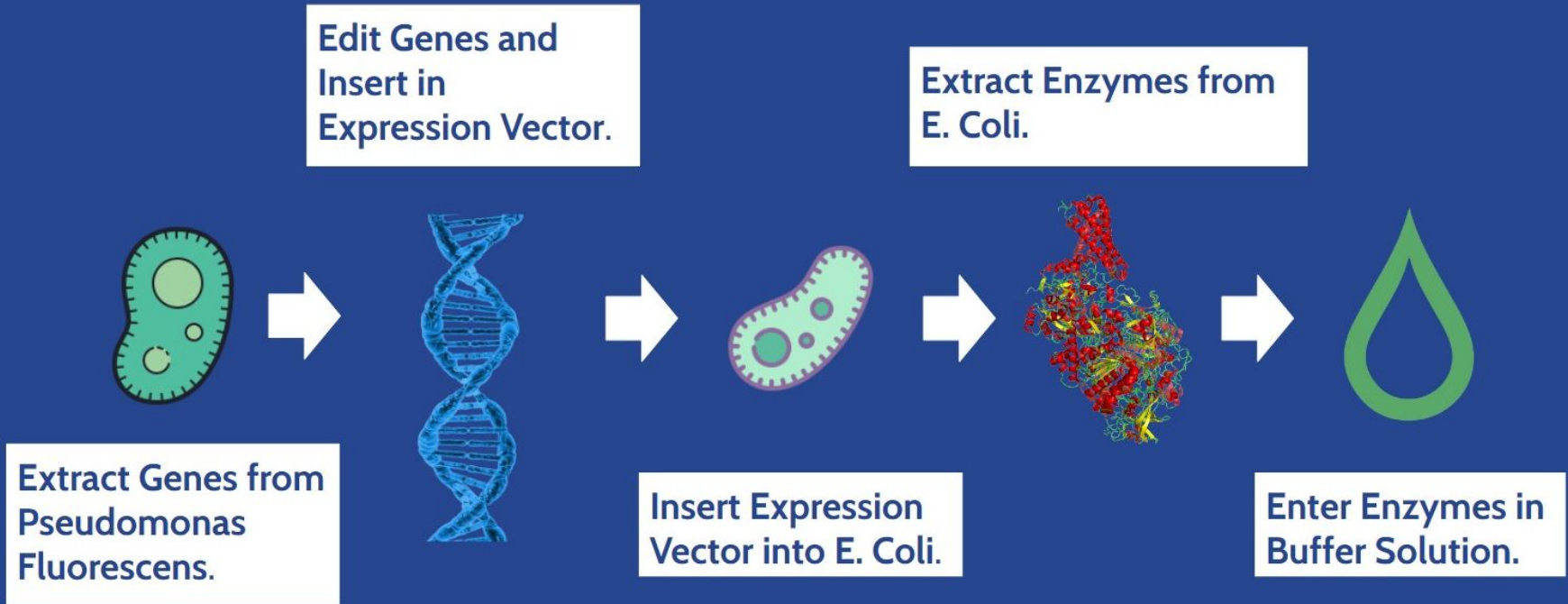
nitrate reductase

EutrPod contains a proprietary blend of four denitrifying enzymes (nitrate reductase, nitrite reductase, nitric oxide reductase, and nitrous oxide reductase) and other all-natural ingredients.

EutrPod reduces nitrogen levels and fights algal blooms.

EutrPod reduces limiting nutrients to a form **unusable** by algae and **safe** for the environment.

Developing EutrPod



Competitive Analysis

All-natural, cost-effective alternative to previous solutions.



Solution	Price	Eco-Friendly	Large bodies of water	Longevity of product	Ease-of-use / implementation
EutrPod	\$	✓	✓	✓	✓
Filtration Systems	\$\$\$			✓	
Reducing nutrients in household products	\$\$	✓	✓	✓	
Herbicides + Algaecides	\$		✓		✓
Dilution of Water Bodies	\$\$	✓			✓
Extraction of excess nitrogen/phosphorous	\$\$\$	✓			

Target Market

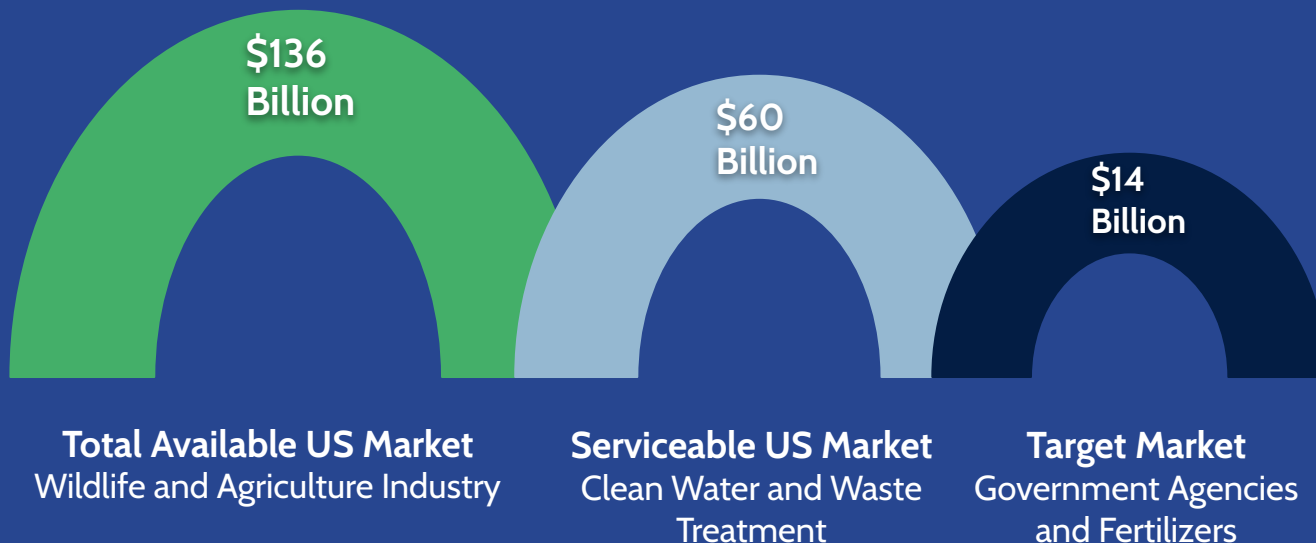
EutrPod aims to compete in a multi-billion dollar market.



Primary: Farmers, Agricultural Companies

Secondary: Government Departments (DOA, DOI, EPA) for use on public lands

Retail: Home gardening, private waterways/lakes, landscaping



Revenue Model



Target Acquisition Plan

Customers

Plans with Revenue

Projections



Estimated quantity of **EutrPod** necessary for treatment based on the quantity of eutrophic aquatic bodies and sewage facilities in the U.S.

Initial targeting 5% of potential U.S. customers. Expanding minimum 1% into foreign markets year over year.

Exponential growth for multi year planning

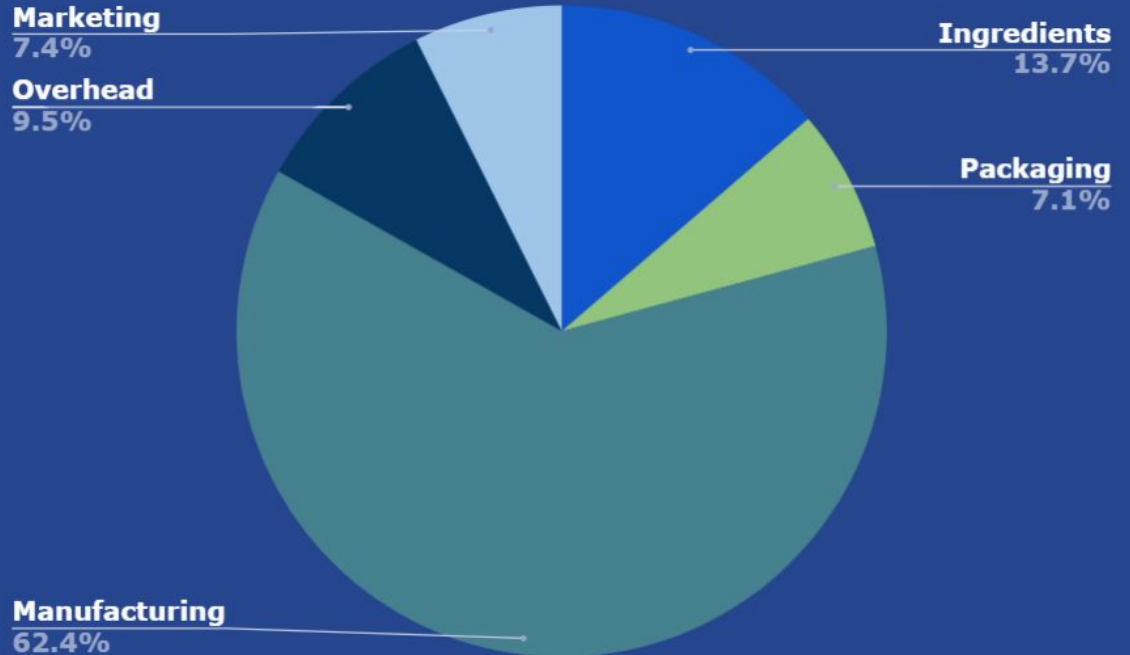


Production Cost Breakdown

Costs per 1,000 units of EutroPod

1 unit = 1 gallon

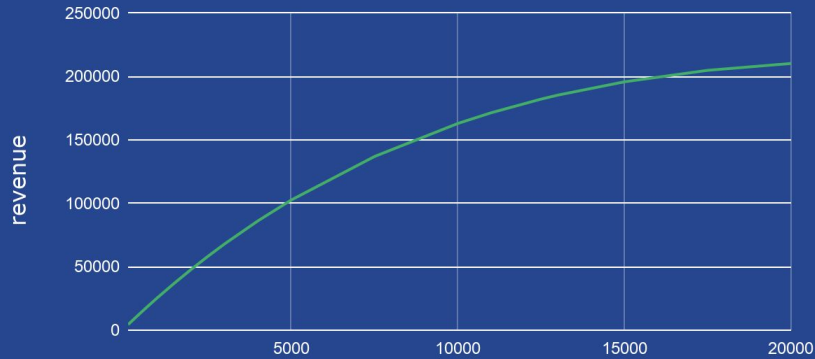
UNIT COST:	\$19.55
UNIT PRICE:	\$60.00
UNIT PROFIT:	\$31.65





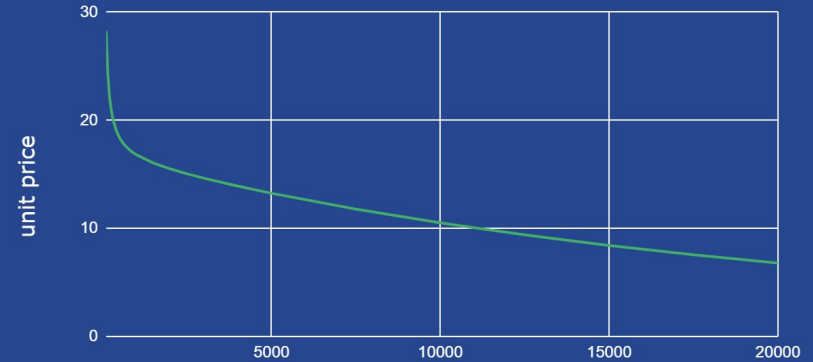
Production Cost Breakdown (cont.)

Revenue vs. Amount of units sold



amount of units sold

unit price vs. amount of units sold



amount of units sold

After 20,000 units the production cost remains constant.



Three-Pronged Marketing Strategy



Direct Marketing

Industrial market requires targeted focus and direct contact



Academic/ Target Media

Build credibility naturally through publishing in journals and trade magazines



Affinity and Co-branding

partnerships with organizations and institution already in market



ECO-FRIENDLY

INEXPENSIVE

EASILY IMPLEMENTABLE

Eutr**Pod**