

## Aquamin-Israel Technologies

### Executive Summary

**Management:**

*Chief Scientist* – Israel Edelson

*General Manager* –  
Eliyaho-Alexander Danilov

**Industry:**

Demineralization of Water

**Employees:** 3**Current Investor:**

Aquamin-Russia

**Strategic Investor:**

The Office of the Chief Scientist, Ministry  
of Industry and Trade, Israel

**Business Description:** Lack of fresh water is an urgent problem in many countries all over the world. Industrial and agricultural development, as well as population growth, lead to increasing water famine, exhaustion and pollution of water sources and, as a result, to ecocatastrophes. Aquamin-Israel Technologies proposes manufacturing electro dialysis plant for demineralization of water, which will help solving the problem of fresh water supplies at comparatively low costs, as well as a range of ecological problems in Israel and other countries of the world.

**Business Strategy:** Aquamin-Israel Technologies is in the process of receiving the status of a project within a Technological Incubator under the guidance of the Office of the Chief Scientist, Israeli Ministry of Industry and Trade. Within the next two years, the company intends to begin the development and testing of a laboratory sample, as well as to establish strategic partnerships with international and national organizations and companies in different fields, such as industry, agriculture, municipal services and environment preservation services, for successful penetration into the domestic and worldwide markets.

**Product Description:** Aquamin-Israel Technologies will be engaged in designing demineralization plants for sea and artesian water which can be automated at the highest level, without application of any chemical reagents at the minimum power, operating and prime costs. The method of Aquamin is surprisingly simple, cheap in operation and perfectly pure with respect to ecology. Aquamin plants are characterized with stable output parameters (TDS), lower sensitivity to mechanical contamination and bacteria, and lower sensitivity to free chlorine.

**Technology:** The technology of Aquamin represents the electromembrane process providing purification, disinfections and demineralization of water with higher efficiency than all other technologies. Aquamin combines four major water treatment procedures in one efficient system (electrodialysis, electrolysis, electroosmosis and electromembrane). The equipment is very compact and its arrangement requires no large premises.

**Target Markets:** The application field of Aquamin plants is wide, including purification and demineralization of water from artesian wells and other underground sources, purification and disinfections of waste water and its further use in agriculture, demineralization of water for cattle-breeding, fruit and vegetable farms, demineralization of whey in dairy factories, purification of water from nitrates, arsenic, mercury, boron and other admixtures.

The problem of pure water is a worldwide one. This market sector is growing rapidly and forecasts to reach approximately \$1 billion over the next five years.

**Strategic Alliances:** The company has strong strategic partnerships with Aquamin branches in different countries. Aquamin-Russia will serve as the production base for manufacturing and installation of a plant, Aquamin-Spain and Aquamin-Germany will provide the promotion of the company throughout the European market. At the same time, Aquamin-Israel Technologies plans to form strategic alliances to successfully penetrate into the USA/North American market.

**Competition:** The water purification market is flooded with companies producing plants and devices for purification and demineralization of water. There are more than 7000 companies offering different solutions for solving the problem.

**Outlook:** The company intends to begin sales of its product within Israeli market in 2005 and to penetrate the international market in 2006.

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