

HYDRELL BUSINESS PLAN FEBRUARY 2021

1. EXECUTIVE SUMMARY

Hydrell has developed a wastewater treatment technology that allows the recovery of energy, nutrients and clean water at a much smaller foot print and price than competing technologies. The technology will also be more robust than current comparable systems. Using the Hydrell technology, users have an incentive to treat their wastewater by saving >30% of their total operating costs.

In Europe and North America, Hydrell's main users are in the food and beverage industry such as breweries, wineries, dairies and other producers of high strength wastewater. In developing economies, anyone producing wastewater benefits from the Hydrell technology. While the wastewater market is large (>CHF 100bn), the Hydrell technology also reduces the carbon footprint of wastewater treatment.

Michael Siegert (founder and inventor) has developed a TRL 5 prototype in his workshop at the wastewater treatment plant in Le Châble, Valais, which can treat 200 l/day. The prototype is currently stabilized to produce treated water and methane gas at constant rates. A local company producing electrochemical machinery for denim dyes has agreed to build a pilot plant treating 50 m³ / day once the prototype is stable. Two pilot plants are currently planned, one in Le Châble, Valais, and another one in Germany. Hydrell is currently looking for more partner to build further pilot plants.

Hydrell will incorporate in Valais, Switzerland. Once seed funding of CHF 1.1M is secured, the co-founders Michael Siegert (CEO) and and Joanna Wiececk (COO) will begin team building, R&D and marketing.

Hydrell will not directly sell to the users of its technology. Hydrell will work with local engineering firms to deliver its products to our users. The commercial Hydrell technology is a wastewater treatment system which includes electrolysis reactors, optional methane storage and power conversion units. Hydrell will start its business selling electrodes and service for these system as well as licensing its intellectual property.

Hydrell seeks CHF 4.7M series A financing from private investors to grow its team and develop its business. In return, the company promises an exit after 10-15 years for at least 10 times the initial valuation.