



IMPLOSIVE WATER TREATMENT
Marketing and Business overview
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Introduction

The history of this company is based on the inventor's research and development into cutting edge physics called phase conjugate magnetic and dialectics, also referred to as fractal field implosive science.

The technology has the potential to revitalize industries and domestic populations, including third world communities with effective, low cost sustainable ways to increase agricultural yields and re-energize water for better health.

Our unique business identity

Our business distributes and sells an IP application that treats water, to any form of agriculture, along with sales to domestic dwellings and communities.

Our business goal

Every farm, domestic dwelling and community in this world, can have an implosive water treatment device installed.

The compelling reason to buy:

The product makes water more 'energized' and soluble, with increased spin rate, and when applied to crops and seeds, increases germination and growth rates, with increased bio-mass density (stronger, better crops) with independently validated trials of up to 300 % effect. It also saves money on water consumption and energy costs. For a modest investment, farmers can greatly improve their bottom line. It is easy to install, operate and

maintain. Also Third World communities will have a cost effective means for improving farming methods, increasing food yields and purifying water.

Used for:

Successful and increased seed germination
Accelerated plant growth for hydroponics, greenhouse and all crops from agricultural operations
Reducing water consumption
Water treatment for the food industry (taste/appearance/nutritional density)
Brewery, distillation, winery and biomass fuel industries
Domestic use to purify and re energize town-supplied water.

Benefits

Revitalized water can be achieved quickly and easily.
Less amount of water is required for plant growth.
Cost effective
Uses established infrastructure
Measurable and repeatable increase in germination rate
Increase in stem width
Increase in leaf size
Increase in plant height
Sustainable, environmentally friendly
No moving parts, minimal wear and tear
No 'parts' to be replaced or dispose of
Increases bottom line for all users
Commercialization is straightforward and ROI is profound.

The science behind the product

It feeds water into a "phase conjugate" magnetic array, synergistically utilizing an implosive directional nozzle, hydro dynamically and magnetically creating centripetal intense flux lines, which results in the known principle effects of enhanced REDOX potential, solubility, dynamic spin rate and smaller water cluster size. We also measure increase in molecular spin coherence (reduced entropy - using GDV measure). The device produces the known and measurable 'absorption efficiency effect', making plants better able to receive and absorb nutrients. The solubility and increase dispersion "wetting effect" - have many commercial implications.

Research goals

On going testing, validation, research, trials, statistics and coordination with strategic partners for the natural and ethical development of food production in this world. Related technologies of sedimentation and fermentation rates, along with waste management and 'grey water' will be researched and developed in near future. The cutting edge Fractal Field Science and 'implosion' will be the basis of our R and D.

Competition

Water treatment involves science, engineering and business. The treatment may include mechanical, physical, biological, chemical and 'esoteric' methods. One very popular process is the reverse osmosis method for water purification. Some company's use magnetics and 'water vortexes'.

Domestic:

In terms of simple domestic water treatment use, there are many water filtration products on the market, all-proclaiming to be the best method, some reasonably priced, some very expensive. Some include magnetic treatment along with filtration methods, e.g. the Nikken network company. Many involve filters that need replacing and 'disposal units' which are thrown away. AquaSelect has a pitcher water filter system, and its cartridge contains hundreds of high efficiency activated carbon and ion exchange beads. Brita filters are very popular; however- after a certain water volume- their filter units need to be disposed of.

Industrial water treatment

Industrial water treatment is much smaller- with only a few players on the market, ranging from industrial companies to mum and dad home industries.

Some of the businesses that offer various processes for water treatment:

RGF Environmental, Water Energy Technologies, Aquasana Store, Vitech, Recalyx Industrial SND BHD and PACE chemicals Ltd.

One company specializes in water treatment for the ice skating industry, a Swiss made water vortex machine, claiming reduced costs and energy savings. They have established clients and have made in roads into their niche market. Reference:

http://www.watreco.com/eng_produkter_is.php

Other companies with both water and fuel treatments, with apparent patents and independent verification:

www.magnatechfuel.com/ and
www.maxsysltd.com/index.cfm

General waste treatment;

There are many companies on the market, some very established over a long time. There is also much interest in developing cost effective ways of managing waste. Many universities around the world are actively researching effective methods of waste management. Many environmentalist and ecologist support these technologies.

Note; validation and testing procedures vary widely with above companies. Many claims are through 'testimonials' from existing clients. Plant increases are sometimes only measured in height, with no biomass validation. Sometimes, no independent testing was indicated

Competitive advantage

None of the above uses our IP of "phase conjugate magnetics" and unique nozzle design.

Retail prices are very competitive.

Independent testing and validation

Has both industrial and domestic multi purpose applications

No replacement and moving parts

Combines 'two forms' of energizing water

Competitive disadvantage

Many domestic water filters are cheap

Domestic dwellers unwilling to pay a higher price for a unit that will last much longer. The 'science' is a relatively new area of physics.

Market Analysis and Strategy

Our company will focus on the agricultural farming community and market (niche) and win domination and client support, and use it as a springboard to extend markets and accelerate adoption. On going testing and validation will be achieved with each type of crop, in various locations and conditions.

Commercial Target Market Potential customers:

Out door crop growers (farmers)

Seed propagators (germination)

Hydroponics

Green house growers

Wineries

Biomass fuel producers (quicker fermentation rates)

Water treatment for health products
Water treatment for other industries

Domestic Potential customers:

Water treatment for drinking
Shower water treatment (healthcare)
Spa healthcare

Market Research Potential

- The statistics involving farming is to say at the least-massive.
- There are 100,000's of farms in the world.
- There are 100,000's of domestic dwellings in the world

.... Who will need cost effective ways to increase crop yields for an ever-growing population

..... Who will need to purify and restore life-giving properties to local water

.... Who will need user-friendly cost effective ways of waste management

Market Penetration Strategy

we will have two areas of focused market penetration:

- Direct sales force who have interaction with client/farmer/grower
- Local Target market profile development
- Supported by the global marketing team and technology specialists
- Brochures supplied
- Video supplied- website steaming has a variety of videos
- Branding supplied, trademarks/logo
- Packaging and labeling supplied
- Local advertisements
- Local trade magazines
- Local government safety requirements
- Maintenance and client help line
- Installation procedures

Sales team and skills education

On going sales education and training- on a local and global level

Future Product Development and 'value added' opportunities

- Increased sedimentation rate effects used for sewage treatment and waste management
- Related technology of Phase Conjugate Dielectrics is used for seed storage optimization
- We are developing a simple device for separating 'grey water' into drinking water. Our device will be scaled up for farm waste management, e.g. dairy farmers population and 'run-off'.
- The next scale will be for local governments/councils with sewage treatment and major industrial waste/pollution and hazardous waste disposal.
- Future technology involves seed storage, and increased fermentation rates through the development of Phase Conjugate Dielectrics.

Business opportunity

Become a distributor

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