



Company: PMC BioTec, Inc. (now BioConversion Solutions, LLC)

Project: Company Startup, Patent Acquisition, Marketing Development

Services Provided:

- Provide and Develop Funding for the Startup Company
- Acquire Existing Patents for Minimal Cost
- Develop Sales and Marketing Plan and Materials
- Organize and Support Company's entrance into Municipal Wastewater Treatment Marketplace

Type of Company:

- Startup business offering a proprietary wastewater treatment system.

PMC BioTec, Inc. was formed with several engineers who had spent some years developing and demonstrating their innovative proprietary wastewater and residuals treatment process within another company. The several operating installations had performed *extraordinarily* satisfactorily. But Sales were too slow to avoid being a casualty of a company cutback. Ken Norcross, President of *Wastewater Experts, Inc.*, evaluated the technology and the full-scale operating facilities, and decided to fund a new company with the core technology team.

The team had proven that their proprietary process (AFC™) could treat difficult and/or hazardous industrial waste and produce little or no byproduct sludge residual. Its application to Municipal Waste Sludge was not yet considered practical.

Over the next few years, much progress was made; Mr. Norcross' contributions included:

- Writing the Marketing material, including Website verbiage, Case Studies, and Technical White Papers on the technical and economic aspects and advantages of the Technology.
- Arranged for the company to receive critical additional funding.
- Writing technical marketing papers for publication.
- Wrote technology announcements.
- Organized a national Sales Representative organization.
- Provided or raised most of the required funding for the first few years as the company grew.



Wastewater Experts, Inc.
Balancing Engineering Realities with Financial Necessities



- Helped negotiate and define terms of Sale, Process Warranty, and Liability for the largest application of the core technology in the world, located in Singapore.
- Made technology presentations throughout Korea to establish the company's products as a premium alternative in that nation.

In time, the technology was adapted to application to Municipal Waste Sludge by co-founder Alan Rozich. Ken Norcross disengaged from the company in 2006. With the shift in emphasis from Industrial Residuals Destruction to Energy Recovery, the company name was subsequently changed to *BioConversion Solutions* to better reflect the new approach.

