



## SNAPSHOT

### The Company

EarthClean Corporation is a Minnesota-based C-corp, whose mission is to develop and introduce environmentally friendly and biodegradable technologies that help firefighters attack, suppress and contain fires. A team of engineers, scientists and firefighters developed the company's first product, TetraKO water additive.

### The Technology

TetraKO™ water enhancer transforms water into a liquid that adheres to vertical and ceiling surfaces and will not fall to the ground. Once applied and exposed to heat, TetraKO converts to steam giving it knockdown power, and its adherent suppression attribute reduces the likelihood of rekindling. Easy to use with existing firefighting equipment and independently certified biodegradable, non-toxic and uniformly non-corrosive.

### The Opportunity

EarthClean estimates the U.S. fire suppression, end-user market size is \$1+ billion annually.

### The Goal

EarthClean seeks \$3 million in angel funding in this, its second round.

## EARTHCLEAN CORPORATION

EarthClean™ Corporation is a capital efficient venture that controls a unique and proprietary technology called TetraKO, a high performance suppression/extinguishment product designed to assist firefighters. TetraKO was developed by a team of scientific, engineering and firefighting experts to meet the needs of urban, rural and wildland firefighters. The EarthClean's business model is capital efficient, e.g., outsourcing manufacturing to proprietary, contract manufacturer chemical blenders.

TetraKO is the first patented, environmentally safe water enhancer fire suppressant that is exponentially more effective than water alone, Class-A foams and toxic retardants at stopping Class-A structural and wild fires. The environmentally friendly, patented additive transforms water into an adhering liquid that can be pumped through standard fire equipment. TetraKO adheres to vertical and ceiling surfaces and will not fall to the ground. Once applied and exposed to heat, TetraKO converts to steam, giving it extinguishment power and longer-lasting suppression. TetraKO knocks-down a fire much faster and more cost-effectively, is not slippery (unlike foam suppressants), does not require any special/extra apparatus, sticks & stays on the sprayed surface, is ready biodegradable, non-toxic (mammalian and aquatic), and is uniformly non-corrosive.

"TetraKO is a consumable product, and a legacy distribution channel that services the primary target market, fire departments, is in-place", said Mark Stump, VP Product Marketing, EarthClean Corporation. "We sell our concentrate product to stocking distributors at about \$15 a pound, who would resell to fire departments in their service regions at \$20 a pound. EarthClean may sell direct to certain, other end-users, such as the USDA Forest Service and the military."

The company's initial funding of \$300,000 came from family and friends, with regional angel funding of \$800,000 in 2009 and 2010. EarthClean has initiated a second round to secure \$3 million in angel funding for new product R&D, Federal testing and permits, sales and marketing, CAPEX, and working capital. The company has recently been awarded the 2010 Minnesota Cup as the state's newest and most innovative business concept, and is a regional finalist in the 2010 national Cleantech Open competition.

### Contact:

Doug Ruth, Founder/CEO  
Minneapolis, MN  
651-253-4517  
doug\_ruth@earthclean.com

