

Fuel Technologies Ltd.

Executive Summary

Management:

Prof. Damir Muchnik, CEO
Mrs. Marina Mor,
General Manager

Industry: Fuel Industry

Employees: 3

Financing Sought: \$250,000

Use of Funds:

- Beta testing
- Marketing activities

Current Investor:

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

Business Description: Fuel Technologies Ltd. is a start-up company established in the framework of the technological incubator Incentive Technological R&D Center in Ariel. The company is engaged in the development of advanced equipment and technology for water-in-fuel oil dispersing, i.e. equipment intended for obtaining water-in-oil emulsions.

Technology and Product Description: The company has developed a mechanical rotor disperser of a new type. The technology based on this device will reduce atmosphere emissions, improve significantly the fuel combustion process and will be characterized by high efficiency fuel burning and stability.

The proposed dispersing technology and equipment exhibits the following superior characteristics:

- Optimal water droplet size and uniformity of distribution.
- Stable emulsion that independent of changes in oil-water content and viscosity of fuel
- Low cost and high reliability
- Simplicity of installation and integration in existing systems
- Inexpensive simple maintenance

Business Model: Marketing the unique Fuel's solution and engineering services based on the technology of novel mechanical rotor dispersers on the international market

Market Opportunity: Fuel's potential customers are 400 large energy systems and 18,000 industrial enterprises. The company's market size is estimated at \$2 billion 260 million .

Targeted Markets: Energy industry, chemical industry, steel industry, ships.

Potential Customers:

- Power stations, agricultural farms, food & beverage factories, various types of furnaces in metallurgy, petroleum refineries, chemical plants, ceramics and porcelain factories, construction engineering, etc., - practically all industrial enterprises using liquid fuels.
- Factories and enterprises that leave polluted water as a result of their operations (oil, chemical plants, steel enterprises, sea ports during tankers' cleaning, etc.)

Services Package:

- Mechanical Disperser Solution Intended for Big Enterprises (MDS-B)
- Mechanical Disperser Solution Intended for Small Enterprises (MDS-S)
- Support services & consulting
- Licensing.

Requirements: The company is seeking investment of \$250,000 and strategic partners in different markets.