

*ThermoEnergy manufactures and markets equipment to treat industrial, municipal and agricultural wastewater streams, enabling the capture of ammonia and conversion into valuable end products.*

## **Marketing challenges**

- The Company has a large equipment sale pending with a renewable energy customer that operates a biodigester plant which processes cellulosic agricultural waste
- To obtain a permit to operate the plant and to make the economics of an equipment sale attractive, the Company must
  - recover high volume of ammonia from waste stream
  - convert waste into valuable products
  - secure strategic partners to buy products

## **Environmental problem company addresses**

- Company's technology recovers ammonia resources from wastewater and eliminates nitrogenous wastewater discharges that cause eutrophication in fresh and marine waters
  - hypoxia (depletion of oxygen in water)
  - reductions in fish and animal populations
  - algae blooms and reduction in water quality

## **Carbon Leaf Solution**

- Evaluated potential valuable end products that waste could be converted into
- Prioritized market segments to target based on in-market prices for substitute products and cost of finished goods
- Identified and interviewed customers in target segments to determine fit of products with customer key buying factors
- Evaluated technical and commercial feasibility of converting ammonia-rich waste streams into the following for sale
  - aqueous ammonia
  - ammonium nitrate
  - ammonium sulfate