



flush
flush
SEPTIC, SEWER & DRAIN

Creating Sustainable Futures!

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Business Plan

Legal Page

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by _____ in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of _____.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of it by the reader may cause serious harm or damage to _____.

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Abbreviation	
CAGR	Cumulative Annual Growth Rate
ROCI	Return On Capital Invested
ROI	Return on Investment
SEO	Search Engine Optimization

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FLUSH... Sustainable technology describes environmental innovation that reduces environmental risks, manages water usage & quality and creates a sustainable product or service!

1.0 Executive Summary

1.1 Business Name and Location

The name of the business is FLUSH and its head office is located in Houston – Texas, USA.

1.2 Purpose of the Plan

The purpose of this document is to provide potential investors with the information necessary to evaluate the merits of the value proposition and the growth strategy of Flush. Additionally, it will serve as a guide for management in establishing goals against which performance can be measured.

1.3 Opportunity

The Big Picture

“What we flush, we eventually drink. Untreated sewage impacts our water quality, the environment and human health.”

Water and wastewater are mission-critical needs of life for homes, businesses and commercial buildings. The value and use of water is changing. Untreated sewage impacts our water quality, the environment and human health. Infrastructure costs are rising, and environmental sustainability is driving the need for technology to optimize usage, lower costs and minimize risks. Aging water & wastewater infrastructure have resulted in the increased demand for technological solutions. To mitigate water reliability risks, cities are specifying water surge tanks with alarms for fire protection so sprinklers have a guaranteed 5-minute water supply to control any fire spread. To control stormwater flooding, states now require a pump lift station with alarms on nearly every new commercial building. In San Francisco, to address water resilience, buildings are now required to install flush recycling systems to treat greywater and reuse it for flush toilets, irrigate plants and running cooling towers. Schools, universities and commercial buildings are concerned about water meter security with tampering or biological terrorist risks, County governments report they lack water & wastewater data, as well as enforcement manpower, to track septic activity and water well systems.

As the global population hurtles towards 9.7 billion people, the water and sewer (WSS) sector continues to face increasing pressures. Water demand is projected to grow by 55 percent by 2030 (including a 400-percent rise in manufacturing water demand), according to the U.S. Intelligence Community Assessment of Global Water Security. Investors worth \$110+ trillion are urging thirsty companies to report on water security

this year due to potentially losing up to a combined US\$301 billion in business value if they do not address water risks. Aging water & wastewater infrastructure have resulted in the increased demand for technological solutions.

Mission-Critical Assets & IoT

Governments and businesses around the world will need to address the sector's risks, resilience and sustainability. Innovation and technology have a vital role to play in scarcity and safety, water efficiency, utility operations, monitoring and treatment and data and analytics. Smart homes and buildings are becoming the norm. Soon, everything that can be connected will be connected. The virus pandemic has accelerated the value of technology for maintenance & monitoring of mission-critical building assets

Promising water & sewer technologies: the internet of things (IOT) and remote sensing of flow data, can help with smarter water & sewer management. The top water & sewer risks faced by building owners and businesses are increased water scarcity, pump failures, flooding, drought, environmental pollution due to sewage overflows, disposal restrictions or unplanned drainage surcharges, severe weather events, and declining water quality. The most common need by companies across sectors and regions are adopting water efficiency, reuse, recycling or conservation measures, and developing flood emergency plans. While those are most common, the largest capital expenditure will be on pollution control, new technological solutions and complying with local regulatory requirements

Specialty maintenance trades are experiencing a huge talent loss due to retirement, poor recruitment & retention incentives and social challenges with trade jobs. What we have discovered as 30-year veterans in plumbing, sewer & drain, water & wastewater, industry, is that specialty trade expertise is eroding, so buyers seek specialty service providers who can promptly diagnose & solve a specific problem. The days of one service company solving a wide variety of "dirty job" problems is eroding as service provider experience huge turnover and unable to recruit entrants due to the maintenance image of these specialty trades. Young people want a degreed job, not a trade or are unable to pass background checks. The pandemic accelerated the use of technology to mitigate this loss of skilled trade talent, but the shift to outsourcing vendors has only illuminated the broad recruitment, retention problem. The labor talent solution can be solved by having specialty brand incentives driven by leadership who understand trade employment.

The Septic, Drain & Sewer Industry

The Septic, Drain & Sewer industry is a \$30 billion segment of the \$112.7 billion Plumbing industry and a sub-segment of the \$284 billion water & wastewater treatment market.

The Septic, Drain & Sewer Cleaning industry consists of septic tank cleaning and maintenance services, drain and sewer services, and related lift station cleaning services. A septic tank, which is usually buried underground, is a tank (watertight chamber) that is made of concrete, fiberglass, PVC, or plastic, in which sewage is collected and allowed to decompose through bacterial activity before draining by means of a soak-away (conventional septic) or sprinkler system (aerobic septic). A recent report published by IBISWorld shows that over the five years to 2021, septic, drain, and sewer cleaning service industry operators have benefited significantly from broad economic improvements. Industry operators provide cleaning services to sewers in both residential and nonresidential structures.

Introduced in the late 1990's, aerobic septic tank systems, now growing by 284,000 units per year in the US, are engineered wastewater treatment systems that recycles wastewater effluent. For homeowners or businesses with aerobic septic systems, states mandate a 2 year maintenance agreement for 4 visits per year. During the period, increased construction activity, migration to rural subdivisions and the COVID pandemic, swelled the number of onsite septic installations and the frequent demand for service by industry operators.

As the number of households and nonresidential structures increased over the five years to 2021, industry operators experienced increased demand for industry services. The report also estimates that industry's service revenue is expected to increase at an annualized rate of 3.8 percent, reaching \$5 billion in 2021. The Septic, Drain & Sewer Cleaning Services industry that the septic tank cleaning business is a part of is indeed a large \$30 billion US product & service industry and pretty active in most countries in the world. Statistics have it that in the United States of America alone, there are about 6,671 registered and licensed septic, drain, and sewer cleaning companies responsible for employing about 30,149 people, and the industry rakes in a whopping service sum of \$5 billion annually. Between 2016 and 2021, the service industry is expected to grow at a 2.6 percent annual rate.

As cities across America experience post-pandemic migration to the suburbs or rural developments out of reach of city sewers, the aerobic septic sector, which requires little space and recycles water for reuse, is experiencing rapid growth due to developers preferring to install aerobic that is rolled-into the mortgage versus the large cost & regulatory challenges with a centralized sewer system. Just like any other business, the

demand for conventional septic tank cleaning services usually declines during a recession period or economic downturn due to declining household spending on cleaning services. On the other hand, the aerobic septic tank cleaning sector is rapidly increasing due to the rapid growth of aerobic septic installations and regulatory compliance mandating 4 visits per year. As the economy grows and income increases, there will be a corresponding increase in the demand for cleaning related services such as septic tank and drainage cleaning.

Digital Water & Sewer Flow

The water meter, backflow and flow meter industry is a \$20.7 billion product market with service providers in the utility, mechanical and plumbing construction industry. The water & sewer industry is data-rich. Businesses & building owners can't afford to ignore IOT and AI data analytics. While the Internet of Things (IOT) and Artificial Intelligence (AI) has been adopted with increasing speed over the past few years by multiple industries eager to drive growth and digital transformation, the water & sewer industry has not been as quick to utilize this technology. Smart homes and building automation is focused on HVAC and energy consumption.

The demand for intelligent systems in the water & sewer industry is expected to increase over the foreseeable period as the integration of IoT has led to the introduction of smart measurement solutions. Advancements in technologies such as wireless monitoring and control, advanced sensors, and digital readouts are expected to drive the growth of the market. Building automation and asset intelligence requires maintaining real-time visibility and awareness of mission-critical building utility assets; such as, physical devices applications for water consumption metering, dosing of water treatment chemicals, discharge metering for large water users, leakage deduction & reduction, measuring water consumption in irrigation systems, groundwater consumption, monitoring influent and effluent water quantity in waste treatment plants, billing & water consumption monitoring, monitoring of water flow between reservoirs, municipal network load monitoring, purge treatment, greywater recycling, anaerobic digestion, HVAC water cooling systems, residential sub-metering, and utility management.

In the commercial building industry, water & sewer flow movement is seldom measured accurately, infrastructure utility assets are mechanical and service maintenance activity remains a manual, reactive process. Across America, mechanical water & sewer utilities assets are old and in need of rehabilitation or replacement. Operating costs are skyrocketing as assets frequently break and demand immediate emergency repairs. In addition, asset management practices are antiquated. The water & sewer plumbing & mechanical contractor maintenance service industry is experiencing a generational change in its workforce with high turnover. Many people are retiring, approaching retirement, or leaving the industry for better opportunities. Their departure depletes the

workforce, but more disconcerting is the loss of undocumented knowledge and experience. Automation will replace routine, manual tasks with higher value, performance optimization tasks.

Another key benefit of water & sewer data analytics is the technology's ability to confirm accurate water meter measurements, protect utility assets from security threats, help county government manage the growing septic & water well industry,, offer more personalized experiences for customers, in which companies are proactive to customer needs, agile to changing market conditions and one step ahead of competitors due to real-time analytics. Our goal is to illuminate the water & drain flow data value- our platforms monetizing benefit to government and businesses.

We are here to create a more sustainable future. Creating sustainable technologies, supported by our specialty product & service offerings, is our Flush strategy and purpose. We believe that sustainable development, balancing the needs of people, places and our planet, requires real-time water & sewer data flow. It drives all our work with our customers and the communities in which we are based and work. Flush team members and partners are determined to shape a better and more sustainable world - for all.

1.4 Septic Market Problems

Homeowners and commercial buildings depend on physical water & sewer infrastructure assets that historically require manual maintenance, inspection or measurement. Every home, building or business depends upon reliable water and drain flow (toilets that flush), pump systems that move sewage or stormwater or building cooling & fire protection systems.

Water usage and waste water drainage costs are rising rapidly, pump lift stations are failing more often due to power disruptions or debris flushed into sewer drains, septic tanks are subject to stricter regulations, and building storm water regulatory codes are changing how stormwater systems are engineered and maintained.

- ✦ **Water Flow**- commercial building water meters, many aging beyond 25 years, have inaccurate calibration, causing overbilling of up to 40%. Increasingly, major cities overbill to offset budget deficiencies knowing few commercial properties challenge their water usage volumes. Commercial building owners typically ignore security risks with meter tampering. For rural homeowners, water well systems require maintenance and are increasingly subject to quality factors or regulations.
- ✦ **Drain Flow**- surging drainage costs now represent up to 70% of the monthly water bill. Many buildings and businesses are installing sub-meters to measure

usage for tenant allocation and validate non-drainage water usage, such as process manufacturing, use of water chillers, or irrigation. Every home, building or business depends upon reliable water and drain flow. Local governments have increased drainage surcharges and sewer connection fees to offset budgets.

- ✦ **Pump Units**- physical pump units are subject to frequent operational failures due to power losses, control panel issues or clogs due to grease or wipes. Commercial buildings and homeowners on septic depend on a physical pump lift station assets to move wastewater from buildings to public sewer networks or stormwater to waterways to control flooding risks, A pump system failure can shut down all sanitary flushing or storm water drainage
- ✦ **Septic Units**-lower cost, conventional septic units are the traditional systems now being discontinued in many states due to stricter environmental regulations to protect water quality, The more costly, advanced aerobic septic system are subject to mandatory maintenance agreements due to high maintenance based upon manual inspection process. Local governments are demanding stricter enforcement data; yet, have limited budgets.

A water, drain, pump or septic flow disruption is costly, impacts human or business health or productivity, and risks property damage or an environmental compliance liability. Water, drainage, pump, or septic flow management is often reactive, not predictive or data transparent, resulting in costly emergency calls.

1.5 Our Solution

Flush offers solutions to shape a more sustainable future. Our business goal is to digitize Flush offers solutions to shape a more sustainable future. The COVID pandemic is yet another reminder of the critical role that drinking water and wastewater systems play in protecting public health and safety, and supporting the social and economic well-being of communities.

Integrating Sustainable Technology & Service

Our business goal is to create sustainable technology solutions by digitizing mission-critical building assets in the water, septic, sewer & drain industries by accurately collecting & measuring data-rich flows, optimizing maintenance & monitoring activity in our post-pandemic world and sharing our intelligent solutions with local governments. Flush believes nothing measured means nothing improved. Accelerating the digital access to these existing, replacement & new building assets begins with field services.

These engineered building assets, often wired to a control panel, may include residential and commercial septic systems, water wells, airline flush lavatory tanks, commercial water meters and backflows, drain pipes & discharge meters and automated sampling

systems, lift station pumping units, storm water detention units & hydrodynamic separator units, greywater & rainwater systems, fire protection booster pumps & fire water break/surge tanks and hospital laboratory tanks. All of these mission-critical building assets now employ a control panel or can employ an IOT sensor for monitoring security access, flow & fluid levels, and operational activity.

Flush Management is a new ESG (Environmental, Social & Governness) industry term for water and wastewater flow that involves sustainability with a never-ending use of the flush toilet. As water and wastewater regulations grow more stringent and population growth places more demands on aging infrastructure, water, sewer & drain flow monitoring and effective pretreatment is more important than ever.

- ✦ **Monitor Assets**- offers security, real-time data on equipment usage and movement to analyze activity by asset category or location, predictive data and provide alarms.
- ✦ **Building Performance**- making the built environment more environmentally sustainable, cost efficient and reduce disruption or property risks. Our Flush app will reduce labor costs and provide faster response time or scheduling of maintenance.
- ✦ **Government Collaboration**- positioning our "Certified" brand as a market leader is accomplished by partnering & sharing relevant infrastructure data with local county & city governments. Our Flush app will provide an ESG portal for local government sustainability needs.
- ✦ **Specifying**- water & wastewater building assets must comply with local code and engineering specifications. Physical assets becoming digitized and providing intelligent, real-time information is still new, but soon, being accelerated by COVID and lower cost technology, will be a specified requirement in the near future.

Specifying & Scaling Flush Solutions across America

Flush believes that our intelligent maintenance & monitoring solutions will be very appealing to budget constrained, local governments who lack real-time data and enforcement capacity. Our solutions will help to **specify** the data flow value of Flush recycling products and services, differentiating our brand and positioning our Flush technology to be **scaled** and possibly be "*Certified*" among all septic competitors across the US.

1.6 Investment Funds

This document will be presented to angel investors to get funding of \$1,150,000.

Investment Highlights

The funds will be used as follow:

Start-up Costs	Amount
Non-Current Assets:	
Depreciable / Amortizable Costs	\$895,000
Current Assets:	
Cash (Working Capital)	\$200,000
Expenses:	
Marketing Budget	\$30,000
Misc. and Unforeseen	\$25,000
Start-up Assets to Fund	\$1,095,000
Start-up Expenses to Fund	\$55,000
Total	\$1,150,000

Investors Highlights

- ✦ High growth, digital transformation of mission-critical water & waste flow assets, focused on disrupting a mature industry
- ✦ Pioneer in the private asset, digital water & waste and recycling digital market integrating software technology and service
- ✦ An early-mover advantage with creating a digital ecosystem for all constituents
- ✦ in water & waste and recycling
- ✦ Revenue today and a proven playbook to fuel future growth
- ✦ Founder team are industry veterans with operational expertise to provide management's strategic growth initiatives and accelerate M&A tuck-ins and execute investor outcomes

1.7 Profit and Loss Summary

The Company expects steady growth over the next five years of operation and projects the following revenues and profits to be generated:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$3,699,068	\$9,633,104	\$17,933,468	\$21,520,162	\$25,824,194
Net Profit	\$718,586	(\$535,896)	\$6,047,444	\$8,864,455	\$12,348,775

FLUSH intends to use the proceeds from the seed stage offering for purchase of equipment, real estate, working capital and general corporate purposes. Based on the management experience and industry growth rates, the investment risk is minimal. FLUSH's financial model shows consistent growth for the company over the next five years. By year five, plans call for the company to achieve \$25,824,194 in annual gross revenue with a net profit of \$12,348,775. The funding purposes in the future may include acquisitions, software development or strategic transactions that FLUSH has not designated at this time.

1.8 Key Factors to Success

- ✦ **Quality**—Minimize mistakes and provide clients with the level of service quality they require. Quality reduces cost in the long run and increases dependability.
- ✦ **Speed**—React quickly to client requirements. Increase the availability of services to meet the client's needs. Speed decreases both inventories and risk.
- ✦ **Dependability**—Deliver services with the quality required, when and where the clients demand it. Reliability saves client time and money and is critical in developing trust with clients.
- ✦ **Employees**—Recruit and retain highly-motivate employees who share in our core values, mission & purpose
- ✦ **Specialty**—Operations must provide expertise in our specialized brand offerings
- ✦ **Flexibility**—Adapt to continually changing client demands. Make sure planning processes provide flexibility given varying types of services.
- ✦ **Cost**—Every client cares about cost relative to value and develop an efficient supply chain to minimize costs. The other performance objectives will affect prices.
- ✦ **Differentiate**—Be able to provide an unforgettable, bespoke and unique experience to clients for intimate to large-scale career
- ✦ **Communication**—Encourage customer feedback and improve the service in the light of these feedbacks
- ✦ **Programs**—Maintain an aggressive advertisement budget and launch the most targeted marketing campaigns that promote our specialty brands, economic benefits & sustainable value
- ✦ **Networking**—Be an active member of the community and maintain a respectable and untarnished reputation in the community

2.0 Business Overview

2.1 Introduction

FLUSH (“the Company”) is a sustainable technology platform, providing specialty water & wastewater flow maintenance and monitoring services of mission-critical assets for property and business owners. FLUSH engages in services relating to septic liquid waste management, airline lavatory services, drain cleaning subscription, pump lift station maintenance & monitoring, storm water management, video pipe inspection and commercial water meter & backflow certification & maintenance.

Flush delivers the future of water & drain flow solutions delivered to property owners. Our business goal is to digitize mission-critical assets in the water, drain and the septic waste industry needed by private property owners, which are subject to regulations. The Company receives service and subscription fees to collect and dispose of septic liquid waste, provide maintenance, monitor and/or certify of mission-critical infrastructure assets, that include aerobic septic systems, pump lift stations, storm water filtration units, commercial building water meters, backflows & drain systems and camera inspection for real estate transactions. Collection fees charged customers vary per gallon by waste stream according to constituents of the waste, expense associated with collecting the waste and competitive factors. Septic maintenance, asset monitoring and drain subscription revenue is derived by contractual service revenue agreements.

The Company plans to operate a fleet of septic, sewer & drain vehicles and own specialty drainage equipment to collect, maintain, monitor, certify and inspect water and wastewater infrastructure assets. The waste is transported to private pretreatment facilities, or, where permitted by local regulations, directly to municipal or private wastewater treatment facilities.

FLUSH benefits from federal, state and local regulations governing water and liquid waste management and the enforcement of such regulations. As regulations become increasingly stringent, these requirements will increase the value of Flush's services and subscription plans to its customers. Flush intends to continue to establish local operating facilities or service centers throughout Texas and in the USA for certain brands, with service centers established in major population centers and airports. Acquired local service providers and partnership and affiliate service arrangements made in the areas will be managed from local service centers. A service center manager at each location will be responsible for the service center's overall performance.

Our Mission

“To employ IOT asset technology & service solutions for water inflow and drainage outflow that accelerates the transition to a sustainable economy.”

Our Vision

“To be a leader in sustainable water flow technology for properties.”

Mission-Critical Assets

FLUSH intends to grow in the water flow and flush management industry mainly through internal growth as water management is digitized, adopting IOT technology to monitor mission-critical water flow & drain outflow assets. We believe water infrastructure technology, offering transparency, optimizing asset performance and lowering costs will accelerate growth. Selective acquisitions of local providers may be completed when operational synergies are apparent and the acquired businesses have the potential to grow margins and expand. Our portfolio of specialty services, smart networks, software, and IOT sensors helps our building & business customers better manage utility assets- water, wastewater and energy, for the people they serve.

Sustainability at Our Core

We commit to use our Sustainability Strategy to inspire and lead every step of our decision-making and goal-setting, so together we can achieve the positive impact we want to see in the world regarding how we value and manage water.

Building Performance: Monitor & optimize your portfolio to reduce water, waste & applicable energy costs. Get the most accurate, complete picture of your portfolio to maximize building and system performance.

Water and Wastewater

In 1905, to protect human health, major cities across America were installing public sewers and began to impose new plumbing regulations requiring flush toilets be installed in all new construction. We believe that clean water, healthy families and a better environment is a result of the flush toilet. Today, America's public monthly water & wastewater costs are based on water volume- inflow & outflow, with wastewater drainage costs now representing up to 70% of the water costs. Property owners connected to public sewers are installing sub-meters to prove water was consumed for HVAC, process manufacturing or irrigation, as opposed to water drained into the public sewer network that will require sewer maintenance or sewage treatment. As America's water & sewer infrastructure ages, major water leaks are occurring with fresh water revenue losses of 10-40% and sewer pipe break causing EPA fines due to sewage overflows or major sinkholes that may require up to \$1 million in emergency road construction repairs or litigation. For commercial building owners, major cities are financially incentivized to overcharge on water volume costs, impose surcharges and high connection fees. We believe commercial water overbilling up to 40% is occurring and property owners need to verify consumption accuracy with smart water IOT sensors

and monitoring. Moreover, for large water users, cities are beginning to install drainage discharge meters to monitor and collect quality & surveillance data. For rural property and businesses with a water well and without public sewer, a septic system is the best onsite wastewater treatment solution. In America, up to 30% of homes and businesses are connected to an onsite sewage treatment and disposal systems (OSTDS), commonly referred to as septic systems, a safe and effective means of wastewater disposal. Traditionally, septic systems use up to 70% less water than a public sewer system. For marine ships, rail, bus, offshore drilling rigs or airlines, wastewater discharge can no longer be disposed at sea, on the track, on the road or in the air; thus, requiring septic service at a port facility, terminal or at the airport between flights.



2.2 Legal Status

Flush may be registered as Corporation or Limited Liability Corporation under the legal name of Flush Technologies.

2.3 Objectives

- ✦ To finalize the business plan and implement it effectively to ensure defined targets are met.
- ✦ To introduce smart technology, using IOT sensors and integrate video surveillance cameras that can monitor, control and manage water & drain flow assets.
- ✦ To digitize mission-critical assets in the water, drain and the septic waste industry needed by private property owners that are subject to regulations.
- ✦ To promote FLUSH to subdivision developers and homebuilders.
- ✦ To promote specifying FLUSH technology solutions and products to local governments that offers real-time environmental data and sustainable solutions
- ✦ To deliver results-oriented wastewater solutions and public relations campaigns that enhance our customer base.
- ✦ **To assemble a qualified team:** Staff is the most valuable asset of a company. A company cannot be successful without employees and staff who feel like they are part of a single, cohesive team. A highly professional team that is capable of instantly adapting to a changing situation every day will be able to ensure the success and development of the advertising agency.
- ✦ To maintain sustainable growth and increased profitability.
- ✦ To build an efficient corporation with unprecedented success.
- ✦ To provide great customer services.
- ✦ To expand the business throughout the USA.

2.4 Our Services

Flush believes that the most important building, business and public health asset is the toilet. If it won't flush, any home, business or building is in trouble. Flush plans to offer a wide range of water & wastewater maintenance & monitoring solutions, integrating technology with services. Our specialty services provide access to the water inflow and waste drain flow home, building & business assets that can be digitized and monetized with maintenance & monitoring subscriptions. All of Flush services are mandatory and subject to regulation. Flush plans to initially launch a wide range of septic, sewer & drain services catered to residential and commercial buildings or businesses, airlines & marine and industrial clients to generate faster revenue, followed by marketing our water, pump, drain and storm revenue subscription models, each solving & optimizing operational needs of the utilities connected to every commercial building.

Our Flush team are all industry veterans in the water, waste & drain flow industry and share the digital transformation belief that lower cost technology, accelerated by the pandemic, will change how we capture data, monitor & maintain water & sewer flow assets.

Septic Maintenance & Monitoring

With nearly 30% of the homes and businesses connected to a septic system, Flush will offer wastewater management services- a service segment commonly called the "poop & pee" business, that now encompasses water treatment, reuse & recycle, and smart sensor monitoring. Septic offers a high-margin revenue source and access to the recurring revenue with aerobic septic systems that are subject to 2-year maintenance & monitoring agreement

regulations by every state. Many counties across the US are mandating aerobic septic systems only installed now and Flush anticipates stricter data collection demands for water well usage and septic flow discharges. We plan to offer a smart septic app and provide local counties FREE data.



Septic Liquid Waste Services

Flush plans to prioritize our septic service as our "go-to-market" launch. We believe that our septic liquid waste service will generate immediate revenue and allow Flush to penetrate the booming shift to aerobic septic systems. Post pandemic, real estate developers and commercial businesses are installing aerobic systems to circumvent the sewer network regulations and high sewer connection fees.



Beyond residential & commercial properties, our services will involve septic removal from marine ships, airplane lavatories and the vast industrial plant market across the Gulf Coast. The airline industry requires that every airplane holding tank be flushed between flights. Marine ships now are regulated to dispose at port, septic waste disposal is tracked and no longer can "dump at sea"- monitored by satellite. Most of the industrial plants have multiple septic tanks within their plants, having never connected to public sewers. With our extensive management history in the liquid waste industry and a background in servicing marine, airport & industrial septic tanks, we believe all of these markets will be subject to stricter maintenance & monitoring regulations that require our specialty services.

Septic Installation & Repair

We have been offered to be a Texas distributor of Norweco, a leading manufacturer of aerobic septic systems in America. Installation of septic tanks can be subcontracted. The Norweco system is known for their advanced water treatment, the discharge now via a sprinkler system that could allow for future greywater reuse to supply a toilet. Norweco also offers a monitoring system package called Service Pro we may consider. In the course of any septic maintenance, septic parts are a common high-margin revenue source that involves pump replacements, riser lids, air circulation units or control panel repairs with aerobic and filter replacements. The traditional, more simplified, conventional septic systems typically need drain field pipe repairs.

Well Water Pump Repair

Every home, commercial building or business that is connected to a septic system has a water well installed. These systems often need basic maintenance & repairs, most often the pump. Flush will offer water well maintenance & repair in alignment with the growing digital transformation and data trend that states & counties are increasingly demanding with water flow usage and septic waste flow.



Water Flow Maintenance, Monitoring & Fire Protection

Every commercial building has a water meter & backflow assembly unit that is connects the public water supply to the building. The water meter is calibrated to measures the water usage that also determines the applicable sewer fee; whereby, the water inflow typically determines the drainage outflow. The backflow assembly unit helps to protect contamination of the public drinking water from any backflow of water. Private water usage is a huge operational cost today for commercial buildings and businesses, often involving the need for drinking, flushing toilets, cooling systems, product or process manufacturing, irrigation or simply the general operations of a business. Flush will provide the maintenance and monitoring services needed and required by state, city and county regulations. Municipal



governments agencies are not concerned with accurate water flow calibrations of commercial water meters that measures private water usage or leaks, but they due enforce backflow units that impact the safety of our public water supply. The maintenance of commercial water flow systems are heavily regulated by local governments for fire protection. We anticipate that, post pandemic, maintenance and monitoring of these mission-critical water flow assets will increase substantially and Flush can provide immediate subscription-based savings and value to private building owners and businesses as water & sewer costs are spiking across America

Sewer & Drain Services

FLUSH is a premier sewer technology service company in Houston, Texas, offering innovative sewer, storm drain and lift station services. We have a customer-centric, safety culture, offering value & best practices, delivering ethical diagnostics. We are often called by properties, mechanical contractors & plumbing firms when no one else can solve it or a client needs new ideas.



Sewer Expertise – Sewer, Storm Drain and Lift Stations

We are a sewer management company with over 37 years of experience in the sewer & drain, liquid waste and wastewater business, serving residential, commercial properties, and industrial facilities across America.



Sewer Technology – Camera Inspections, Leak Detection & Flow Sensors

In today’s real estate world, property transactions are increasingly demanding asset inspections for plumbing, septic systems and underground infrastructure. We have the most advanced sewer equipment technology, and provide a wide range of sewer & drain services for residential, commercial and industrial clients. Our drain technology offers sensors & monitoring benefits- mobile alerts, data insights, risk mitigation against flooding & compliance violations, and cost control.



Subscription-based, Drain Flow Protection

To lower costs, multifamily building owners are shifting to water submeters to bill tenants directly and tenant billing for trash valet services- now mandatory in leasing of Class A apartments. Drainage now accounts for up to 70% of water costs due to rising sewer fees. Flush offers drain flow protection, targeting Class A mid-rise multifamily apartments and high-rise apartment properties, student housing, hotels and hospitals. Our subscription-based service is a fee/per unit service that provides drain care & repair properties. Our Protection Plan covers costs of drainage flow, helps prevent problems from happening, and coordinates services with your tenants. We protect your tenant happiness and property assets.



Pump Lift Station Service

Nearly every commercial office building, hotel, apartment, hospital, school system & university, restaurant, distribution center or commercial building now has a pump lift station to move sanitary or storm water from the property to the sewer network. These "mission-critical" pumping assets are vital to the drain flow of all commercial buildings and subject to extensive operational abuse or power failure.



Service maintenance disruption can involve a pump, a control panel or a drainage pipe being clogged.

Flush believes that, post pandemic, the maintenance of these assets will shift to remote monitoring and will be contracted by specialty service providers. The Flush team have extensive service history with pump lift stations. Few plumbers or mechanical contractors prioritize this specialty due to industry turnover. Competition is light. Nearly all storm water regulations mandate a pump lift station with all new commercial construction to help control storm water flow.

Sewer Flushing

Sanitary sewer flushing, using high-pressure water, is a common maintenance activity used to clean, scour and to remove pollutants in existing sanitary or storm drainage networks. In many cities across America, to ensure that proper construction has been performed, stricter plumbing codes are now being introduced and enforced that require all new construction of commercial buildings have all drain lines be flushed before an occupancy permit is issued. On high-rise buildings, this may require every floor and every drain line, in addition to the main drain line connected to a public sewer at the ground level.



Septic Disposal

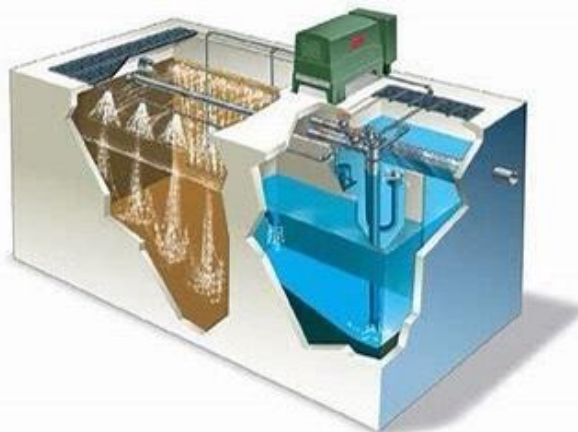
Every year more pressure is coming to bear on liquid waste ("septic") pumpers to look for better disposal solutions. The logistics costs to transport to a convenient disposal is causing more "windshield time" inefficiency and increasingly causing more illegal disposal by smaller companies. Faced with expansion costs or dwindling municipal budgets, treatment plants are raising the per-gallon fee for dumping or cutting out the septic waste stream all together. In developing areas where land application of septage was welcomed, pumpers are increasingly being turned away. At the same time, new septic systems are being built for greater capacity and have larger tanks to pump. A growing number of small-scale treatment options are available on the market to help pumpers close the loop on handling septage.

We are empowering sustainability through our services!

We believe our future depends on how we value and use water. We're taking a timeless flush industry and shaking it up. Making it proactive. Specialized. Digitally Insightful. Human. We're doing things better—and we all know, in our post-pandemic and increasing work-from-home world, there's lots to improve when it comes to managing real estate's water & sewer sustainability.

2.5 FLUSH Recycling

Large urban cities around the world are imposing greywater and stormwater recycling requirements for city buildings recycling water for applications like flushing toilets reduces the need for external water inflow. Cities are one of the last places you might expect onsite wastewater recycling, but the value of greywater and stormwater is changing building codes to help diminish the use of freshwater. Soon treating collected stormwater and some graywater (showers and bathroom sinks) and reusing it to flush toilets, serve cooling systems and irrigate plants will save up to 25% of a home or building's water usage.



Flush recycling of greywater and stormwater never looked better. It's also a nod to the company's sustainability mission of creating greater and more water-efficient communities and economy. Flush recycling is the future for both homes and commercial buildings. There is a great opportunity to reduce the CAPEX and OPEX of water usage and reuse. This creates great business branding for Flush smart data, product & service offerings. Local governments seek to specify water saving systems.

Flush Recycling of Commercial Downtown Office Building

In late September the San Francisco Board of Supervisors voted to expand the recycling required of buildings. Since 2012, buildings of at least 250,000 square feet have been required to treat some graywater (showers and bathroom sinks) and reuse it to flush toilets and irrigate plants. The new rule lowers the recycling threshold to 100,000 square feet. Large commercial developments will also have to expand influent to include wastewater from kitchen sinks and toilets. Residential complexes will have to collect condensate from heating and cooling systems and use that in laundry rooms. Affordable housing is exempt from this rule. When constructed a few years ago, Salesforce Tower, the city's tallest building and headquarters of the customer relationship software company Salesforce, included a full wastewater recycling system. Effluent is for non-potable use- flushing toilets irrigating plants and running cooling towers. Recycled water replaces about 30,000 gallons of fresh water per day for the building. All of this happens as California faces the prospect of water shortages driven by climate change. Gov. Gavin Newsom last fall approved a \$5.2 billion plan that will invest in short-term drought response and long-term water resilience.

Flush Recycling of Residential Homes & Commercial Businesses

Though rainwater systems are growing popular to capture fresh water during a storm, Flush believes that advanced aerobic septic systems, essentially being water treatment systems, will offer the value to recycle greywater for homes and businesses, while reducing the water demand on well water. As homeowners and commercial businesses get smarter about their water and septic systems, key stakeholders are rolling out new solutions and strategies. Population migration growth to suburban or rural areas to escape urban crime or seek more affordable housing, is based upon low institutional reliability and challenges the practicability of centralized water & sewer systems. Post pandemic, remote work is changing how people live. Having a smart Flush app that helps monitor water & sewage flow will grow in demand exponentially.

At the same time, local counties and city governments are demanding access to real-time data flow about their local environment and seek to impose stricter regulations on water & sewer flow usage. While only making up 12% of water usage, globally, household & small business water management is now emerging as a discrete opportunity across a range of key stakeholders, from technology vendors to insurance companies to property developers, to address critical concerns including leakage, water quality, and inefficiencies. Flush believes that local governments will desire to specify the data flow value of Flush recycling products and services, differentiating our brand and positioning our Flush technology to be scaled and possibly be "Certified" among all septic competitors across the US.

2.6 The Management

The management team at Flush have worked together in the water, wastewater & oilfield waste disposal industries. The initial founder, Greg Paschall, has a family heritage in a plumbing business that began in 1905 to install indoor plumbing, flush toilets and septic systems. Since the 1980's, two members worked together at American Residential Services (ARS), a national plumbing/HVAC company and again in the 1990's leading Earthcare, a nationwide septic & sewer entity that was acquired in 2000 by a PE firm for an IPO. At Earthcare, they met a 3rd management team member who worked for a liquid waste disposal firm. Other management team members have worked together since 2019 at Park, a manufacturer of engineered water & wastewater technology solutions.

Management believes that a business must start with a vision, mission and core values. The success of any organization is its people-happy employees breed a creative culture, innovation and happy customer experiences. Every member of our management team believe that the time is now to integrate technology with field services, and water & wastewater assets need to be digitized to provide data transparency, enhance real-time decision-making and to optimize asset efficiencies.

FLUSH is a startup, launching a water & wastewater management service, providing maintenance & monitoring of infrastructure assets. Services include septic waste, drain subscription-based protection, pump lift station maintenance and water meter & backflow service. Flush will initially employ 8 employees that include 2 executive officers and operations manager. Our advisory board and team's diversity in age, race and gender will be an asset. In total, the Company will employ approximately 12 employees once the new septic, pump, water and drain flow service programs are launched. The FLUSH board may choose to appoint a woman to be our CEO and considers its relations with its field employees to be a key part of the quality service experience.

Our Team

		
<p>ALEISHA KNOCKENHAUER</p>	<p>MATT FRANKL</p>	<p>GREG PASCHALL</p>
<p>CEO</p>	<p>COO</p>	<p>COO</p>
<p>University of Utah BA Chem. Engineer MBA UTSA</p>	<p>University of Florida BS Environmental</p>	<p>Miami University BS Finance</p>
		
<p>TOMMY BURRELL</p>	<p>CHRISSE SALEM AYLOR</p>	<p>JOE WHIPPLE</p>
<p>CSO</p>	<p>CMO</p>	<p>CTO</p>
<p>37 Yrs. Operations Environmental</p>	<p>University of Texas BA Psychology</p>	<p>39 Yrs. IT Director</p>



Austin Rahn – CFO
 University of Dallas
 BS Accounting
 MBA Texas Christian University

3.0 Business Revenue Models

FLUSH's primary services are organized in these five different brands and to include STORM water ("STORM"), FLUSH Septic ("FLUSH"), DRAIN Tech ("DRAIN") and PUMP Lift Stations ("PUMP") and WATER Flow ("FLOW").

FLUSH – Septic focuses on the septic liquid waste needs of residential, commercial, industrial building and businesses, marine and airline. With aerobic septic systems, state regulations requires the septic owner to secure a two year maintenance agreement that mandates



4 service visits per year. Septic inspections are becoming common on all applicable real estate transactions. In today's real estate world, property transactions are increasingly demanding asset inspections for plumbing, septic systems and underground infrastructure. We have the most advanced sewer equipment technology, and provide a wide range of sewer & drain services for residential, commercial and industrial clients. We're taking a timeless flush industry and shaking it up. Making it proactive. Specialized. Digitally Insightful. Human. We're doing things better—and we all know, in our post-pandemic and increasing work-from-home world, there's lots to improve when it comes to managing real estate's water & sewer sustainability. As more & more Americans migrate to suburban or rural real estate developments to escape urban crime & pandemic politics, land developers are no longer installing public sewers & centralized wastewater plants to reduce costs since aerobic septic systems require little space, have advanced water treatment that can be recycled, and the systems can be financed into a home or business mortgage. These advanced wastewater units, with control panel alarms can be digitized to smart mobile apps and are subject to strict, 2-year maintenance regulations.

DRAIN Tech – Subscription Drain Flow: Draintech is a property technology platform, empowering the building industry with tech-enabled solutions and field service benefits. Our Drain-as-a-Service (DaaS) platform frees real estate owners and management companies to



go above and beyond for residents and guests. Our purpose is to help property's attract new residents who stay longer, pay more for these modern lifestyle conveniences and optimize ownership costs. Smart buildings are the future. PropTech (property technology) describes a technology-based platform that aims to improve real estate processes, efficiency, and how property is managed. Technology is reshaping urban property management to adopt sustainable models. PropTech (property technology) describes a technology-based platform that aims to improve real estate processes, efficiency, and how property is managed. We know how drainage plumbing systems

work and that sanitary and storm drain blockages are common. As a tech-enabled, proptech company, Draintech's group has been protecting the water & drain flow of multi-family properties and commercial buildings for over 40 years. The right support can make all the difference in tenant happiness, in lowering operating costs and preventing flooding or water damage. Every commercial building needs to accurately measure, audit & confirm water & sewer charges based on usage or quality. Draintech offers inline technology connected to our mobile app for real-time alerts on leaks or usage analysis.

PUMP – Lift Stations: PUMP Lift Stations is a property technology platform, providing specialty pump lift station maintenance and monitoring services. We serve commercial properties, industrial facilities, community associations, MUD Districts, municipalities, consulting



engineers and specialty mechanical & plumbing contractors. We simplify one-source reliability by partnering with distributors of pumps, package pumping systems, custom control panel manufacturers, registered vacuum pump transportation & disposal companies and environmental technology companies. Lift station components include pumps, a control panel, and a hatchway & buried wet well, valves & pipes, rail guides & floats, electrical and alarm system. A failure of a lift station asset can shut down a business or property's drainage system, quickly overflow, cause health hazards or environmental violations and risk flooding damage. For commercial property owners & industrial facilities, PUMP Lift Stations brings a new era of intelligence to pump systems and water technology with solutions that optimize building operations.

FLOW – Meters & Backflows focuses on digitizing commercial water meters and backflow preventer. Commercial water meters represent water inflow pipes 3" or larger, and are often installed, subject to strict municipal regulations that require calibration for



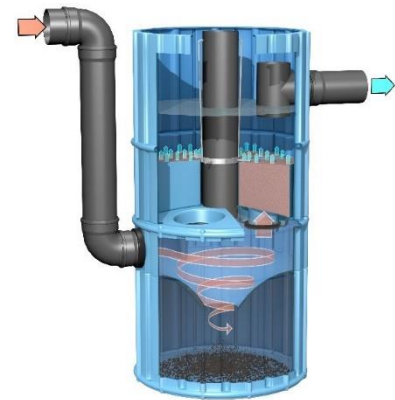
accurate water usage readings. Backflow preventers are designed to protect drinking water from any back flow and are regulated by annual inspections. Both commercial meters and backflows are installed for high water users like schools, office buildings, hotels, hospitals, retail shopping. Flush will provide both the software and the field maintenance & repair services for meter & backflow to meet state health regulations. We're creating a platform that automates maintenance, enabling commercial properties to transform how plumbing & drain emergency services are solved. We intend to market our B2B meter calibration and backflow calibration software to help building owners

meet state health regulations, while simultaneously providing building owners online verification of water meter flow data for comparison to local water billing.

STORM-Storm water Management: This revenue brand has become a huge maintenance & monitoring segment every building or business owner must contend with subject to strict storm water regulations. Often contributed to heavier rains due to climate change, the huge increase of storm water flow is actually a result of nonporous concrete used to build our urban real estate development. Cities often mandate a storm water plan for new construction, that increasingly requires a storm water detention pond (to hold rainfall temporarily) a stormwater filter unit (known as a Hydrodynamic Separator) to capture trash & oils, and a pump lift station to control the discharge of water.



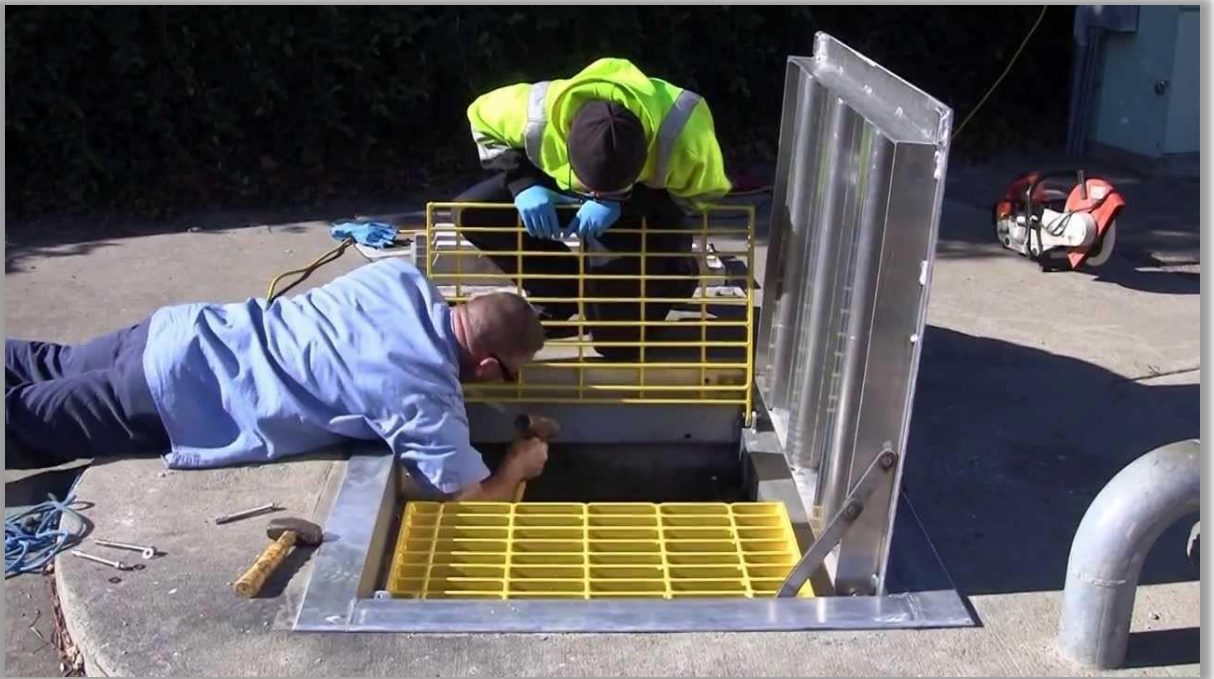
As cities across America increase stormwater regulations on new real estate development, drainage flow and detention systems/retention pond rules are frequently requiring hydrodynamic separators to be installed that protect water quality. Hydrodynamic separators are flow-through structures installed underground as part of a storm drainage system. The term 'hydrodynamic separators' refers to stormwater technologies that treat stormwater flows by using gravity to remove particles and phase separation to remove buoyant materials (litter, oils & grease) from the water matrix. Sediments are removed by gravity and deposited at the bottom of the chamber. Drintech began cleaning early-stage separators in the 1990s as detention/retention ponds were being built with new construction. Now annual maintenance is required. We work with stormwater engineering/compliance firms. Most of the maintenance involves removing trash and sediment.

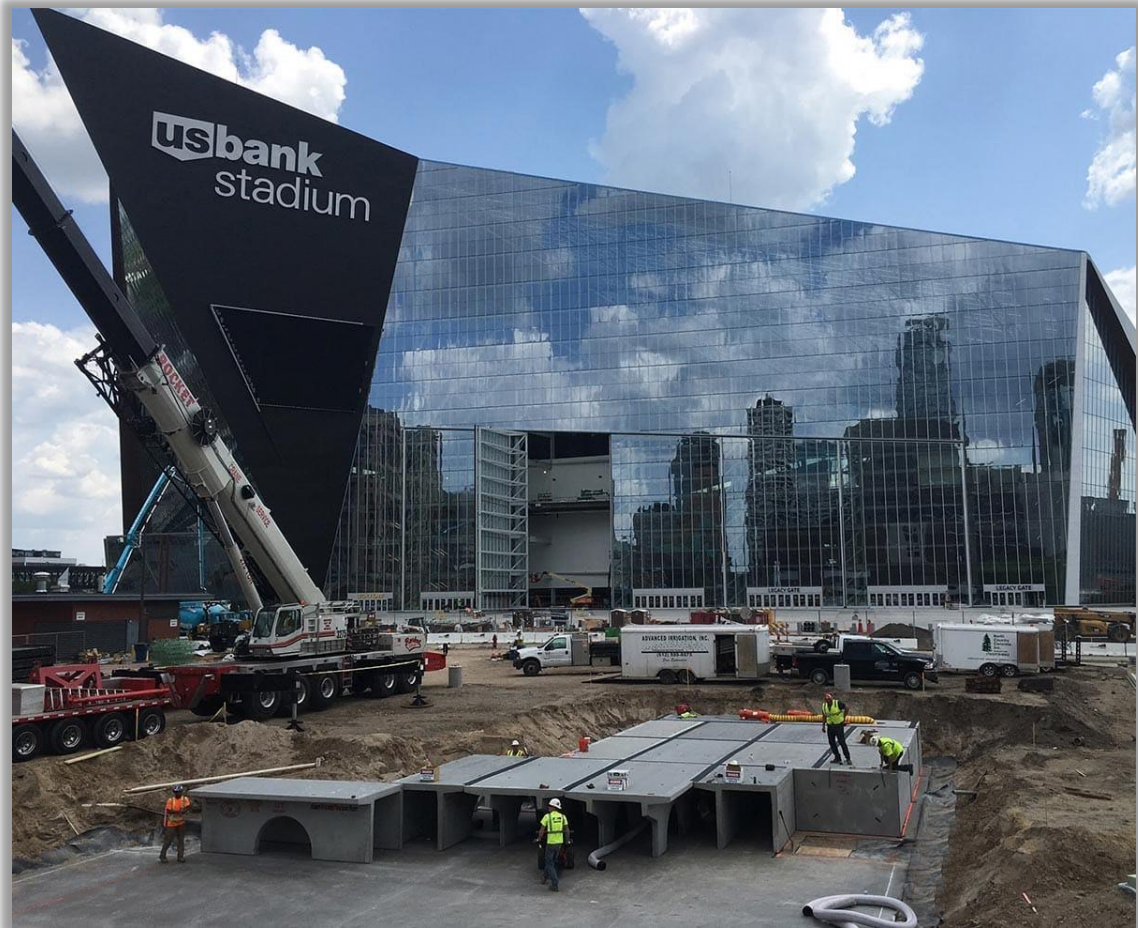


STORM service are unique as it includes multiple service needs and IOT monitoring control panels:

- 1) Stormwater Pump Lift Station- control panel, maintenance & monitoring (IOT sensors)
- 2) Stormwater Flood Level Monitoring/Warnings (IOT solar-powered)
- 3) Storm Hydrodynamic Separators- maintenance & monitoring using a specialty vacuum truck- same used with lift stations (filter units have a monitoring control panel)
- 4) STORMwater filter products





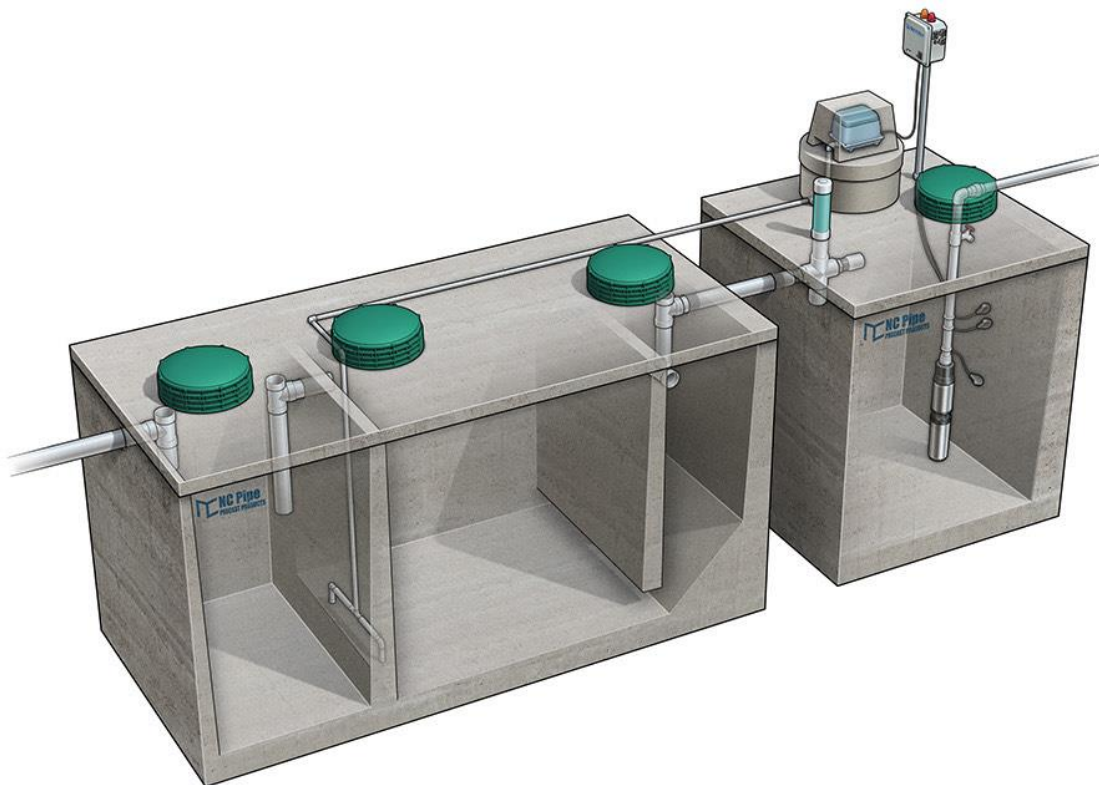








FLUSH: Airline lavatory service



FLUSH: Aerobic septic maintenance & monitoring





FLUSH: Key Pump Lifting



A backflow asset being serviced, a building water meter asset, and a fire water supply asset). All of these water flow assets can be digitized with IOT sensors to help provide maintenance & monitoring.



FLUSH intends to market our B2C infrastructure products online that enables aerobic septic owners the opportunity to purchase, manage family health and/or safety needs and meet compliance requirements. Our software development and mobile apps are key to our service revenue growth and customer experiences that support our field service lines of business with information technology, internet, and data needs. We believe that our FLOW water meter & backflow specialty maintenance & monitoring is a huge opportunity, especially considering that cities like Houston overbill commercial buildings up to 40%.

Smart Water & Waste Technology

Smart building automation is growing in popularity, but is primarily targeting energy and the HVAC sectors. Most building owners, businesses and/or regulators have little idea how much infrastructure water or waste is actually moving through their property or how well their physical utility assets are performing to accurately track this flow. Cities are increasingly overbilling or imposing drainage surcharges as a quiet way to fund budgets.

Moreover, nearly every infrastructure IOT sensor manufacturer is experiencing sales challenges with connecting to the end user or they have been targeting the municipal market perceived to be the scale needed. Few have experienced excellent sales success targeting cities- promoting the smart city public market, due to budgetary processes.

FLUSH intends to provide tools to building owners, business and regulators with both real-time and historical data. Our go-to-market strategy is to accelerate revenue quickly by monetizing the profitable septic market that we know well and establish our maintenance & monitoring (septic-as-a-service) subscription base with aerobic septic system services.

Beyond aerobic septic assets, our next utility asset sector to target with smart technology subscriptions will be commercial pump lift stations, followed by drain discharge meters and storm water systems on commercial buildings. Our goal is to introduce smart technology, using IOT sensors and integrate video surveillance cameras that can monitor, control and manage water & drain flow assets.

FLUSH offers an opportunity to build service & software:

Smart Water & Waste Flow Assets

- ⊕ Goal- all services & assets connected via Wi-Fi (IOT sensors)
- ⊕ Customer portal access on a single platform from multiple locations
- ⊕ Actionable alerts & alarms triggered by workflow processes, operations, remote controls, safety issues
- ⊕ Smart assets are activated or deactivated by "smart touch" natural human gestures like touching icons scrolling or swiping on screen.
- ⊕ Security cameras & video surveillance
- ⊕ Illegal dumping
- ⊕ Meter & backflow monitoring
- ⊕ Lift station pump monitoring
- ⊕ Storm waters and flood sensors
- ⊕ Aerobic septic tank systems monitored

Sustainable technology is what differentiates the Flush brand- combining software and service that supports our subscription-based, recurring service revenue model:

1. Septic-as-a-service (aerobic septic maintenance)
2. Drain-as-a-service (drain protection)
3. Pump-as-a-service (lift station maintenance)

Flush management will emerge as an industry category and a smart technology brand leader of water & waste solving a timeless need few have addressed. The toilet is a symbol of an asset that flushes away human wastes, but consumes up to 60% of fresh water.

3.1 Business Operations

Flush plans to integrate our technology solutions with service. What we have learned, as a group of water & wastewater veterans in plumbing, liquid waste, sewer & water management, and building maintenance, is that technology is useless or difficult to adopt by the end-user without service that builds a human relationship of trust. Otherwise, the sale of any tech solution seems like a transaction only. We intend to integrate technology and service in our business model.

FLUSH does not currently provide services. The Company will initially launch service operations by acquisition of SEWER Tech Pipe Cleaning (“SEWER Tech”). SEWER Tech provides commercial sewer & drain emergency service operations that was launched in 2015 by two founders as a part-time business. SEWER Tech targets the multifamily apartment industry, owning & operating a specialty Isuzu Pipe Hunter hydro-jet truck to flush & clean commercial sewer & storm drain pipes. In addition, SEWER Tech owns a variety of specialty sewer cameras and drain cable machines.

FLUSH intends to market our B2C infrastructure products online that enables aerobic septic owners the opportunity to purchase, manage family health and/or safety needs and meet compliance requirements. Our software development and mobile apps are key to our service revenue growth and customer experiences that support our field service lines of business with information technology, internet, and data needs. We believe that our FLOW water meter & backflow specialty maintenance & monitoring is a huge opportunity, especially considering that cities like Houston overbill commercial buildings up to 40%.

FLUSH management has deep operational history in the septic & liquid waste, sewer & drain, pump lift station and plumbing industry, serving a wide variety of customers across the US, including serving the airline and marine segments. The Company will begin providing residential & commercial septic maintenance & monitoring services to customers in greater Houston, followed by launching our subscription-based septic, drain and pump lift station brand services across Texas. FLUSH may expand its septic maintenance & monitoring operations by acquiring one or more established septic tank companies in Texas. To optimize septic routing efficiency and lower costs, the Company will operate logistics transfer locations for holding septic waste loads temporarily until transported to final disposal, eliminating “windshield” drive time to registered wastewater treatment plants that provide treatment and disposal services.

In the future, FLUSH will expand its the lines of service operations to include airline lavatory septic waste removal in late 2022. The Company intends to begin marketing its airline lavatory septic services, across Texas in 2022, targeting Houston, Austin, San

Antonio and Dallas. Airport locations that have the necessary, buildings and dispatch, maintenance, administrative and management services to support additional service lines will be considered. Management will also study local market conditions, including competition in the area, before service lines are expanded in any market. Management believes that there will be opportunities to expand its services in certain markets in the future, but there can be no assurance that this will be successfully accomplished.

Go-to-Market Launch

The Company will begin providing residential & commercial septic maintenance & monitoring services to customers in greater Houston, followed by launching our subscription-based septic, drain and pump lift station brand services across Texas. FLUSH may expand its septic maintenance & monitoring operations by acquiring one or more established septic tank companies in Texas

3.2 Digitizing Water & Wastewater Assets

Flush believes the future of the water & wastewater industry will be technology. IOT sensor technology provides data and real-time insights that offer both predictive and preventive asset maintenance benefits. Sensors can also help to protect human health & our environment, manage storm water warnings & flow levels, eliminate sewer overflows, increase water meter accuracy, report pump failures and improving water usage.

Smart Water & Waste Technology

Smart building automation is growing in popularity, but is primarily targeting energy and the HVAC sectors. Most building owners, businesses and/or regulators have little idea how much infrastructure water or waste is actually moving through their property or how well their physical utility assets are performing to accurately track this flow. Cities are increasingly overbilling or imposing drainage surcharges as a quiet way to fund budgets.

Public-health experts traditionally track the spread of an infectious disease through clinical data such as test results, hospitalizations and deaths. As Covid-19 continues to spread, scientists are turning to an alternative measure: wastewater analysis. SARS-CoV-2, the virus that causes Covid-19, can be shed in an infected person's feces. By sampling sewage at waste-treatment plants, scientists can get a picture of how widespread Covid-19 has become in a community, and how its prevalence changes over time. The extent of Covid-19 testing has varied throughout the pandemic. Because wastewater can be sampled at regular intervals, it may provide a reliable adjunct to data from clinical tests.

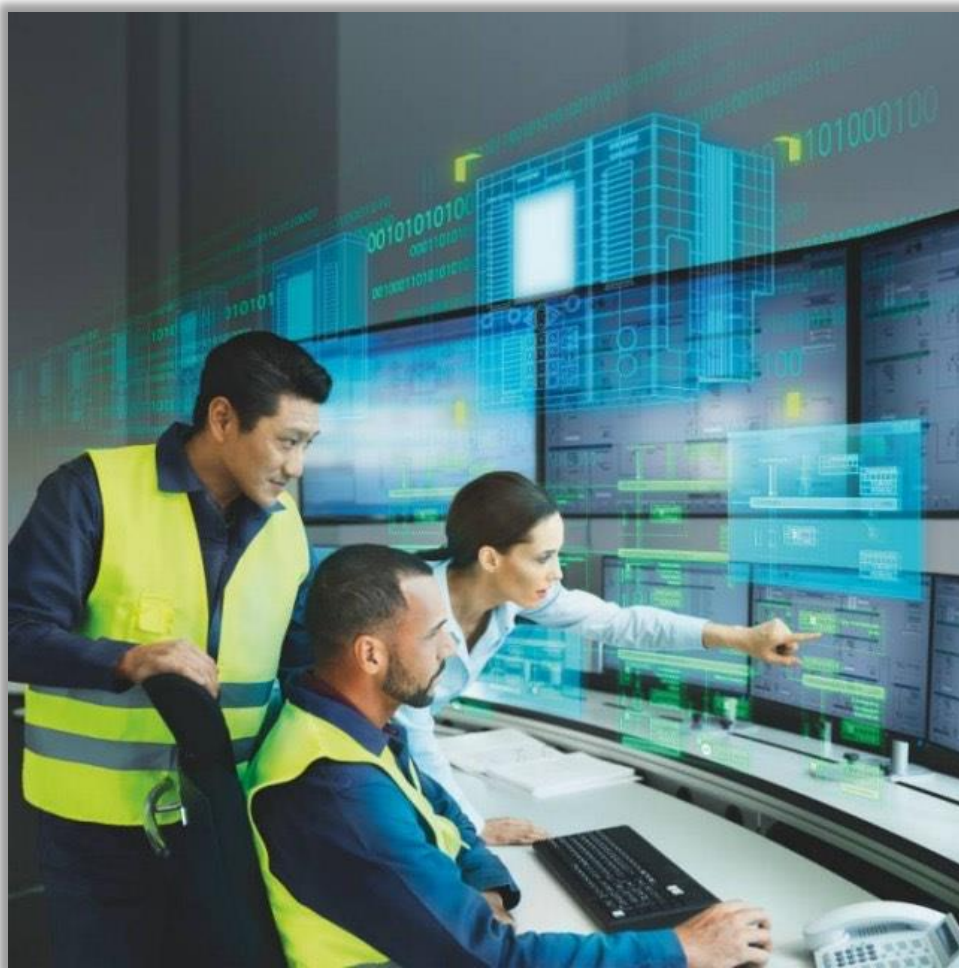
Our SEWER Tech time has finally arrived. Many never notice the frequent white, city municipal, environmental or public works vans who frequently visit a high-water user's business or building to take a sample, from a required sample well unit that is installed on the discharge drain, using a small sewer technology sampler (see attached pictures). This sampling process has historically been a manual process; however, new discharge (effluent) meters can now perform this digitally. The purpose of physically sampling the sewer discharge is to analyze the quality of the wastewater that is entering the sewer network and eventually the sewer wastewater plant, the sewer sampling provides the city an analysis of the sewer network maintenance costs or the sewage treatment plant costs incurred.



To protect themselves from overly aggressive sampling or high surcharges, many businesses are installing automated sewer discharge samplers with internal alarms before a city official does a physical sampling. Often these automated samplers are installed inside a building, in a secure place and mounted to a wall.

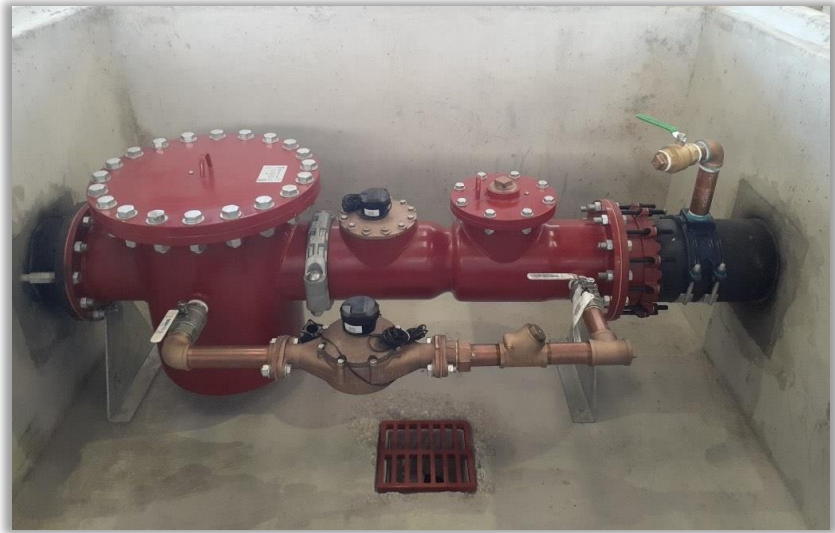


Now, with IOT technology and new ultrasonic sewer discharge flow meters, a city can install these to the sewer discharge pipe and obtain an automatic monitoring readout from their office. This is radically changing the water billing of large water users. In some areas of the country, this event has forced businesses to sell.



Water Meter & Backflow

In downtown urban areas, often a water meter & backflow are installed in a basement or special utility room. For most commercial buildings, the water meter or backflow preventer unit is placed outside in a buried precast vault. These underground water flow assets are rarely noticed.



The precast water meter vault supplies every commercial building in the USA. If water meter unit is not buried, they may be placed in an above-ground cabinet to protect the meter from freezing. These assembled water meter units are placed in a concrete box, or vault, and delivered to a building site and set in the ground for a plumber to connect the water. The meter vaults have a hatchway lid for access inspection.

These physical water meter vaults can now have a sensor attached for monitoring, eliminating manual inspections to a minimum and provide accurate real-time flow rates or predictive maintenance needs. The main commercial water meter is often not physically read, but estimated from an annual reading. Commercial building owners tend to accept the estimate as being accurate; yet, most cities overbill commercial buildings up to 40%. Building owners are beginning to install "submeters" to isolate the water flow to a dedicated apartment tenant or a dedicated water use- like a chiller that consumes water or the sprinkler system.





Water Metering Assemblies

The water meter assembly is a product designed to monitor and measure water usage. Clean water is a valuable resource to which Americans have become dependent for all aspects of personal, recreation, and business activities. The water originates from either below ground or surface water sources. Water utilities process and distribute the water via underground water mains. Utility companies charge customers for their water usage. To monitor and meter water usage, water meters are used to record this information. The water meter is generally located near the property line of the end-user's facility. The meter is installed in a concrete vault for protection and accessibility. Commercial buildings are often cooled by a chiller unit that consumes massive water flow through the water meters. Since the water evaporation is part of the cooling system, the sewer drain costs is reduced from a buildings monthly water bill by verifying this dedicated water usage with a submeter.



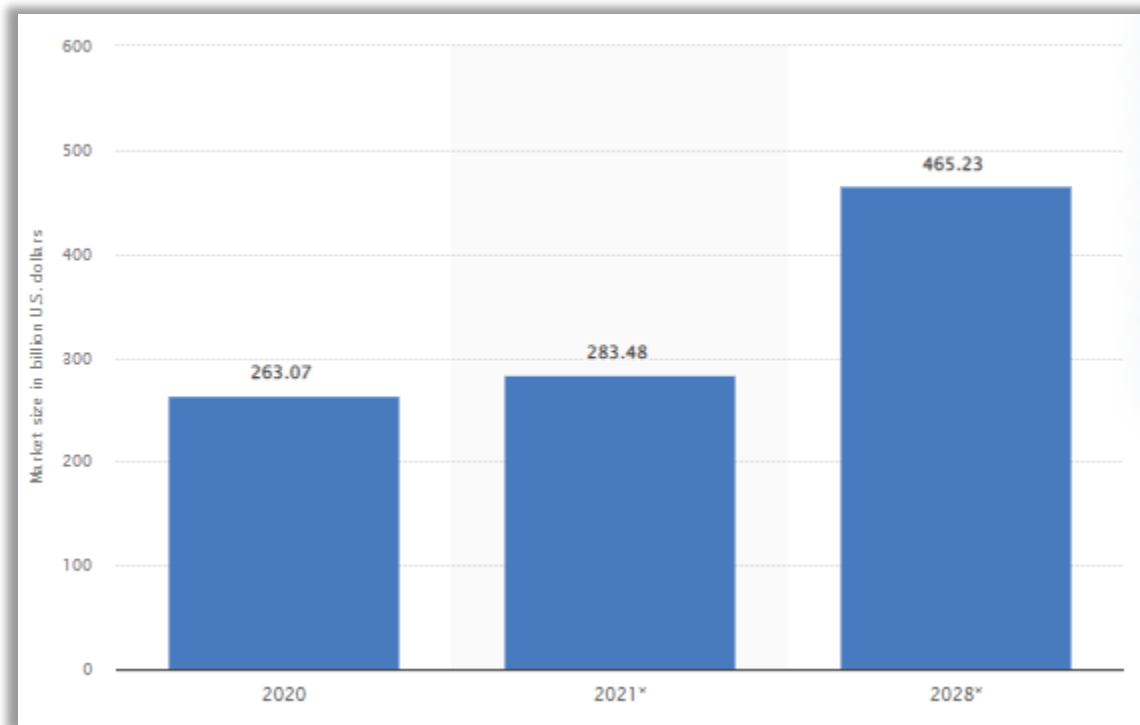
4.0 Market Analysis Summary

4.1 Industrial Analysis

Global Wastewater Treatment Industry

The global water and wastewater market was valued at 263.07 billion U.S. dollars in 2020. The market is projected to reach a value almost 500 billion U.S. dollars by 2028 at a CAGR of 7.3 percent in the 2021 to 2028 period.

Water and wastewater treatment market size worldwide in 2020, with a forecast to 2028 (in billion U.S. dollars)



This growth is expected as the market returns to pre-pandemic levels, having been hit hard since the outbreak of COVID-19.¹

Water and Wastewater Treatment Technologies Market: The water and wastewater treatment technologies market size was estimated at USD 50.56 billion in 2020, and the market is projected to register a CAGR of over 7% during the forecast period (2021-2026).

¹ <https://www.statista.com/statistics/1199744/market-size-water-and-wastewater-treatment-global/>

The market was negatively impacted by COVID-19 in 2020. The outbreak of coronavirus has resulted in the halting of operation in water and wastewater treatment facilities and caused the delay in the construction of new water and wastewater treatment facilities. In the global chemical industry, the manufacturing operations of major companies have been scaled down to 40%-60% capacity due to labor shortages and disruptions in the supply of raw material. According to the American Chemistry Council, Europe, North America, and Asia-Pacific registered a production drop of around 3.1%, 2.3%, and 1%, respectively, during April-May 2020. Globally, around 4% of the new construction projects of water and wastewater treatment facilities are canceled, which has impacted the market for water and wastewater treatment technologies.²

Municipal Water and Wastewater Treatment to Dominate the Market

- ✦ Wastewater treatment is necessary and used across the world, in different cities. The major applications of treatment technologies include preliminary treatment, primary and secondary treatment, tertiary treatment, biological nutrient removal (BNR), resource recovery, energy generation, etc.
- ✦ Moreover, municipal wastewater treatment involves a lot of biomass. Therefore, biological treatment is a major step used for the treatment of biowaste.
- ✦ The global water consumption rate has been increasing by 100% every twenty years. The rising scarcity of potable water, coupled with the growing population and increasing water demand, is the major concern that has been driving the demand in the market studied.
- ✦ North America and Europe are adopting the latest technologies in wastewater treatment at a faster rate than in other regions. The developed regions of North America and Europe are expected to continue the momentum of adaptation of the latest technologies.
- ✦ The United States is one of the highest consumers of water in the world, with 160 gallons of per capita consumption. Around 80% of the US water and wastewater treatment industry is owned and managed publicly. Mexico holds more than 1500 wastewater treatment plants.
- ✦ In the United States, approximately 19% of the population are dependent on septic tanks to treat and dispose of wastewater. Around 14,748 publicly owned treatment works are providing wastewater collection, treatment, and disposal services to approximately 238 million residents in the country.
- ✦ In the Asia-Pacific region, China, India, and ASEAN countries are likely to witness significant demand due to an increase in urbanization. In its 13th Five-Year Plan,

² <https://www.mordorintelligence.com/industry-reports/water-and-wastewater-treatment-technologies-market>

China announced an investment of USD 48 billion for urban wastewater treatment. With municipal wastewater being the largest source of urban wastewater generated, the demand for water treatment technologies is expected to increase rapidly.

- ✦ The majority of drinking water used in Israel and Saudi Arabia is generated from the desalination process, which is likely to boost the demand for municipal water and wastewater treatment technologies. With an ambitious goal of achieving 100% usage of treated wastewater by 2025, Saudi Arabia is expected to become the third-largest water reclamation and reuse market across the world. Currently, Saudi Arabia's municipal wastewater treatment and reuse sector is valued at over USD 4.5 billion.
- ✦ With an estimated USD 23 billion investment in wastewater treatment and reuse-related capital improvement projects over the next 20 years, the demand for the market studied is expected to through the forecast period. Hence, the municipal water and wastewater treatment industry is likely to dominate the market during the forecast period.³

Wastewater: Global trends

Globally, Water demand is predicted to increase significantly over the coming decades. In addition to the agricultural sector, which is responsible for 70% of water abstractions worldwide, large increases in water demand are predicted for industry and energy production. Accelerated urbanization and the expansion of municipal water supply and sanitation systems also contribute to the rising demand

On average, high-income countries treat about 70% of the municipal and industrial wastewater they generate. That ratio drops to 38% in upper middle-income countries and to 28% in lower middle-income countries. In low-income countries, only 8% undergoes treatment of any kind. These estimates support the often-cited approximation that, globally, over 80% of all wastewater is discharged without treatment.

In high-income countries, the motivation for advanced wastewater treatment is either to maintain environmental quality, or to provide an alternative water source when coping with water scarcity. However, the release of untreated wastewater remains common practice, especially in developing countries, due to lacking infrastructure, technical and institutional capacity, and financing.

³ <https://www.mordorintelligence.com/industry-reports/water-and-wastewater-treatment-technologies-market>

Wastewater, sanitation and the sustainable development agenda

Access to improved sanitation services can contribute significantly to the reduction of health risks. Further health gains may be realized through improved wastewater treatment. While 2.1 billion people gained access to improved sanitation facilities since 1990, 2.4 billion still do not have access to improved sanitation and nearly 1 billion people worldwide still practice open defecation. However, improved sanitation coverage does not necessarily equate with improved wastewater management or public safety. Only 26% of urban and 34% of rural sanitation and wastewater services effectively prevent human contact with excreta along the entire sanitation chain and can therefore be considered safely managed.

Building on the experience of the MDGs, the 2030 Agenda for Sustainable Development has a more comprehensive goal for water, going beyond the issues of water supply and sanitation. SDG Target 6.3 states: By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally. The extremely low level of wastewater treatment reveals an urgent need for technological upgrades and safe water reuse options to support the achievement of Target 6.3, which is critical for achieving the entire Agenda. The efforts required to achieve this Target will place a higher financial burden on low-income and lower middle-income countries, putting them at an economic disadvantage compared to high-income and upper middle-income countries.

The benefits to society of managing human waste are considerable, for public health as well as for the environment. For every US\$1 spent on sanitation, the estimated return to society is US\$5.5.

Wastewater collection and treatment

Centralized waterborne waste disposal remains the prevalent method for sanitation and for evacuating wastewater from domestic, commercial and industrial sources. Globally, about 60% of people are connected to a sewer system (although only a small proportion of the collected sewerage is actually treated). Other sanitation options, such as on-site systems, are well-suited to rural areas and low population density settings, but can be expensive and difficult to manage in dense urban environments.

Large-scale centralized wastewater treatment systems may no longer be the most viable option for urban water management in many countries. Decentralized wastewater treatment systems, serving individual or small groups of properties, have shown an increasing trend worldwide. They allow for the recovery of nutrients and energy, save

freshwater and help secure access to water in times of scarcity. It has been estimated that the investment costs for these treatment facilities represent only 20–50% of conventional treatment plants, with even lower operation and maintenance costs (in the range of 5–25% of conventional activated sludge treatment plants).

Low-cost sewerage systems have become a method of choice for neighborhoods of all income levels. They differ from those used in conventional sewer design and focus on the concept that solid-free sewage is conveyed in the system. These systems lend themselves to community management and are very well-suited to extend and expand existing systems or to connect satellite communities to centralized systems. They have also been used in refugee settings. One drawback is that they are not suitable for storm water drainage.

Ecosystems can be effective in terms of providing economical wastewater treatment services, provided that these ecosystems are healthy, the pollutant load (and types of contaminants) in the effluent is regulated and the ecosystem's pollution assimilation capacity is not exceeded.⁴

U.S. Wastewater and Sewage Industry - Statistics & Facts

Wastewater is any water than has been used and contaminated by human activity. This can include domestic water use such as flushing toilets and washing clothes, as well as industrial and commercial water use and stormwater runoff. This waste ends up at wastewater treatment plants where it goes through numerous processes until it is clean enough to be safely released back into the environment. Since the early 1970s, effluent water quality in the United States has improved through Publicly Owned Treatment Works (POTWs), and through investments contrived by the Clean Water Act.

WASTEWATER GENERATED IN NORTH AMERICA AND EUROPE

67bn m³

U.S. WASTEWATER TREATMENT REVENUE

63.1bn USD

U.S. WATER AND SEWERAGE NATIONAL PRICE INDEX

550.7

However, the U.S. is currently in the midst of a water crisis. Much of the existing wastewater infrastructure is deteriorating and in need of repair or replacement. Business assets have an average service life, but the useful life of water infrastructure components are coming to an end or have already reached it. The United States is connected by hundreds of miles of sewage pipes, but as they age it increases the likelihood of issues

⁴ <https://reliefweb.int/sites/reliefweb.int/files/resources/247153e.pdf>

such as leaks. On average, 240,000 water main breaks occur each year, resulting in billions of dollars' worth of treated water being lost. In 2017, the American Society of Civil Engineers (ASCE) gave the U.S. wastewater infrastructure a D+, (poor, and at risk), with heavy investment needed to remedy the problems.

As the world's biggest economy, it is expected that clean drinking water should be a given in the United States. However, outdated treatment plants with leaking pipes can result in harmful toxins and chemicals contaminating drinking water. One major incident occurred in Fort Lauderdale between December 2019 and February 2020. Aging infrastructure was responsible for approximately 230 million gallons of sewage spilling into waterways. There are growing concerns about drinking water in the United States, especially since the Flint, Michigan water scandal. The aging and deteriorating water infrastructure is also responsible for rising water bills across the country. Water bills in U.S. cities have, in some instances, increased by more than 100 percent in just 10 years. This has left thousands of Americans with unaffordable bills.⁵

U.S. household water waste information

An average family of four in the United States uses about 400 gallons per day, a significant increase since the 1950s. However, a large portion of water may also be waste due to things like leaky pipes and the evaporation or over-watering of landscapes.

Residential end uses of water in the U.S.

On average, 24 percent of residential water use in the United States is from flushing toilets. Though many American households have individual septic tank systems buried on their property, approximately 80 percent of Americans rely on wastewater treatment facilities. Wastewater is sent through sewage systems to these facilities to be treated and decontaminated before being released into water bodies. However, if not properly treated, the release of wastewater can cause harmful environmental pollution.

Sewage Treatment Facilities Industry in USA

- ✦ Market Size: \$24bn
- ✦ Number of Businesses: 3,019
- ✦ Average Industry Profit Margin: 1.6%
- ✦ Industry Employment: 59,678

The Sewage Treatment Facilities industry is expected to process more wastewater over the five years as consumption from households and businesses expands following the COVID-19 (coronavirus) pandemic. Customer rates are likely to continue to rise, as

⁵ <https://www.statista.com/topics/4843/us-wastewater-and-sewage-industry/#dossierKeyfigures>

public utility commissions (PUCs) are expected to accept rate-growth applications from industry companies due to increased wastewater volume. PUCs are anticipated to determine rate increases based on a variety of factors, including an operator's costs and investments. These rate increases are expected to significantly affect industry revenue performance. Revenue for the Sewage Treatment Facilities industry in the United States is expected to be relatively insulated from the COVID-19 (coronavirus) pandemic, falling 2.6% in 2020. As the economy reopens in 2021, revenue is anticipated to grow 1.6%. Industry operations are considered an essential service and are expected to continue operating normally. Overall, the high level of capital intensity in this industry makes reliance on labor low. Industry revenue growth should recover over the coming years as public utility commission grant rate increases to private operators.⁶

Septic, Drain & Sewer Cleaning Services Industry in the USA

- ✦ Market Size: \$4.8bn
- ✦ Market Size Growth Rate: 3.8%
- ✦ Number of Businesses: 6,671
- ✦ Average Industry Profit Margin: 2.6%
- ✦ Industry Employment: 30,149

The Septic, Drain and Sewer Cleaning Services industry provides a necessary service for millions of people across the United States. Industry operators provide cleaning services to sewers in both residential and nonresidential structures, in addition to servicing drains and septic tanks. According to the Environmental Protection Agency (EPA) septic tanks are used in more than 20.0% of homes in the United States. Septic tanks hold and treat wastewater from kitchens, laundries and bathrooms in an underground tank. As wastewater flows into the tank, heavier materials settle to the bottom, and lighter greases and fats float to the top. Revenue growth for the Septic, Drain and Sewer Cleaning Services industry sank in 2020 due to the global COVID-19 (coronavirus) pandemic. However, revenue is expected to rebound in 2021 due to strong government support for the industry. In response to the economic consequences of coronavirus, the federal government passed significant stimulus measures to aid the economy, including the Coronavirus Aid, Relief and Economic Security (CARES) Act in 2020 and the American Recovery Act (ARA) in 2021, which apply to industry operators. An increase in household formation can lead to an increase in waste generation and growth in the number of septic tanks in use. Therefore, as the number of households rises, industry demand will

⁶ <https://www.ibisworld.com/industry-statistics/market-size/septic-drain-sewer-cleaning-services-united-states/>

rise. The number of households is expected to increase in 2021, which is a potential opportunity for the industry.⁷

Flushing the Toilet Has Never Been Riskier

Septic tank owners, about 20 percent of Americans, are most likely to be able to give an accurate answer, because they're responsible for the maintenance of their own sewage-disposal systems. A flush from one of their toilets sends wastewater to a tank buried on their property, where the waste products separate into solid and liquid layers and partially decompose. The liquid layer flows out of the tank and into a drain-field that disperses it into the soil, where naturally occurring microbes remove harmful bacteria, viruses, and nutrients. The solid layer stays behind in the form of sludge that must be pumped out periodically as part of routine maintenance. If the tank is properly designed and maintained, those bacteria, viruses, and nutrients stay out of groundwater and surface water that people may use for drinking water, and they never reach surface water bodies where people swim or boat.

The vast majority of the 80 percent of Americans who don't use septic tanks are served by municipal water-treatment plants. Waste from their homes is whisked immediately off the premises, never to be seen, smelled, or considered again. Pipes carry waste from these homes to wastewater-treatment plants that, in some ways, work like a septic tank on a very large scale.

As treatment plants age across the United States and as the country's population grows, these releases are becoming more problematic, contributing to the serious surface-water problems that crop up frequently in the news. Harmful algal blooms like the one that cost Toledo, Ohio, its drinking water last summer, fish kills like the one recently reported off Long Island, and the much-discussed dead zone in the Gulf of Mexico are all fed by phosphorus, nitrogen, and other contaminants found in the untreated sewage that, according to EPA estimates, flows out of America's treatment plants during the 23,000 to 75,000 sanitary-sewer overflows that happen per year.

The causes of these water-quality issues are complex, because the same pollutants can be washed into surface water from agricultural land, industrial sites, and fertilized lawns dotted with pet waste, but the 3 to 10 billion gallons of untreated waste released from our sewage-treatment plants per year cannot help but have an impact.⁸

⁷ <https://www.ibisworld.com/industry-statistics/market-size/septic-drain-sewer-cleaning-services-united-states/>

⁸ <https://www.theatlantic.com/technology/archive/2015/09/americas-sewage-crisis-public-health/405541/>

The Septic Industry General Facts

Each time a toilet is flushed, water is turned on or you take a shower, the water and waste flows via gravity through the plumbing system in your house and ends up in the septic tank. The treatment of water and wastewater plays an important role with the growing concern for water sustainability, and the protection of public health and the environment.

Prior to 1905, the standard method of liquid waste disposal was an outhouse or to install a pipe from the house to the closest water body and let it all go downhill. After discovering this method of wastewater disposal pollutes our waterways, causes disease and can be lethal to humans and animals, newer methods were created.

A septic system is a method of dealing with household or business property wastewater in areas where public sewers are not available. An on-site wastewater treatment system collects, treats and applies wastewater to the soil. Essentially, there are two types of septic systems:

- ⊕ Conventional Septic- a simple or traditional concrete or plastic solids filter vault, discharging water to a large distribution network known as a drain field
- ⊕ Aerobic Septic System- a multi-chamber water/wastewater treatment process, discharging treated water to a sprinkler system or can be reused as grey-water

The Company estimates that the residential, commercial & industrial septic tank business segments of the U.S. domestic liquid waste industry generate approximately \$40 billion in revenues annually. There are up to 30 million septic systems in the US, now tracked at the state level. There are approximately 25,000 service providers currently in the septic tank segment of the liquid waste industry and, of these service providers, approximately 75%, generate less than \$500,000 of annual revenues.

Septic service providers often provide waste transport & disposal for the rapidly growing RV and mobile park industry who many have small batch plant wastewater systems or large septic holding tanks. Moreover, other septic services seldom tracked involve removing septic from marine or cruise ships and airlines. In other liquid waste business segments such as oily wastewater, bulk transportation and used oil services, competitors tend to be larger and more regional in terms of their operations and services generally are scheduled.

The Company believes the septic waste industry will continue to grow based on increased waste from a growing population and general economic conditions that are

driving new building demand and industrial production and the related need for septic services. Moreover, increased environmental regulations are becoming stricter.

NOWRA (National Onsite Wastewater Recycling Assoc.) tracks the growth and size of the septic waste industry, reporting the permitted installations in the US. In Texas alone, over 54,000 aerobic tanks were installed in 2021 with over 285,000 aerobic septic systems installed in 2021 across the US. Traditional conventional septic systems represent up to 80% of the existing onsite waste systems, many were not tracked and often poorly maintained. Since the introduction aerobic septic systems in the late 1990's, aerobic is one of the fastest growth types being specified & installed.

Today, up to 30% of the households and businesses in the US depend on individual onsite or small community cluster systems (septic systems) to treat their wastewater, with 25 states reporting up to 40% and 2 states reporting over 55%. These systems are used to treat and dispose of relatively small volumes of wastewater, usually from houses and businesses located in suburban and rural locations not served by a centralized public sewer system. Surprisingly, many of the large industrial refinery, chemical & power plants and manufacturing facilities across America never connected to a public sewer network and contain numerous septic systems.

The septic industry is experiencing rapid expansion, exceeding 28% growth in many markets, impacted by commercial and residential suburban and rural expansion related to the COVID pandemic, real estate developer's preferring onsite septic wastewater systems when public sewer lines are not available or cost prohibitive, and the limitation of public funding to expand public sewers to fast growth areas surrounding major cities. Today, economic construction benefits are enhanced by the aerobic septic tank that treats the water flow, and utilizes very little land space, allowing home builders to offer an affordable waste solution that can be "rolled into" the buyer's mortgage, eliminating the high cost of public sewers. Moreover, aerobic septic and conventional septic tanks are being recognized for water & environmental sustainability- septic systems can use up to 60% less water than being connected to a public sewer.

We work to protect water resources and promote the economic, environmental, and public health benefits of septic systems.

Water is becoming a concern throughout the world. As more governments grasp the reality of population growth coupled with inadequate or nonexistent infrastructure, they understand the advantages of a decentralized septic waste systems.

COVID-19 has created a water & sewer dynamic where people who once left home to work during the day are now home working remote and consuming more water or flushing more often. As result, septic systems and drainage networks are experiencing a heavier burden, causing more frequent service needs and service emergencies.

Water Value (Aerobic Septic Systems)

Septic systems can impact local drinking water wells or surface water bodies. Septic systems historically use up to 70% less water compared to public sewer connections, traditionally based on conservative human behavior, since septic owners use a well source for water. Most conventional septic systems use the underlying soil to help treat wastewater. This approach often leads to a number of health and environmental risks, including soil erosion, water runoff, and aquifer contamination. With an aerobic septic system, it's possible to avoid all of these septic-related dangers.

Unlike with traditional water treatment technologies, an aerobic septic system uses a living bacterial ecosystem to remove up to 99% of all contaminants. Thereafter, it releases highly treated water to:

- ✦ Sprinkler- back into the ground, pumped to an irrigation system
- ✦ Greywater- back to the building, pumped to a toilet system

An aerobic septic system REDUCES water consumption, REUSES treated effluent and RECYCLES water to conserve and recharge our groundwater. It provides the cutting-edge solution to chronic water shortages and reduces energy costs of water and wastewater treatment. The system efficiently treats incoming wastewater to the highest level for restricted indoor and unrestricted outdoor use.

Penalties for Non-Compliance

The EPA has given states enforcement authority. Under state septic system laws, a homeowner or business can be prosecuted for deviating from the approved installation plan or maintenance agreement. He or she can also suffer legal penalties for using an inadequate septic system. Site evaluators, installers, and apprentices can face license revocation for any of the following offenses: Falsifying information or documentation. Failing to use sound, professional judgment in performing their jobs. Violating applicable regulations or state laws. Being found guilty of any other forms of deceit or fraud in the commission of their duties.

Green Technology and Sustainability Market in the USA

The global green technology and sustainability market size was valued at \$10.32 billion in 2020, and is projected to reach \$74.64 billion by 2030, growing at a CAGR of 21.9%

from 2021 to 2030. Green technologies include eco-friendly solutions that result in economic and social sustainability. It is widely known as clean technology production, where the energy is produced as an alternative natural fuel that is less harmful to the environment than fossil fuels. Furthermore, the major goal of green technology is to protect the environment as well as to repair the past damages done to the environment. In addition, various governments across the globe are investing heavily in green technology to conserve nature and to reduce the negative impact on the environment, which is boosting the growth of the market. In 2025, the market for global sustainable water management market is expected to be worth around 982 billion dollars.

Use of IoT for Centralizing Processes to Spur Market Growth

The internet of things ecosystem is becoming prevalent in developed and developing economies owing to its ability to monitor and track metrics successfully. Emergence of smart grids, biometrics, and sensors can provide a viable opportunity for the green technology and sustainability market. Smart sensors can be utilized in the agriculture sector to gauge quality of soil, weather conditions, and crop performance in order to assess demand forecasts for seasons. RFID and sensors can be used in combination to provide recycling, waste management, energy-efficient production, and others.

Modernization of IT Infrastructure and Stringent Building Regulations to Propel Market Demand

The focus of companies to encourage sustainability to lower challenges of climate change and reduce energy consumption can drive market growth. Corporate practices encouraging modular construction, lower business risks, and delivery of new technologies can spur market growth. Increasing consumer awareness of new government regulations as well as policies for sustainability can drive the market.

Blockchain Technology to Dominate the Market

Based on technology, the global green technology and sustainability market has been segmented into security, blockchain, Internet of things (IoT), artificial intelligence (AI) and analytics, digital twin, and cloud computing. The blockchain technology is set to dominate market demand over the forecast period due to transparency in data and security of data. Maintenance of green grids by optimizing renewable energy can bode well for the segment.

Green Building to be Leading Market Application

Based on application, the green technology and sustainability market has been segmented into weather monitoring and forecasting, soil condition/moisture monitoring, green building, water purification, carbon footprint management, water leak detection, fire detection, crop monitoring, forest monitoring, air and water pollution

monitoring, and sustainable mining and exploration. Green buildings are likely to be developed in the coming years owing to sustainability targets and efforts by countries in lowering carbon emission levels. Existing innovation and sustainability R&D concepts are being further developed and applied to future paradigm parameters, such as the generation of extremely consistent recycling management approaches. Transformative innovations that link organizational and technological solutions help develop new patterns in Production Consumption 3.0, a transformation increasingly being in demand from politics, research, economy, and industry to achieve the necessary drastic reductions in the ecological footprint of human economic activities.⁹

4.3 Market Trends

Water is becoming a concern throughout the world. As more governments grasp the reality of population growth coupled with inadequate or nonexistent infrastructure they understand the advantages of decentralized water management and realize that the 'old' solutions are not always the right approach.

Onsite/cluster/distributed systems support a growing economy and address wastewater infrastructure issues while improving water quality and providing treatment capacity. Their use complements existing infrastructure in situations where centralized sewerage is impractical, unaffordable, or water reuse is desired.

The Goal of the Model Framework

Achieve sustainable development while protecting human health and environmental quality. Transformative change over how we relate to our water resources is upon us. Rising demands for responsible investments, water conservation, environmental protection, and community involvement are changing 'business as usual' worldwide. Forward-thinking businesses are staying competitive by adapting to new expectations and developing triple bottom line approaches. These drive efficiency and innovation, build brand reputation and recognition, cut costs and improve profitability

Water Efficiency and Optimisation

FLUSH is focused on using technology and data intelligently to optimize decision making in the water & wastewater industry. Through innovation, creativity and practical experience, we assist our clients to deliver a more sustainable and cost-effective approach to the useful management of data, operation of strategic assets and optimized water & sewer networks. We are experts in our respective fields and

⁹ <https://www.globenewswire.com/en/news-release/2021/10/26/2321092/0/en/Green-Technology-and-Sustainability-Market-to-Hit-USD-36-4-Billion-at-a-CAGR-Of-21-04-by-2026-Report-by-Market-Research-Future-MRFR.html>

collaborate extensively with technology partners, engineering consultants and main contractors or service providers.

Modern flush toilets have revolutionized the way humans live, but using fresh water for waste conveyance needs to end, replaced by recycled water. The new aerobic septic systems treat water for reuse, disrupting the future of centralized sewer networks. As water inflow cost continue to increase due to sewer outflow costs, real estate developers will promote flush toilets that use recycled greywater systems.

Flush Idea: Sewage Can Help Track Pandemic Virus Trends

Health officials say they can track the course of a community outbreak of the new coronavirus by studying the waste flushed from its bathrooms. Sewage can be used as “a mirror of society,”. The sewage monitoring data can also help gauge the effect of changes in measures to fight the virus spread. With monitoring sensors, readings from sewage pump lift stations can serve more localized areas.

Flush Toilet Biometrics. The idea is that sensors in the toilet could analyze urine and fecal matter and track your bodily changes to provide useful health information or warn of any problems.

Everyone poops. Let’s just get that out there in the open. Toilets get rid of our waste so we can live in relatively sanitary societies. Adequate sewage systems and water treatment facilities that remove waste from our homes, process it and return clean water back to us are a hallmark of a developed society.

4.3 Target Market Description

FLUSH is a Houston-based, sustainability company deploying smart water & drain flow data technology, supported by subscription-based field maintenance & monitoring services that manage critical utility assets for property owners. Our core customers are both residential and commercial property owners in Texas. We are also targeting airports, restaurants, municipalities, community associations, MUD Districts, marine ports & ships, other industrial facilities etc. in Texas. Detail market is given below:

Demographic of Residential Property Owners in Texas

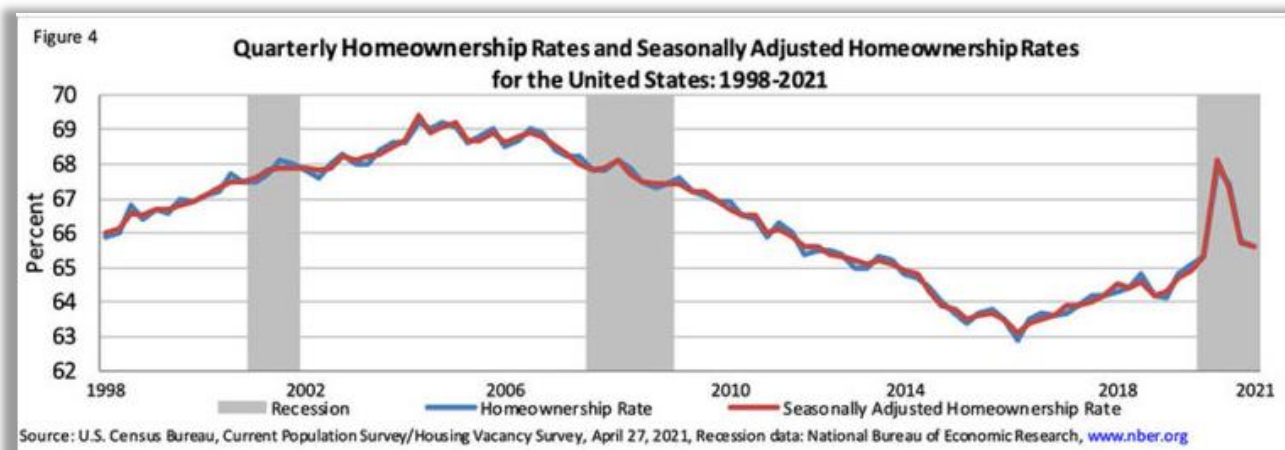
The real estate market is booming in Texas right now. The number of homeowners has risen rather dramatically in the past year, both in Texas and across the rest of the country. The percentage of houses occupied by their owners has stayed fairly steady in recent years, which suggests that more people are renting homes as well as buying them. The dream of homeownership looks very different for different people. Younger

people may not understand owning a home as a realistic prospect in their near future. Statistics about high sales prices for homes might tend to encourage that view, but many programs are available to help people who want to own a home. As of then, the nationwide homeownership rate is approximately 65.6 percent. Texas is slightly below the national rate, at 64.8 percent.

For major metropolitan areas in Texas, the rates are as follows:

- ✦ Austin-Round Rock: 64.6 percent
- ✦ Dallas-Fort Worth-Arlington: 63.7 percent
- ✦ Houston-The Woodlands-Sugar Land: 65.6 percent
- ✦ San Antonio-New Braunfels: 62.9 percent

The Census Bureau estimates the total number of “housing units” in the country to be a bit over 140 million. Of those, about 124 million are occupied, and about 81 million are occupied by the owners.



The homeownership rate can fluctuate by season, and it has varied rather widely over time. In the past twenty years, it reached a high of 69.1 percent in 2005, and a low of 63.5 percent in 2016.

How many people rent and how many people own homes?

The homeownership rate can give us an idea of how many people own their homes versus how many people rent. Of the approximately 124 million occupied homes in the country, 81 million are occupied by the owners, and 43 million are occupied by renters. Another 16 million or so remain vacant. As of the end of last year, about 85 million individuals or families owned their homes. About 41 million rented, and another 1.5 million occupied their homes without paying cash rent.¹⁰

¹⁰ <https://woodgroupmortgage.com/articles/latest-statistics-homeownership-america>

Homeownership Distribution by Age

- ✦ Under 35 years of age: 38.1 percent
- ✦ 35-44 years: 62 percent
- ✦ 45-54 years: 69.4 percent
- ✦ 55-64 years: 75.7 percent
- ✦ 65 and up: 79.3 percent

Texas' median home price rose year-over-year by more than 4% in June to \$249,100. Austin's median price was the highest in Texas at \$324,700. And the Dallas-area had a median sales price of \$298,800. Fort Worth and Houston's median home purchase price at midyear was \$250,000. And in the San Antonio area, a mid-priced home cost \$240,800.¹¹

Commercial Property Owners in Texas

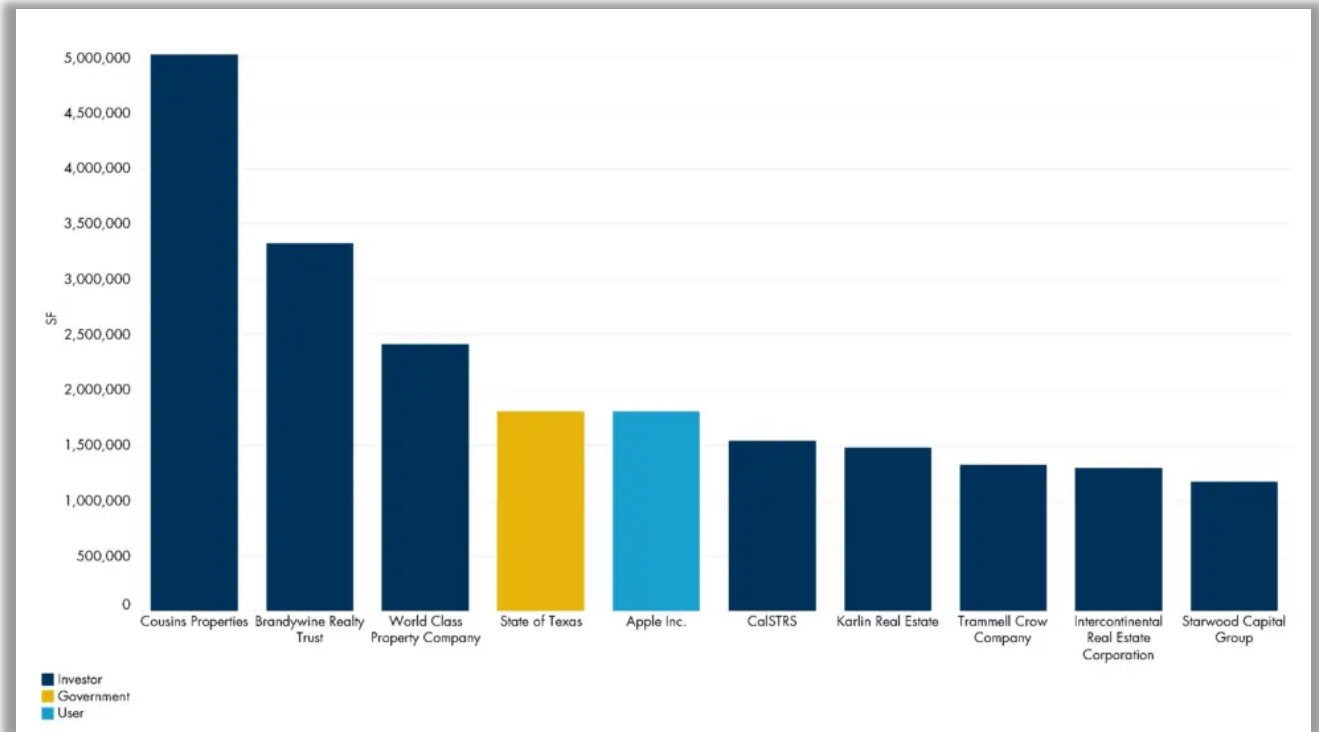
There are total 4,788,398 commercial properties in Texas. Austin's total existing and under-construction office market is composed of 108.3 million sf across 3,675 buildings. To put that in perspective, the total land area of Downtown Austin, UT Austin and West Campus combined only totals roughly 70 million sf. The Domain, between Mopac and Burnet Road, is only 17 million sf of land.

Needless to say, 108.3 million sf is a lot of office space. Those properties are split between roughly 2,000 different owners who, on average, control 54,140 sf of space each. That said, there are a few owners who have gone well beyond that average.

The top 10 owners of Austin office buildings control a significant amount of existing and under-construction space (about 20% of the total market). These groups are owners of some of the most prestigious and notable properties in Austin, ranging from downtown towers to massive corporate campuses.¹²

¹¹ <https://www.dallasnews.com/business/real-estate/2020/08/12/texas-homeownership-hits-record-high/>

¹² <https://aquilacommercial.com/learning-center/who-owns-the-most-office-space-in-austin/>



How many airports are there in the Texas?

Texas has 730 airports, the second most in every state in the country. According to Dallas / Fort Worth International Airport (DFW), it is the largest airport in Texas and the second largest airport in the United States in terms of size and passengers. In 2020, there were 59 airlines in the United States, of which 18 are classified as major carriers with over one billion U.S. dollars in revenue.¹³

How many restaurants are in Texas?

In 2019, there were 69,670 eating and drinking place locations in Texas. Based on those figures, projected sales in Texas's restaurants in 2021 will be \$72.4 Billion. Restaurant and foodservice jobs in Texas for 2021 equal 12% of the employment of the entire state.

Number of Municipalities are in Texas

As of 2019, Texas municipalities include 966 cities, 232 towns, and 22 villages, although these names have no specific designation in law. The Seven Regions of Texas. Texas is big and bold. The diversity of the state allows visitors to combine outdoor adventure

13

<https://www.wrightrealtors.com/links/airports/texas.htm#:~:text=Texas%20has%20730%20airports%2C%20the,terms%20of%20size%20and%20passengers.>

activities in the myriad of national and state parks, or experience the Wild West and cowboy lifestyle followed by some time in one or more of Texas' premier cities.¹⁴

Number of MUDs are in Texas

A Municipal Utility District (MUD) is one of several types of special districts that function as independent, limited governments. The purpose of a MUD is to provide a developer an alternate way to finance infrastructure, such as water, sewer, drainage, and road facilities. There are more than 900 MUDs in Texas, with many of them sitting outside city limits in extraterritorial jurisdictions (ETJ) where municipal services are not provided.

How many HOAs are there in Texas?

Texas has about 25,000 to 30,000 property owners associations, according to an estimate from national data prepared by the Community Association Institute (CAI), a national organization that represents HOAs. CAI estimates the number of U.S. community associations in 2019 is between 345,000 and 347,000.¹⁵

Number of Plumbing Contractors in Texas

There are approximately 35,300 licensed plumbers in Texas. As of 2019, there were 115,737 plumbing companies in the US. Business in the plumbing industry is widespread and competitive: no single plumbing company accounts for more than 1% of overall industry revenue.¹⁶

Number of Plumbing Contractors in Texas

With 16 Texas seaports, 26 commercial airports and the nation's largest network of freight rail and public roads, Texas offers international companies approximately 29 ports of entry. Texas currently has 29 official U.S. ports of entry, more than any other state, according to the CBP website.

Industrial Sector in Texas

Like the rest of the United States, the largest employment sectors in Texas are retail trade, professional services, leisure and hospitality, and health care.

4.4 Competitive Analysis

FLUSH competes with a significant number of other septic, sewer & drain service providers. Competitors compete primarily on the basis of proximity to collection operations, disposal costs, fees charged, quality and cost of service. FLUSH must

¹⁴ <https://www.tml.org/>

¹⁵ https://www.cmamanagement.com/uploaddocs/cma/website/facts_links.asp

¹⁶ <https://www.punctualplumberdallas.com/blog/plumbing-by-the-numbers/>

compete with some competitors who may own & operate a permitted liquid waste facility, have special access to a private wastewater plant or have received a permit to land apply septage.

Future technological changes and dewatering innovations may result in a reduction of the amount of liquid waste transported or in alternative methods of treatment and disposal being developed. FLUSH also faces competition from marine or airline customers that may seek to enhance and develop their own methods of disposal.

FLUSH will be at a disadvantage in competing against service providers that are better capitalized, have greater name recognition, have more background and experience, have greater financial, technical, marketing, and other resources and skills, have better facilities and are able to provide services or products at a lower cost than FLUSH. New competitors may enter FLUSH's markets due to the low barriers to entry in the septic waste industry. As a result of these competitive factors, there can be no assurance that FLUSH's growth and strategy will be successful or that FLUSH will be able to generate cash flow adequate for its operations and to support future acquisitions and internal growth.

In addition to internal growth, the growth of FLUSH may depend on its continued acquisition of septic service providers. Most competitors sell based on retirement, no continuation plan by family members, inability to grow due to poor pricing model & labor shortages or operational challenges due to stricter regulatory enforcement.

FLUSH expects competition to exist in the industry to acquire these candidates, which may limit the number of acquisition opportunities and may lead to higher acquisition costs. Acquisitions of these entities entail various risks, including failure of the acquired service providers to achieve expected results, diversion of management's attention, failure to retain key personnel of the acquired service providers and risks associated with unanticipated events and liabilities. All of these risks may have an adverse effect on the ability of FLUSH to make additional acquisitions and on its business condition and results of operations. Any complementary businesses that are acquired also may not be successfully integrated.

5.0 Strategy and Implementation Summary

5.1 Competitive Edge

- ✦ Flush is a sustainability technology platform, offering software-based, smart water & waste solutions for homes, buildings and businesses
- ✦ We provide cost containment, and sustainable outcomes through long-term contracts
- ✦ FLUSH different, is the fact that it will build what it believes to be the only end-to-end water and wastewater network that combines physical service with software to homeowners, commercial building owners, and businesses.
- ✦ Our FLUSH infrastructure sustainability platform is now being mentioned in the press as the "poop industry" or the "poop & pee industry"- water, septic, sewer and drain, is very resilient and recession-proof.
- ✦ We integrate software and service in a water & waste infrastructure space that remains so manual. We are digitizing water & waste flow- a "poop & pee industry flush with opportunities.
- ✦ FLUSH delivers the green-tech future of water & drain flow solutions to building owners and businesses. Water, energy and sewer costs are linked, so to optimize building performance, data flow transparency is an economic and environmental necessity. We believe where water flows, data flows, and financial power flows.
- ✦ FREE Data to Local Govt.-Several members of our team are IT and data-driven, all believing in the future of the Internet of Things (IOT) sensors & monitoring. We discussed how many counties do not have the budget to track or enforce the septic industry, wastewater & water quality or quantity flow data. Many counties only respond when a complaint is made. Our platform can offer this digital data FREE to local or state government.

5.2 Our Business Strategies

Flush is focused on:

- ✦ Differentiating FLUSH by offering software & IOT sensor & surveillance technology
- ✦ Digitizing mission-critical assets, subject to regulations, in the water, drain and the septic waste industry needed by private property owners.
- ✦ Working to protect our environment, promote sustainability and ensure compliance with environmental regulations.
- ✦ Promoting proactive versus reactive environmental services.
- ✦ Building dominant, branded, national positions in select lines of business.

- ✦ Offering both technology & innovation with our specialty maintenance services to differentiate the Company from its competitors.
- ✦ Building a highly qualified company-wide management team.
- ✦ Growth from new programs
- ✦ Promote specifying of the FLUSH brand to state and local county government
- ✦ Partnership and affiliate related growth
- ✦ Technology and Internet information services

5.3 Target Market Segmentation Strategy

The Company serves residential & commercial properties, airports, industrial facilities, community associations, MUD Districts, municipalities, consulting engineers and specialty mechanical & plumbing contractors. FLUSH customers include single-family homes, businesses, airports, shopping malls & retail centers, multifamily apartments, office buildings, hospitals & senior living, hotels & restaurants, schools & universities, warehouses & distribution centers, stadiums & convention centers, amusement parks, industrial & manufacturing plants, cruise & marine ships, RV & mobile home parks, truck centers & car dealerships and military bases.

We have segmented our target market based on our four maintenance and monitoring revenue brands:

1. **FLUSH – Septic:** FLUSH is our first revenue brand. It is a premier sewer technology service offering innovative sewer, septic, and drain services. We have a customer-centric, safety culture, offering value and best practices and delivering ethical diagnostics. In this segment, we will target the residential, commercial, industrial, airline, and marine sectors. When no one else can solve a problem or a client requires new ideas, property managers, mechanical contractors, and plumbing companies frequently contact us. Septic systems are required for an efficient and sanitary way to process wastewater from homes, businesses, and any commercial establishment and need proper designing, installation, and maintenance. This is our main segment, and we will generate 40% of our business revenue from it.
2. **DRAIN – Subscription Drain Flow:** Our second revenue brand is DRAIN. In this segment, we will target multifamily, future hotels, and senior and student living in single apartments. Sewers and drainage systems are integral parts of any home, commercial building, or business. At Draintech, we employ smart technologies. Residents can communicate 24/7 about their drainage needs or water concerns. Our advanced drain technologies include mobile apps, sensors and monitoring devices, inspection cameras, and modern drain cleaning and sewer jetting equipment. We will generate 30% of our revenue from this segment.

3. **PUMP – Lift Stations:** Our third revenue brand is Pump. A lift station, also called a pump station, is an underground pit (called a "wet well") that's connected to the underground sewer network and equipped with special pumps, electronics, water leveling, and a monitoring system. Water movement is a mission-critical drainage need for property owners. Lift stations are remote, underground pumping assets designed to help control the drainage flow of stormwater and wastewater. In this segment, we will target commercial, industrial, and homeowner associations (HOA). We will generate 20% of our revenue from this segment.
4. **FLOW – Meters & Backflows:** Our third revenue brand is FLOW. Protecting corporate brand and property is essential in today's digital world-word spreads fast. In fact, if the main sanitary sewer line, any storm and landscape drains, or lift station pumps become clogged, a commercial building and its parking lot will risk flooding, create nasty odors, stir up unhappy clients or tenants, and might cause extensive property damage or liabilities. In this segment, we will target commercial building owners and generate 10% of our business revenue.

Flush does not target the public utility market, but targets the "end user", private building or business owner who must contend with:

- 1) The rising costs of water (up to 70% of the water bill is sewage costs)
- 2) Cities with funding shortfalls tend to overbill up to 40% those commercial buildings who do not verify accurate water flow (cities control the meter calibrations)
- 3) Increased waste & sewer regulations

The Company believes by developing and marketing subscription-based service programs, blending IOT monitoring technology with specialty asset maintenance field services, the Company will increase market share and achieve internal growth. However, these programs are in their early implementation stages or are still being developed and there can be no assurance that the Company will achieve these objectives

In today's world, the sustainability industry is taking a boom against all other environmental related industries. This increases the demand of wastewater technological market. We will communicate with our customers by:

- ⊕ Face to Face
- ⊕ Phone calls and text messages
- ⊕ Email
- ⊕ Video Conferencing - where necessary

With full collaboration with their teams, our revenue-centered strategies will realize their real potential. We will give them a consistent brand image across social media. We will employ cutting-edge techniques to design their social pages and properly position their brands. We'll be there to provide any other services they need to boost their client base. We will keep their existing clients engaged while generating new ones.

5.3 Marketing Plan

We will implement the following marketing plan:

Business Website

A business website serves as the most essential tool for marketing. It will bring our clients in contact with us and serve as the advertising board for our offerings. Very cost-effective, it will reach millions of clients nationally and internationally. Our marketing strategy will lead the contents displayed here.

SEO (Search Engine Optimization)

Search engine optimization (SEO) has to be employed as it will bring our website at the top positions in natural search queries on widely used search engines like Google, Yahoo, and MSN. It will enhance the visibility of our website. It will make our website not only easy to locate but also easy for customers. It is the most popular form of targeted marketing as it brings people who look for what we are offering. Our web pages shall be optimized both 'On' and 'Off' page.

Facebook

Facebook is the most viral social media platform that provides the much-targeted audience to business. It provides a perfect opportunity to share and market services and build the customer base. Facebook offers a place for all formats: texts, videos, and images, meaning that the possibilities are infinite. Facebook is currently the social network with the greatest diversity of actions. We will create a Facebook page for the business. Through this, we will provide the link to our website. We will also post contents related to our unique business features and benefits to our clients. This platform is more helpful to target residential property owners in Texas.

LinkedIn

LinkedIn isn't just a place for personal promotion and career networking — businesses can do a lot on the professional network. LinkedIn Resembles Facebook, but with a targeted audience that companies can take advantage of. The best part: many of the solutions for increasing the presence of our business on LinkedIn are free and easy to use. We will create an account on LinkedIn and add as much like people in our profile.

We will upload information about our business and upload contents related to our business. We will also deliver messages to people and tell them about our key services. Through this, they will be interested in our company. This platform is more helpful to target commercial property owners, businesses, municipalities etc. in Texas.

Explainer Video

To introduce and promote the FLUSH platform different explainer videos has been created through the application. By this approach we have targeted our key clients.

Referral Marketing

Positive customer testimonials and reviews are one of the most active forms of advertising and can be a crucial decision point for potential customers. Satisfied customers are incredibly inclined to discuss their experiences with friends, families, and colleagues; thus, resulting in lead generation for FLUSH.

Word-of-Mouth

Being a solution-driven customer support company, it is expected that FLUSH's further penetration and control of market share would be aided via marketing strategies that can wholesomely inform prospective customers about the service. More so, the founders' wealth of experience and exposure to a broader social, business, and industrial network would help to create further awareness about the company's online service by using the most effective marketing tools. In an attempt to carve a niche and position the website as a brand of worth in the operating environment, word of mouth and direct selling may be the most effective marketing tools to be explored. A direct marketing approach will help to sell the existence of FLUSH with absolute confidence, while the word of mouth approach helps to spread the inherent distinction and benefits in the company's offerings to target markets. FLUSH shall invest in inter-personal relationships; efforts as warmth greetings and an open-ended question about how to serve customers better shall top the company's strategies in maximizing word-of-mouth advantage.

Septic Signage

Flush will manually install a large number of physical signs during our septic service launch. The septic service industry is a very localized business model, often having a logistics range of 100 miles. As a result, due to conventional septic tanks being cleaned every 3-5 years, it has historically been a service decision made reactively when toilets don't flush. Prior to the internet, traditional septic service companies installed local signs in their service territory. This practice remains very popular today, even with aerobic maintenance conversions or repairs

Specifying

Flush will take a proactive marketing approach with all local county & municipal governments. Becoming "specified" as a professional service provider is growing. Our offer to provide FREE aerobic maintenance subscription data will help build a stronger relationship. Every county across America struggle with managing the septic industry operating within their jurisdiction. Managing septic installations or collecting septic industry data on waste flow and transportation or repairs is a challenge due to minimal enforcement budgeting.

Direct Mailing Program

When targeting clients, we believe this strategy gives us absolute control over the presentation of our marketing message. It provides us with an opportunity to close the deal right then. It is not only cost-efficient but can achieve quite a level of personalization and customization as well. When clients open it for a minute or so, it will receive their undivided attention.

Sponsorships

Marketers regard a sponsorship as a fast-growing marketing strategy which increases visibility and helps build a firm reputation and brand image. It will erect for us what is needed the most and what is the credibility of our services. It will generate goodwill which can't be easily copied by our competitors. We will try to use university events for sponsorships to defray surging costs.

Online Campaigns

Online campaigns (also known by the name of online activism, digital campaigning, cyber activism, and e-campaigning) employ blogs, social networks, mobile tools, emails, marketing databases, podcasts and websites to name a few. Blogs are never dead. They densely occupy the World Wide Web. We shall ensure that our website is secured and backed up regularly. We'll test run every path and link before launching it. With the help of social media, we'll go where our customers are. By applying Google analytics, our campaign manager will be well informed that who is accessing our website and when and from where. Customization and personalization are exceptionally made easy using digital channels. We'll gain the edge by resorting to well written personalized content.

5.4 Marketing Programs

One in five U.S. homes & businesses have septic systems. If a septic system is not properly maintained this may be risking a family's health, hurting the environment, and flushing thousands of dollars down the drain. FLUSH intends to develop new proactive service programs in several of its key revenue streams or business lines. In many cases,

one commercial building may require all of our utility maintenance & monitoring services as a package program. The Company believes it can successfully implement these programs and create internal growth to reduce the need to acquire companies in new markets. However, there can be no assurance that the Company will achieve these objectives.

- ✦ **SepticSmart**- our aerobic septic maintenance monitoring & alarm offer to help make smart septic systems part of the modern lifestyle:
 1. Monitoring- for peace of mind
 2. Compliance- for our environment
 3. Diagnostics- for reliable operation
- ✦ **SepticSafe**- our private label, FLUSH bamboo-based, toilet paper product & numerous other septic products to keep septic systems healthy
- ✦ **FlushSpecify**- our water & waste software & service platform, targeting local counties to promote specifying our SepticSmart monitoring, providing FREE flow data to county. Our goal is to promote FLUSH to subdivision developers and homebuilders.
- ✦ Flush is the digital challenger to the status quo in water and waste flow and recycling. The data we aggregate on our platform offers a single source of truth to drive the circular economy

5.5 Sales and Publicity Strategies

- ✦ Introduce our business by sending introductory letters alongside our brochure to individuals, households, manufacturing companies, facility managers, corporate organizations, airlines, seaports, municipalities, MUD Districts and other key stake holders.
- ✦ Promptness in bidding for our green technology and sustainable wastewater services contract from the government and other cooperate organizations
- ✦ Advertise our business in relevant business magazines, newspapers, TV stations, and radio station.
- ✦ List our business on yellow pages ads (local directories)
- ✦ Attend relevant international and local expos, seminars, and business fairs et al
- ✦ Create different packages for different category of clients in order to work with their budgets and still deliver excellent services
- ✦ Leverage on the internet to promote our business
- ✦ Engage direct marketing approach
- ✦ Encourage word of mouth marketing from loyal and satisfied clients

6.0 SWOT Analysis

The following analysis highlights the internal strengths and weaknesses of our organization and the opportunities and threats facing the business in our external environment. We must work to improve our areas of weaknesses. Business strengths must be leveraged to capitalize on external opportunities as they arise and contingency plans have been formulated to deal with threats presented by the environment.

Strengths

- ✦ Our strength is our sphere of influence; we provide a wide range of services on one platform.
- ✦ We are a sustainability company deploying smart water and drain flow data technology, supported by subscription-based field maintenance and monitoring services.
- ✦ Our core strength lies in the power of our team. Our management team has worked together in the water, plumbing, and sewer, and liquid and oilfield waste industries since 1987. Our team's journey together has been in a national HVAC/plumbing IPO, a liquid waste/sewer IPO, a leading national environmental group, and in the oil & gas industry.
- ✦ Our go-to-market strategy is to accelerate revenue quickly by monetizing the profitable septic market.
- ✦ Flush delivers a green-tech future of water and drain flow solutions to building owners and businesses.
- ✦ We are a learning organization and consistently improve services based on customer feedback.
- ✦ We have a highly credentialed area of service.

Weaknesses

- ✦ The main weakness of a sound business model is lack of funding. If funding is secured, the long-term prospects for the success of FLUSH are nothing less than exceptional
- ✦ Brand name not established, several national strong brands operate in the market
- ✦ The difficulty of generating brand equity with a limited marketing budget

Opportunities

- ✦ Participation within a stable, growing industry
- ✦ Market has huge growth potential

- ✦ We have opportunity to earn high ROE & ROIC because of the niche we are going to operate in. If we serve the market right we may grow to become market leader
- ✦ New opportunities in expanding operations are available and market posts a high CAGR
- ✦ If we serve the market right we may grow to become the market leader

Threats

- ✦ The threat of new entrants in the already competitive market
- ✦ Financial and strategic failure may restrain expansion & hamper operational efficiency

7.0 Operational Plan

Business Location

The business is based in Houston Texas.

Business Property; FLUSH intends to lease or acquire a service center facility in Northeast Houston. Currently, SEWER Tech is operating from a low-cost RV storage facility in Porter, Texas leased month-to-month for a current rate of \$320 per month.

Customers: FLUSH's customers include residential homeowners, commercial buildings & businesses, industrial facilities & manufacturing plants, marine ports & ships, airlines & airports and military bases. The most common commercial customers would include restaurants & hotels, hospitals & senior living centers, office buildings & industrial parks, multifamily apartments, shopping centers & retail buildings, schools & universities, warehouses & distribution fulfillment, stadiums & convention centers, municipalities, auto and truck service centers and general businesses.

Legal Proceedings: No legal proceedings exist, none historically. FLUSH may become involved in litigation and claims arising out of the ordinary course of its business.

Insurance: While the Company maintains insurance, such insurance is subject to various deductible and coverage limits and certain policies exclude coverage for damages resulting from environmental contamination. An uninsured claim, if successful and of significant magnitude, could have a material adverse effect on the Company's business, results of operations and financial condition.

Credit Terms: The credit terms involve the time period, and the company does not allow the credit terms of more than one month.

Government Regulations and Environmental Matters: FLUSH is subject to rules and regulations of various federal, state and local governmental agencies. Environmental laws and regulations are, and will continue to be, a principal factor affecting the marketability of the services provided by FLUSH. Any changes in these laws or regulations may improve or affect the operations of FLUSH by imposing additional regulatory compliance costs on FLUSH.

The Clean Water Act of 1972, as amended in 1987, establishes water pollutant discharge standards applicable to many basic types of manufacturing plants and imposes standards on municipal sewage treatment plants. The Act requires states to set water quality standards for significant bodies of water within their boundaries and to ensure attainment and/or maintenance of those standards. Most industrial and government facilities must apply for and obtain discharge permits, monitor pollutant discharges, and under certain conditions reduce certain discharges.

The Safe Drinking Water Act, as amended in 1986, regulates public water supplies by requiring the EPA to establish primary drinking water standards. These standards are likely to be further expanded under the EPA's evolving groundwater protection strategy which is intended to set levels of protection or clean-up of the nation's groundwater resources. These groundwater quality requirements will then be applied to RCRA facilities and CERCLA sites, and remedial action will be required for releases of contaminants into groundwater.

The National Pollutant Discharge Elimination System ("NPDES"), a program promulgated under the Clean Water Act, permits states to issue permits for the discharge of pollutants into the waters of the United State in lieu of federal EPA regulation. State programs must be consistent with minimum federal requirements, although they may be more stringent. NPDES permits are required for, among other things, certain industrial discharges of storm water.

To the extent that demand for our services is based upon the need to comply with these regulations, any modification to these regulations has historically increased the demand for our services and will likely improve FLUSH's business condition and results of operations. Additionally, if new environmental legislation or regulations are enacted or existing legislation or regulations are amended or enforced differently, FLUSH may be required to obtain additional operating permits, registrations or approvals.

Environmental compliance

Given that the success of the firm is rooted in the demographics of the local market, expansion must be done very carefully. This business model will most likely grow through the opening of new facilities in new markets. Once the enterprise has reached its maximum geographical limit under the current management. The most probable target market for this expansion strategy would be home owners specifically realtors. In addition, our business model will provide a first-mover advantage. This is an easy business model to copy, but a first mover can establish a strong enough foothold into a given market so that it will continue to provide a solid cash flow even if competitors move in.

- ✦ This company will be incorporated to protect the owner from personal liability. Succession will come at the discretion of the board.
- ✦ Problems generating visibility
- ✦ Overly aggressive and debilitating actions by competitors.
- ✦ Determining that the business cannot support itself on an ongoing basis.
- ✦ Having to liquidate equipment to cover liabilities
- ✦ Frequent climate changes are the major factor of property maintenance industry

COVID-19 Pandemic

The COVID-19 pandemic changed how we work & live, causing more people to remain home or work remote. As a result, there has been more water usage and toilet flushing. Septic systems have essentially had double or triple usage; thereby, increasing the maintenance and repair service frequency. With more remote work, homeowners and commercial properties- especially multifamily apartments, are reevaluating their water & drain flow (commonly referred to as the "poop & pee" burden). Onsite or decentralized wastewater treatment is gaining more attention, so water usage & reuse has become a social, a maintenance and a regulatory priority. Remote work is changing the future of water & sewer. Eventually, we'll be turning every home and building into its own water recycling plant. Collecting this water & drain flow data will be increasingly more relevant economically and environmentally. For government regulators, health data collection is the most recent value. FLUSH believes that the moment is now to unite mission-critical, physical assets to IOT technology- to collect, monitor and provide real-time insights.

8.0 Risk Assessment and Contingencies

A risk assessment plan is among the most important factor in a business development plan. The table below provides a list of associated risks along with the contingency plan.

Risk	Risk level	Outcomes	Contingency Plan
Licensing	Low	The licensing includes the high tech licensure that we purchased from the government in order to continue our process.	Employ a corporate lawyer that will handle the taxation and the licensing issues that may occur in future.
Economics	Low	The economics are the fiscal policy that appears on the macro and micro level during our operations.	Such factors are always external and uncertain so we can immediately contain them in our processes through adjustment in our financial plans.
Contractual failure	Medium	The contractual failure includes breaching of contracts that could occur with our partners.	This would be a mediocre level of risk that we must be aware of. The best possible plan is to immediately look for alternative contracts and vendors to counter this issue or to undergo mutual agreement of some factors
Negative marketing	High	Negative marketing is a risk associated with the competitors who either increase their advertisement or undergo negative marketing against our company.	Such issues are part of the marketing schemes. The best plan is to continue our quality services and ensure that our customer satisfaction is maintained. This will retain our customer base at a maximum level.

9.0 Sustainability and Expansion Strategy

The future of a business lies in the number of loyal customers that they have the capacity and competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business, then it won't be too long before the business close. We know that one of the ways of gaining approval and winning customers over is to offer our professional services a little bit cheaper than what is obtainable in the market, and we are well prepared to survive on the lower profit margin for a while. FLUSH will make sure that the right foundation, structures, and processes are put in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights, and training and retraining of our workforce are at the top burner of our business strategy.

10.0 Business Summary

Water & wastewater are mission-critical needs of life for homes, businesses and commercial buildings. The value and use of water is changing. Infrastructure costs are rising and environmental sustainability is driving the need for technology to optimize usage & minimize risks. IOT sensor & camera security monitoring mitigate tampering risks.

We solve problems for our customers who – let's face it – are probably having a tough day. Nobody wants a water & drain flow or septic problem. We are water, drain and sewer experts, specializing in water & drain flow repairs, cleanings, inspections, septic tank services, lift station maintenance & monitoring, pump replacements and sewer & drain care products.

We do the work others don't want to do and we do it best. Homeowners, businesses and property managers don't want to deal with waste, pump & drain issues and neither do plumbers, our primary competitors. We have operational expertise for recruiting, hiring, orienting, training, and retaining great team members. While we are cutting edge when it comes to technology, apps and software, the essential nature of our business will never be eliminated by any fads or trends.

- ✦ Niche, essential service with minimal competition
- ✦ Simple, profitable, and scalable model
- ✦ Integrated service & technology solutions
- ✦ Recession and pandemic-proof, the need for our services will never go away
- ✦ Industry veterans, operations expertise, strong team member history
- ✦ Focused on the future of IOT sensor & monitoring of mission-critical assets
- ✦ Aerobic septic market booming, post pandemic migration to suburbs.
- ✦ Local government budget restrictions, no public sewer expansion, hungry for data



flush
flush
SEPTIC, SEWER & DRAIN

