



## Secure Waters, Inc.

**Company Overview:** SecureWaters commercializes patented technology that monitors, detects and identifies toxins in surface water. The company sells an early warning electronic monitor/alarm system, the AquaSentinel™, which automatically and continuously tests for toxins in source waters

**Problem:** Water supplies are vulnerable to attacks, rendering these supplies hazardous or deadly if consumed. Recent events have also increased concern about ensuring the safety of municipal water supplies. Current methods for testing water safety are cumbersome and often require several hours for test results. There is an urgent need for field-deployable, continuous, real-time water monitoring systems to quickly detect the presence of toxic agents in water supplies.

**Solution:** The company has licensed seven patents from Oak Ridge National Laboratory (ORNL), where they were developed. The sensor measures characteristics of photosynthesis to identify and classify toxins. The unit continuously fluoresces indigenous algae to test the water. AquaSentinel provides advantages over current water testing methods that are labor-intensive, cumbersome and often require several hours for test results.

**Business Model:** Our strategy is to sell the AquaSentinel device through strategic partnership with distributors already in the water market, and also charge recurring monthly monitoring and alerting service fees.

**Market Opportunity:** The global water test market is over \$5 billion in annual revenue. The four target markets are water utilities (>16,000), water treatment facilities (> 25,000), large water using corporations (>15,000), and the military/homeland security infrastructure (>1,100 entities). The water test sector is an attractive opportunity for investors as the need for clean water is increasing, and higher valuations are awarded to companies with more proprietary and effective water test technology.

### **Competitive Advantage:**

- Continuous, real-time identification of toxins
- Uses indigenous algae, avoids expensive reagents
- Strong IP protection
- Upgradeable database of toxic "thumbprints"
- Proprietary software
- Wireless interface
- Protects against system contamination

**Management Team:** Ray Slatton, founder and CEO, has multiple years of experience in technology related companies. Robert Clark, CFO, has experience in operations management, private equity, and financial services. Shawn Genung, chief technology officer, has experience in commercializing new technology inside ORNL and as a private investor. Barrett Taylor, director of marketing, has had success in high-tech sales and marketing. The board of directors includes the inventor of the technology and advisors from the sector.

**Funding Request:** \$1.9 million in equity capital.



**RAY D. SLATTON**

**Year Founded:** 2010  
**Employees:** 4

*Secure Waters*  
8701 Dayton Pike, Ste 113  
Soddy-Daisy, TN 37379  
423.451.7657  
[www.secureaqua.com](http://www.secureaqua.com)  
[ray@secureaqua.com](mailto:ray@secureaqua.com)

**In Attendance:**  
*Ray Slatton, CEO*  
*Robert Clark, CFO*

**Revenue Forecast:**

2011:	\$ .6M
2012:	\$ 2.7M
2013:	\$ 5.7M
2014:	\$ 11.5M
2015:	\$ 23.6M