



HOTTROKTM

*Simple and
Efficient Warm Wire Installation*

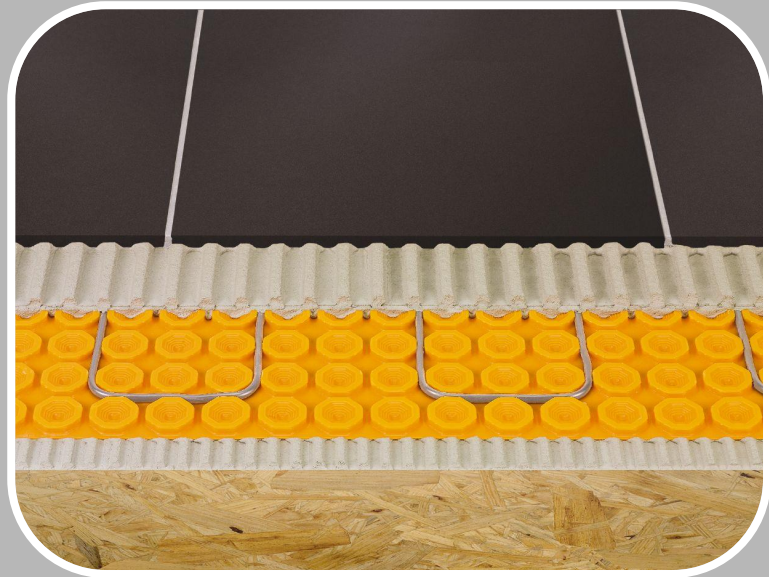
Wire Strapping



- Difficult to achieve flat tiling surface
- Requires experienced tradesman
- Significant labor & materials
- Multiple dry-times
- Heat energy moves down

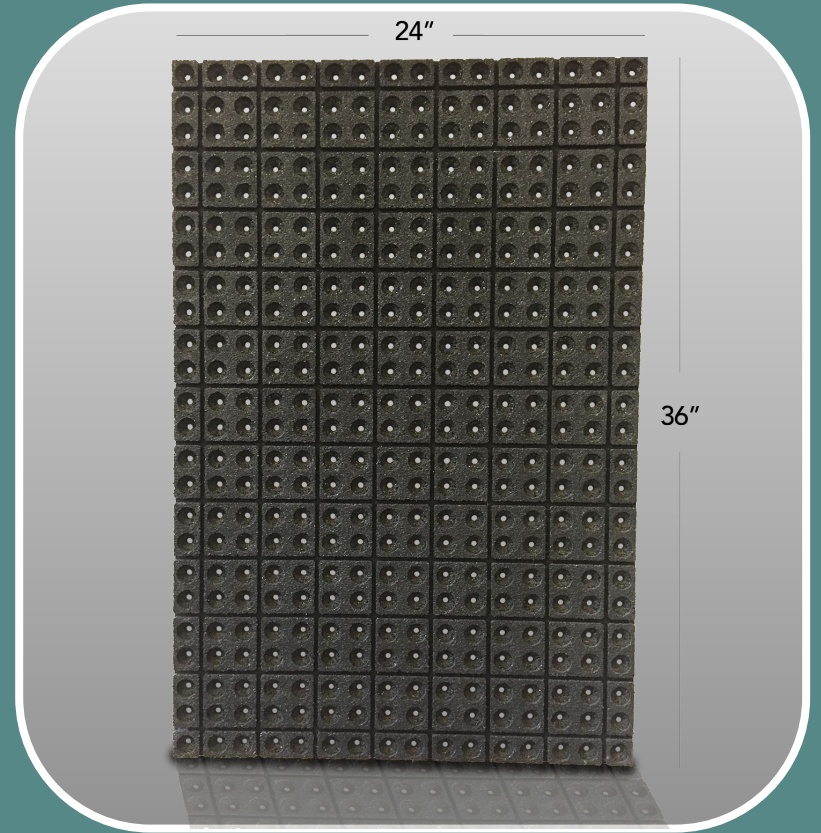
Uncoupling Membrane

- Adhesion to subfloor is slow and weak
- Tendency to curl, lift, pucker and move
- Problem remediation is difficult/impossible
- Heat energy moves down



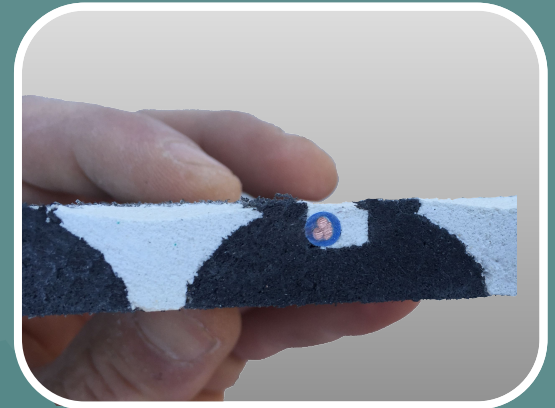
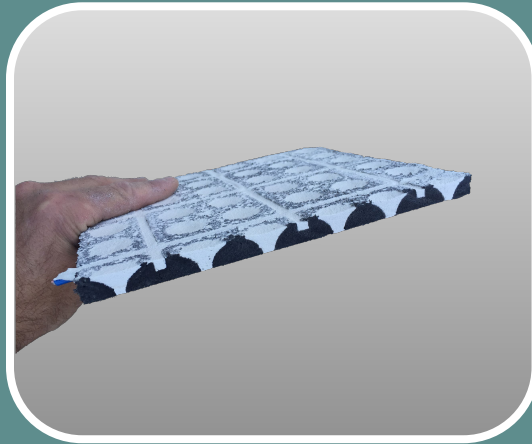
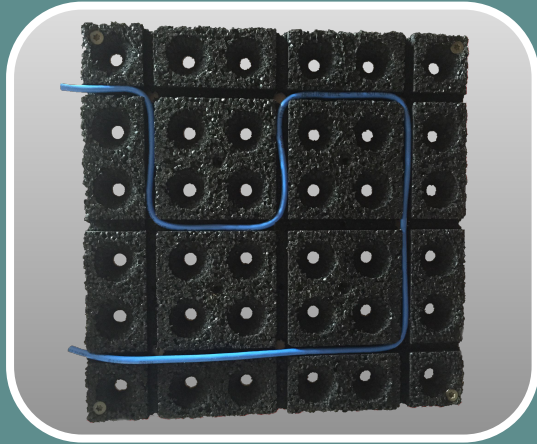
HOTTROK

- Rigid and board-like; replaces cement board / uncoupling membrane
- Does not move, lift or curl
- Easy to measure, cut and fasten
- No dry-time / No delay in tiling
- Tiling surface is predictable
- R-Value - heat energy directed upward



HOTTROK

- Patent Pending
- Robinson Test: Rated Residential and Light Commercial
- Grows the Market
- Promotes Clean Energy Movement



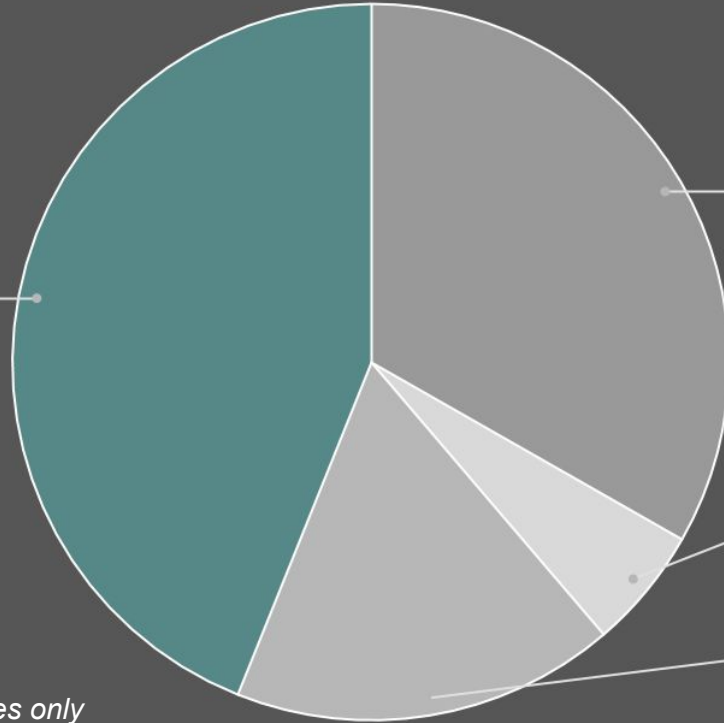


- Easy wire integration
- Flat tiling surface
- Predictable and reliable results
- Insulating

Hottrok Price

Retail Price: \$27.95

Profit
44.0%



Production
33.3%

Support Costs
5.5%

Shipping
17.3%

**Pie chart represents direct retail sales only*

Piercing Strategy



Online Sales



**Wire
Manufacturers**



**Builders &
Retailers**

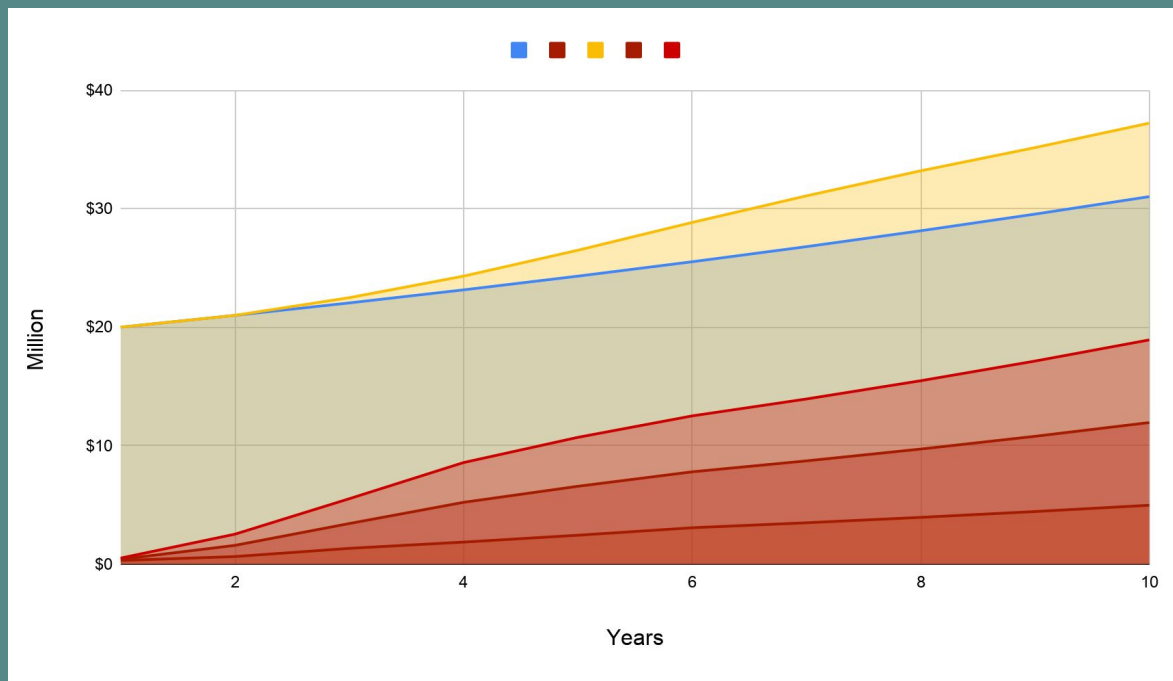
Distribution

- Two locations:
East/West Coast
- 3-day ground delivery to
90% of the continental US
- Same day shipping



Market Size

North American Installation Market



Hottrok Sales

Year	Percentage	Millions
1	1.5 - 2.5	\$1
2	3 - 12	\$1 - 3
3	6 - 25	\$1 - 6
5	10 - 44	\$2 - 9
10	16 - 61	\$5 - 19

Funding

Total Needed: \$150,000

As of 8/2/20

Initial Funding Supports:

- Acoustic Testing
- Finalizing Web Presence
- Finalizing Business Systems and Legal Fees
- Developing North American Marketing Strategy
- Canadian Patent Application
- Securing Additional Funding

Production Funding Supports:

- Tool Purchase
- Initial Tool Setup and Sampling
- Production Run
- Market Launch
- Distribution
- Trade Shows

\$35,000



- CAD Drawings & Prototypes
- US Patent Application, PCT & Drawings
- Trademark Filed
- TCNA and Thermal Testing
- Website Design

Investment Option

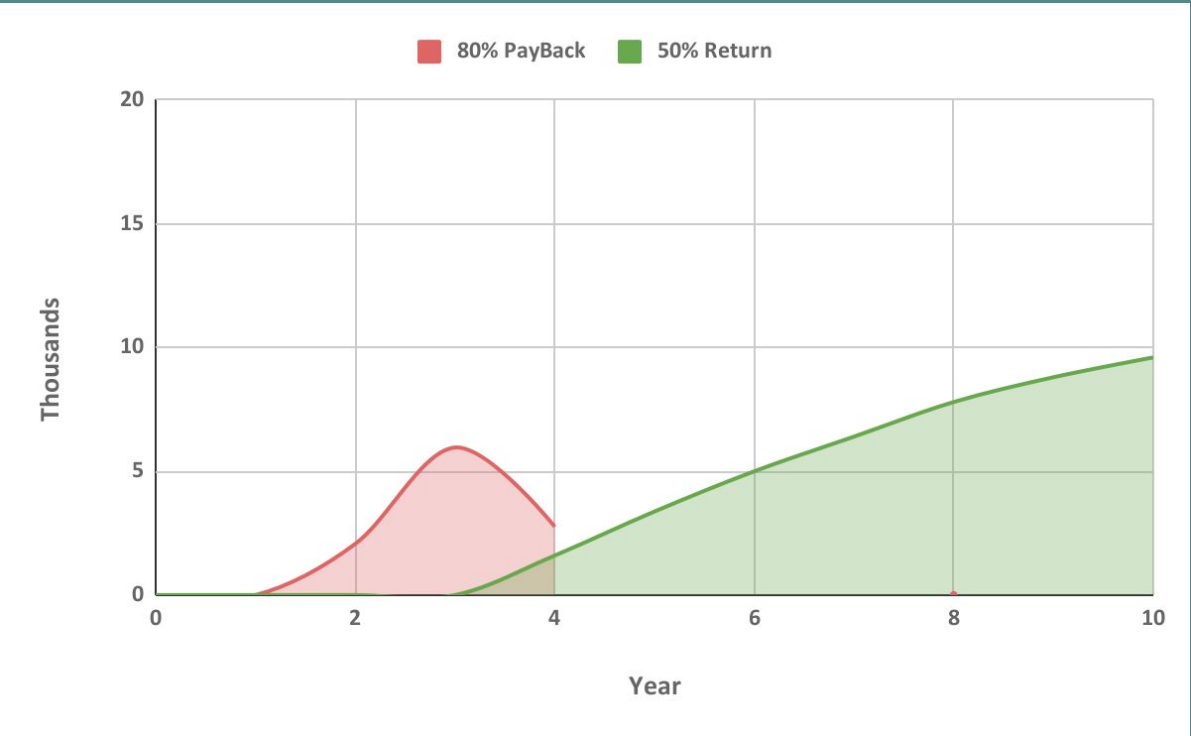
\$10K Increments



1% Ownership (appx.)

Investor Returns

- Estimated 3 year Payback Period at 80%
- Conservative Return at 50% of Profits
- Healthy Return for Investors



Vision for Hottrok



Hottrok takes off!

- Industry Standard
- \$1 - 2M Capital / Assets
- Facility and Press
- Lower Production Costs
- Increased Profitability



www.hottrok.com