

Frog Creek Partners

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Overview

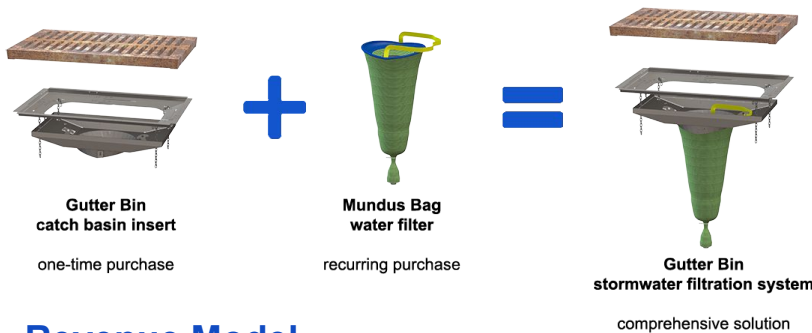
Frog Creek Partners' ("FCP") Gutter Bin stormwater filtration system removes pollution from storm drains making cleaner rivers and oceans. Frog Creek Partners' customer base includes municipalities and governments, as well as corporate and industrial stakeholders seeking to improve local water quality. **Frog Creek Partners has raised approximately \$1.7 million and has realized \$310,000 in revenue for 2020.**

Team Members

Brian Deurloo, President, Founder, Inventor: Former US General Manager for an international energy company with 20+ years of management experience of multidisciplinary teams. Brian has project experience on four continents and holds a BS in Mining Engineering from the Colorado School of Mines.

Christopher Tippie, Chief Financial Officer: A former media executive, he is also the founder of several successful technology startups. Chris has 20+ years of management experience in technology, marketing, and mergers & acquisitions. He holds a Juris Doctor and an MBA from Southern Methodist University and a BA from Marietta College.

Products



Product Features	
Insert	Mundus Bag
stainless steels construction	recyclable fabric construction
models all major catch basin types	multiple types
adjustable	captures trash, sediment, oils, heavy metals
10 - 20 year service life	3 - 18 month service life (varies by type)
patented (10,724,224 and 10,334,839)	patented (10,724,224)

Revenue Model

Frog Creek Partners generates revenue through sales of Gutter Bin inserts, Mundus Bag water filters and filter media.

- **Gutter Bin insert:** Avg. \$1,000/ea. - one time
- **Mundus Bag filter:** Avg. \$75/ea. - recurring (2X per year avg)
- **Filter media:** * variable - resold via distributor agreement

**10 year revenue stream
\$2,500/Gutter Bin**

Market Opportunity

Sales are made to three distinct customer types:

- **Governments/Municipalities:** motivated by regulatory compliance (avg. unit price \$1,000)
- **Sponsors:** sponsors who donate units to cities through public private partnerships (avg. \$4,000)
- **Industry:** industrial stormwater users with advanced filtration needs (avg. unit price \$800)

There are two direct selling market opportunities:

Government/Municipal Market	United States	California
Number of catch basins (est)	40,000,000	4,000,000
Avg installed price of Gutter Bin (per catch basin)	\$1,000	\$1,000
10 year recurring revenue - replacement media and filters	\$1,500	\$1,500
Total Addressable Market (80% protection)	\$80 billion	\$8 billion

Public and private owners in California must comply with stormwater pollution abatement laws or face regulatory penalties.

Sponsorship Market	Medium City	Large City
Population	400,000	1,000,000
Avg installed price of a sponsored Gutter Bin	\$4,000	\$4,000
Annual sponsorships per 1,000 people	0.1%	0.1%
Revenue from Sponsorships	\$160,000	\$400,000

Industrial customers are sold to by FCP's exclusive distributor partner - StormwaterRx/Newterra.

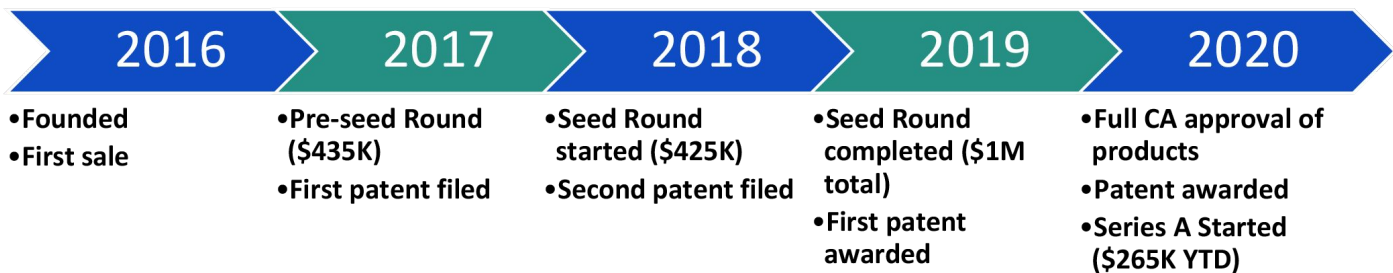
Competition

The stormwater filtration market is highly fragmented with no predominant player. Competitor's product development is stagnant. FCP products outperform others.

	FCP	ARS / Dandy	CPS	Bio-Clean	ADS	Vacuum Truck
Adequate Overflow	YES	NO	YES	YES	NO	YES
Customizable Filtration	YES	YES	NO	YES	NO	NO
Full Trash Capture Cert.	YES	YES	YES	YES	NO	NO
Vector Control Approved	YES	NO	YES	NO	NO	YES
Multiple Maint. Methods	YES	NO	NO	NO	YES	NO
Backflow Prevention	YES	NO	NO	NO	NO	N/A

Financing and Milestones

Founded 4 years ago, FCP has raised over \$1.6 million. FCP's Series A round is currently open with a total target of \$1 million.



Comparables

Acquired	Acquirer	Value	Date	Stage	Comment
Suntree Technologies	Oldcastle Infrastructure	Undisclosed	4/2019	Revenue	Direct competitor
Kristar Enterprises	Oldcastle Infrastructure	Undisclosed	1/2014	Revenue	Direct competitor
StormwaterRx	Newterra Group	Undisclosed	6/2019	Revenue	Industrial filtration distributor
Newterra Group	Frontenac Company	Undisclosed	11/2020	Revenue	Private equity acquisition