



## Eco Products Group, Inc.

**Company Overview:** Eco Products Group (EPG) designs, manufactures and sells proprietary, retrofitable water conservation products for residential, commercial and institutional applications. The EPG product line empowers consumers to reduce their use of potable water. The corporation holds 10 patents and patents pending.

**Problem:** There is an acute shortage of potable water on the planet. The potential human toll is alarming. The UN estimates that in less than 25 years, if present water consumption trends continue, 5 billion people will be living in areas where it will be impossible or nearly impossible to meet basic water needs for sanitation, cooking and drinking. Less than 1 percent of the world's water is readily available for human consumption and depleting at the same rate as oil reserves.

**Solution:** EPG technology and products will enable a consumer to reduce the use of potable water by 50 to 70 percent.

- Ecofaucet™ "Systems and methods providing hands free water faucet control."
  - Showerfaucet™: System enabling a user the remote control of shower water volume and flow control.
  - Sinkbridge™: Sink workstation to sanitize/clean plates and glasses and reduce water use.
  - Drainharvest™: Residential greywater collection and distribution system.
- All products are retrofitable remote controlled and retain the existing fixtures.

**Business Model:** A regional multi-channel go-to-market plan via direct sales/social marketing/wholesale distribution/licensing and municipal water conservation programs.

**Marketing Opportunity:** The U.S. market includes 105 million households. EPG's initial market targets 25 million households in the Southwest. The corporation seeks investment to launch the Ecofaucet and execute its business plan of \$45 million in revenue with earnings of \$12 million by year 5. Orders of \$9,000 for the Ecofaucet have been booked.

**Competitive Advantage:** All of the major faucet manufacturers have recognized the need for residential water conservation by adapting away-from-home technology to serve in-home functions. The Ecofaucet is the only product on the market that is retrofitable and retains the full functionality and control of existing water faucets.

**Management Team:** The team has extensive experience in product development, business startups, water faucet/fixture business, water conservation, finance, strategic planning and international marketing. Harmon Houghton, Certified Management Consultant: founder & CEO with four previous startups. Tom Pratt, CPA, MBA: CFO, 15 years experience in executive management positions. Taylor Selby, MA Environmental Communities: VP Social Marketing. Tai Bixby, VP operations green construction industry. John Felix, VP Sales B2B, trade sales. Reinhold Wirth, product development, mechanical engineering, quality assurance. Robert Strautins: administrative manager, customer service.

**Funding Request:** A phased investment of \$5 million over 4 years.



**HARMON HOUGHTON**

**Investors:** Founder  
**Year Founded:** 2007  
**Employees:** 5

*Eco Products Group,  
Inc.  
823 Don Diego  
Santa Fe, NM 87505  
505-989-9590  
info@ecoproductsgroup.  
com  
www.ecoproductsgroup.  
com*

**In Attendance:**  
Harmon Houghton,  
Founder/CEO  
Thomas Pratt, CFO

**Revenue Forecast:**

Year 1:	\$ .55M
Year 2:	\$ 5.5M
Year 3:	\$ 13.5M
Year 4:	\$ 25.5M