



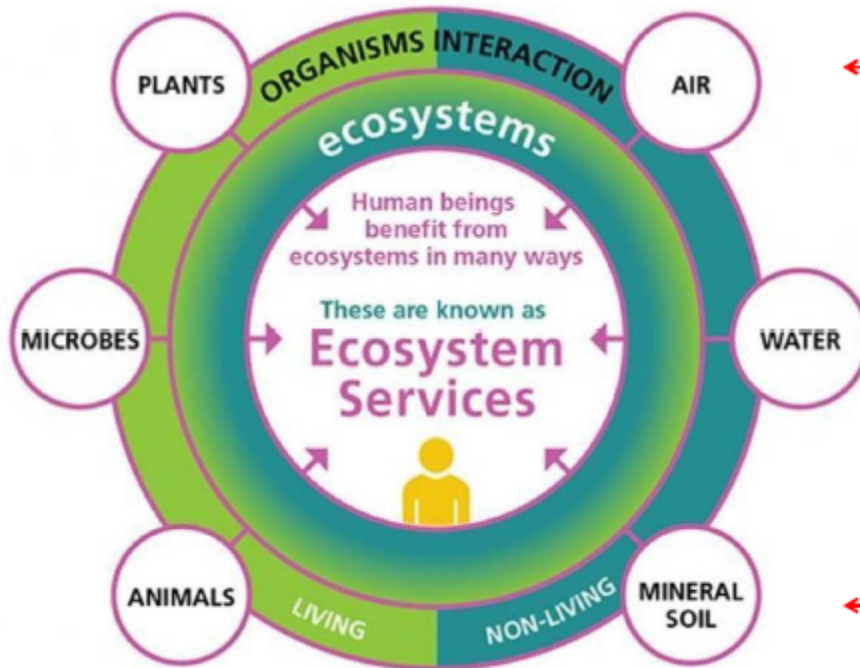
Purifying & | Air
Enhancing | Water
Our Ecosystem | Soil

INTRO: Purus Thinking

Air | Water | Soil

2021

Ecosystem Services: **Problems & Solutions**



Problem:

Solution:

← Covid-19

PURUS
air

← Harmful Algal Blooms (*Blue-Green Algae*)




PURUS
water by ANIMA

← Loss of Fertile Land (Desertification)

PURUS
soil

EXECUTIVE SUMMARY

The Purus Product Portfolio is strategically designed to deploy technologies, under the Purus brand, with a mission to provide non-toxic solutions to common environmental problems that grow more pressing every day. Our strategy is to take advantage of an infinite number of opportunities across a broad array of global vertical markets by creating products that can change entire industries and solve the most challenging environmental problems.

-  Our disinfection technology produces a dry fog which is used to distribute either hypochlorous acid (HOCl) or our antimicrobial solution that kills pathogens, bacteria and mold spores in the air and on surfaces in enclosed environments.
-  The PURUS chemical-free water purification system treats and oxygenates water with highly reactive ozone-infused nanobubbles. Release of ozone from submersed nanobubbles produces hydroxyl radicals that immediately kill toxins, bacteria and pathogens. The technology is especially effective in killing Harmful Algal Blooms (HABs).
-  We are building a product portfolio of soil additives as an alternative to chemical fertilizers. Our two core products, Purus Microbes and Purus Algae, are living organisms that not only enrich the soil and boost crop yield but will substantially reduce the environmental impact in our communities. Crops that are fresher with a longer shelf life enhance our food supply. Farmers are seeing visible results with our microbe product and our nutrient-rich proprietary blend of micro algae.

The Purus brand embraces cost-effective alternatives that use science to replace chemicals with all-natural solutions. Purus products rely on biochemistry processes and techniques, particularly the use of oxidants that produce hydroxyl radicals, which attack and kill pathogens and mold.

Oxidizer	Oxidation Potential Value
Chlorine	1.36
Chlorine Dioxide	1.49
Hydrogen Peroxide	1.77
Ozone	2.07
Hydroxyl Radicals	2.80

MARKET OPPORTUNITY



Dry Fog | Chemical-Free
Air-Surface-Fiber Disinfectant

- Pandemic – Covid-19
- Medical
- Offices/Retail
- Transportation
- Hospitality

GLOBAL MARKET: \$1T+



100% Natural | 0% Chemical
Clean Water | Restoring Balance

- Lakes & Ponds
- Livestock Waste
- State & Federal Govts.
- Water Treatment
- EPA Superfund Sites

GLOBAL MARKET: \$1T+



Microbes & Algae
Soil Revitalization for Growth

- Farming
- Turf/Grass
- Florists
- EPA Superfund Sites
- Aerobic Process / Wastewater

GLOBAL MARKET: \$1T+



100% Green Technology
Air - Water - Soil

CROSS-SELLING: Ecosystem Services

- Water & Soil: Agriculture, Turf/Grass
- Groceries
- Food Processing & Safety
- Schools & Universities (... and others...)



INTRODUCING



Dry Fog | Chemical-Free
Air-Surface-Fiber Disinfectant



PURUS AIR DISINFECTION

Fighting a pandemic and responding to a new insistence on pathogen-free indoor environments—without long-term health risks associated with chemicals.

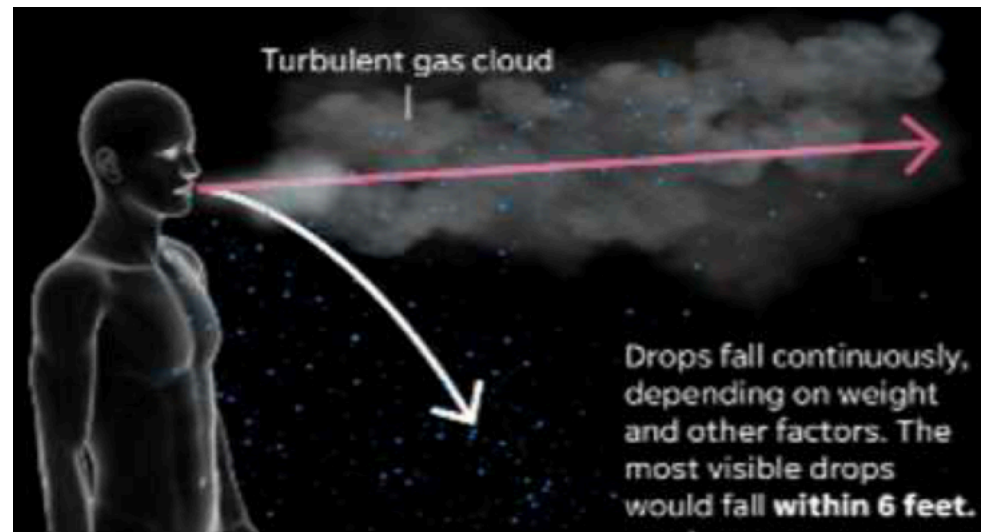
CDC Report

June 2020

90% of Covid-19 transmission is through the air.

Treating “air” is critical to success.

Purus Air as solution.

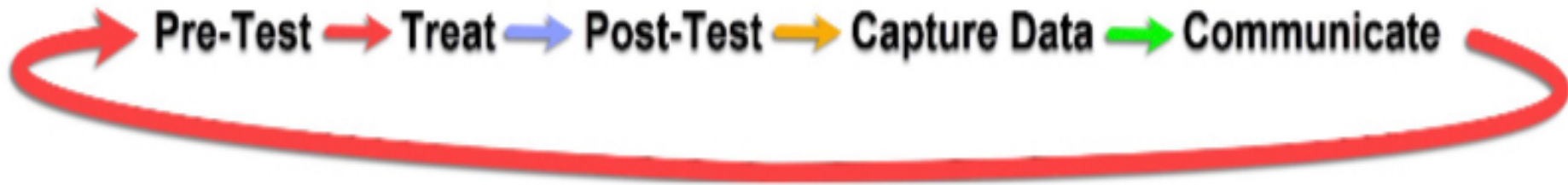


Purus Air is the total solution for killing pathogens, like airborne Covid-19, within minutes—on surfaces or spreading through the air.

Humans create aerosols by (breathing, sneezing, speaking...)

- It spreads further than 6 feet
- It travels **26 feet in 6 seconds**
- It lasts up to 17 hours

Purus Biosafety Platform



Testing

Pre-Test → **Treat** → **Post-Test** →

Purus Air testing measures effectiveness by measuring before and after treatment.

- **Pre-Test** - The Purus Air Biosafety platform starts with testing.
- **Treat** - Then we treat air and surfaces.
- **Post-Test** - Then we test to verifies.

Testing Partnered w/ Leaders - Purus has partnered with leaders and experts in the bacteria, virus and pathogen testing arena.

Surface Testing to determine bacteria loads and SARS-CoV-2 (COVID-19) infected biological residues are all apart of our surface protocols including in pre and post testing.

Air Testing because we wear masks for a reason. Human created aerosols from breathing, speaking, coughing... carry COVID-19, influenza, mold spores, legionella... and pathogens.



Surface Testing



Air Testing



Treat



United States
Environmental Protection
Agency

Two (2)
Types
**Disinfectant
Solutions**



Disinfection Mechanism 100% Natural

Hypochlorous Acid (HOCl)	Anti-Microbial Sealant (AMS)
AIR / SURFACE / FIBER	SURFACE / FIBER
Frequency: per testing	Frequency: 12 months
Hydroxyl Radicals	Hydroxyl Radicals
No harm to people, electronics, pets	No harm to people, electronics, pets

Purus Air – Application for ALL indoor-and-outdoor conditions

**Disinfectant
Delivery
Methods (4)**



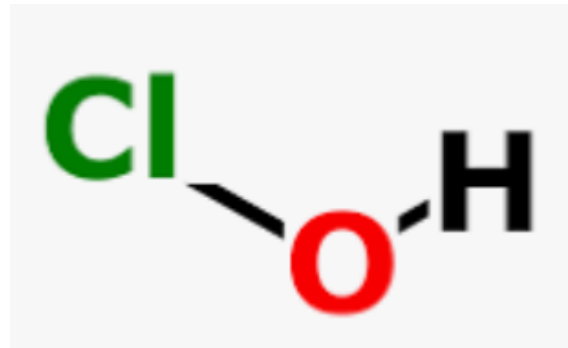
Purus Equipment	Characteristics	Advantage	Solution Choice	Static Site
Nebulizer	Dry fog at disbursement	Quick hits - like a hotel room or private residence	Either HOCl or AMS	Yes
Fogger	Becomes dry fog at 12" from disbursement	For larger venues - like a concert hall	Either HOCl or AMS	Yes
Gate	Becomes dry fog at 12" from disbursement	For entry to an enclosed space - like a stadium or building	Either HOCl or AMS	No
Backpack	Becomes dry fog at 12" from disbursement	For specific location application - like chairs or bleachers	Either HOCl or AMS	Yes



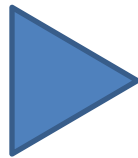
HOCl: Natural Pathogen Killer

Hypochlorous Acid (HOCl)

- Produced by the body's immune system.
- As a disinfectant, made from salt minerals and water.
- Stronger than bleach.



How HOCl Works



A Natural Oxidant

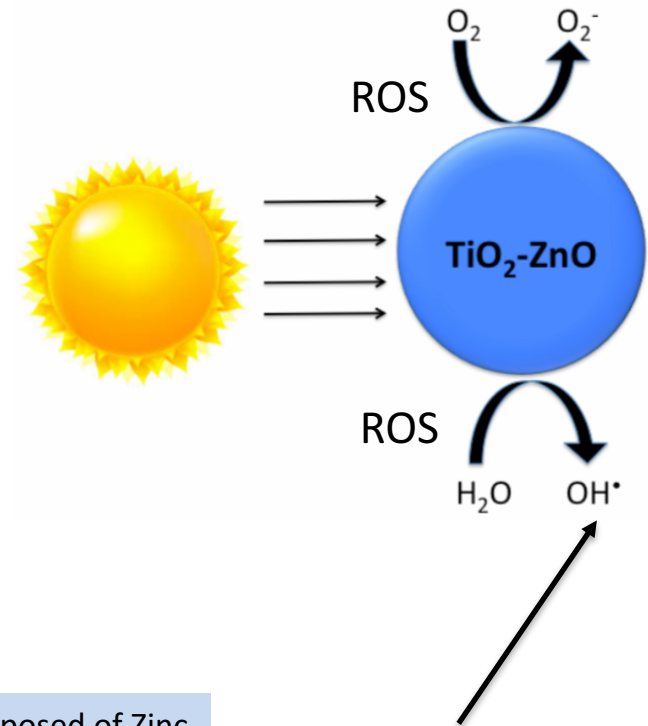
Electrons of neutrally charged HOCl molecules penetrate a pathogen's negatively charged surface, causing cell walls to disintegrate, disabling intracellular enzymes and proteins. (Other products do not kill the entire cell, allowing the pathogen to develop resistance and grow back stronger.)

Antimicrobial Nano-Coating

The Purus Antimicrobial Nano-Coating treatment protects surfaces for up to a year with a cost-effective solution of self-disinfecting nanoparticles.

- Combined with a polymer to attach the nanoparticles onto surfaces, the Antimicrobial is delivered with the same fogging equipment as the Purus Air treatment.
- Once the nano-coating is applied, disinfection occurs in a process called photo-catalysis when the nanoparticles spontaneously react with light.
- As the nanoparticles absorb the light from the environment, energy from the light reacts photo-catalytically with the nanoparticles to produce a continuous chain reaction of killer hydroxyl radicals hunting pathogens in the surface environment.

The Antimicrobial Nano-coating, composed of Zinc Oxide and Titanium Dioxide nanoparticles, absorb light—producing through photo-catalysis reactive oxygen species (ROS), highly reactive molecules that provide ongoing disinfection.



Hydroxyl Radical

Dry Fog Technology

After a nebulizer reduces the HOCl liquid solution to a DRY FOG, HOCl particles attach and kill pathogens (99.9999% effective).

Backpack



Direct Application



Standup

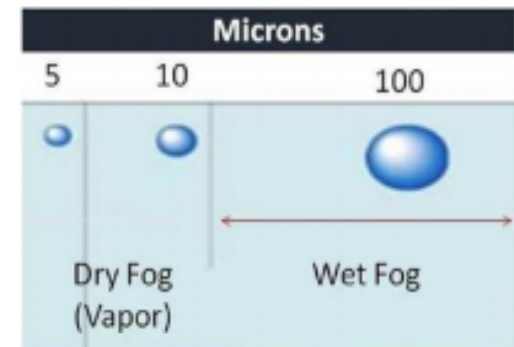


High-Volume Application



Droplet Size matters (Technological Advantage)

- > Purus Air breaks down the HOCl solution and Antimicrobial solution into a dry fog of 5-micron size droplets.
- > Fogging systems now used on planes and in gyms point and spray chemical disinfectants in the form of wet fogs composed of droplets over 20 microns in size.
- > The bigger the droplets, the less they remain in the air before they drop to the nearest surface.



Data/Communicate

The Purus Path

The image displays a sequence of mobile application screens for 'The Purus Path' facility management system. The screens are arranged from left to right, connected by a red arrow that points to a central icon of a house with a database cylinder and a gear, symbolizing data integration and system management.

- Facility Map:** Shows a detailed floor plan of a building with various rooms and common areas. Green checkmarks indicate disinfected areas, while red 'X' marks indicate areas that need attention. The map includes a search bar and navigation controls.
- Room 212 History:** Displays a photo of a classroom and a list of historical data for Room 212, including a room number (746095) and a 'Save' button.
- District Dashboard:** Features a pie chart and a line graph, providing a high-level overview of district performance or resource allocation. A 'Save' button is visible at the bottom.
- Reports Compliance:** Shows a table of compliance records with columns for 'Date', 'Time', and 'Status'. A 'Cancel' button is at the bottom.
- Disinfection Confirmation:** A pop-up overlay on the Facility Map screen. It contains the text 'Megan's Path is Disinfected' with a green checkmark. Below this, a list of disinfected areas is shown with green checkmarks: Bus 10235, Common Area, Classroom 215, Cafeteria, and Restrooms. The background shows the Facility Map with a red 'X' mark on a specific location.

Purus Air Advantage

Purus

SAFE



Americans From China Coming to SoCal

- **Fast Deployment:** No need to seal off or ventilate area
- **No Protective Gear:** Saves time and resources – **SAFE** to *humans, pets and electronics*
- Only One Technician to operate



	Purus Air	Electrostatic Sprayers	Spray & Wipe	UV Lights	Vaporized H ₂ O ₂	Ozone Generators
Purifies surfaces	✓	✓	✓	✓	✓	
Purifies air	✓			✓	✓	✓
99+% kill/(Protective Shield)	✓				✓	
Safe for humans, electronics	✓		✓			
Self-operating	✓			✓	✓	✓
Fast acting	✓	✓	✓	✓		
No protective garb or gear	✓		✓			
Purifies any enclosed space or outside objects	✓		✓			

SAFE FAST EFFICIENT

purus 
thinking™
100% Green Technology
Air - Water - Soil

purus
air

purus
water by 

purus
soil

INTRODUCING

purus 
water by 

100% Natural | 0% Chemical
Clean Water | Restoring Balance



Problem: Harmful Algal Blooms (HABs)



Effects of HABs

Fish and Wildlife kill

Adverse to soil and air

Contaminated drinking water

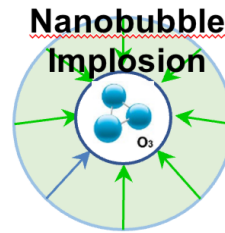
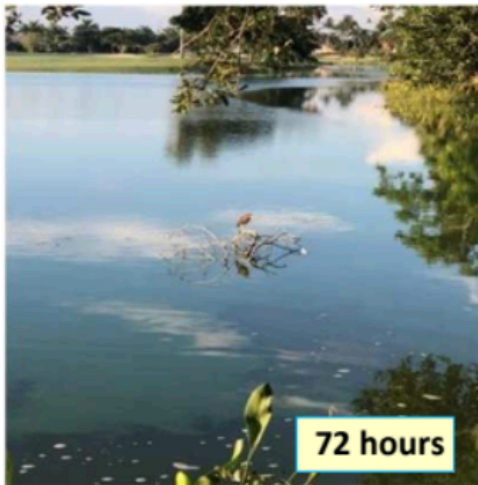
Sickness / Cancer / Death

Reduced food production

Contaminated irrigation ponds

Endangering our fresh-water and marine habitats

SOLUTION 100% Natural



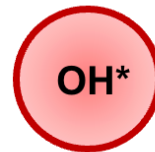
Ozone reacts with water



Oxidation



Killer Hydroxy Radicals
(OH*)



ATTACK

Purus Water, deployed as NABAS kills toxic blooms with millions of tiny ozone-filled nanobubbles pumped into affected water columns of a habitat in danger. As nanobubbles implode from water pressure, releasing ozone and oxygen. Ozone's reaction with water sets off a chemical chain reaction (oxidation), forming hydroxyl radicals that instantly destroy within hours the toxic blooms.

**Biochemistry +
Technology = Algae-Free,
Chemical-Free Clean
Water**

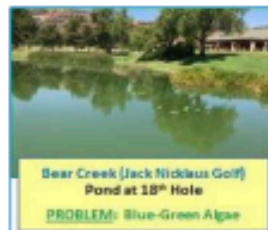
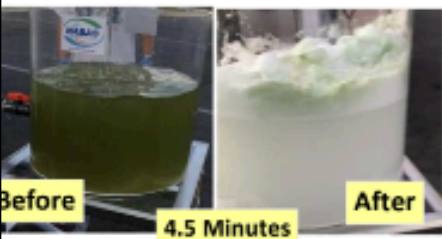
Validation



BABCOCK Laboratories, Inc.
The Standard of Excellence for Over 100 Years

6100 Quail Valley
Court Riverside, CA
92507

Southern California
3 Lakes – 3 Tests



Lake Elsinore (2019-Nov)	Before	After	Improved by
Dissolved Oxygen - DO	7.5 ppm	23.3 ppm	311%
Heterotrophic Plate Count - HPC	2,300	38	60.53 x
Turbidity	55	5.9	9.32x
pH	8.9	8.8	
Bear Creek Golf (2019-Nov)	Before	After	Improved by
Dissolved Oxygen - DO	10 ppm	22 ppm	220%
Heterotrophic Plate Count - HPC *	>5,700 **	26	219.23x ***
Turbidity	47	4.3	10.93x
pH	8.4	8.1	
* - HPC is number of bacteria in set volume of water.			
** - BABCOCK Lab Instrument max reading 5,700. Sample exceeds 5,700			
*** Calculation based on 5,700. The actual improvement greater than noted.			
Salton Sea (2019-Nov)	Before	After	Improved by
Dissolved Oxygen - DO	2 ppm	14 ppm	700%
Heterotrophic Plate Count - HPC *	>5,700 **	18	316.67x ***
Turbidity	12	6.5	1.85x
pH	8.4	8.3	
* - HPC is number of bacteria in set volume of water.			
** - BABCOCK Lab instrument max reading 5,700. Sample exceeds 5,700			
*** Calculation based on 5,700. The actual improvement greater than noted.			

purus 
thinking™
100% Green Technology
Air - Water - Soil

purus
air

purus
water by 

purus
soil

INTRODUCING

purus 
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Algae & Microbes
Soil Revitalization for Growth



A Chemical-Free Ecosystem : Purus Water & Purus Soil

Contaminated

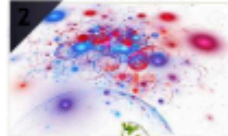


Pathogen Free Water



1

Low Oxygen Level



21 ppm DO Water



2

Lack of Nutrients



3

1. Water Purification

Hydroxyl OH Radicals
Particles to surface by
Nano Bubbles.

purus
water by  **Oxygen
Water**

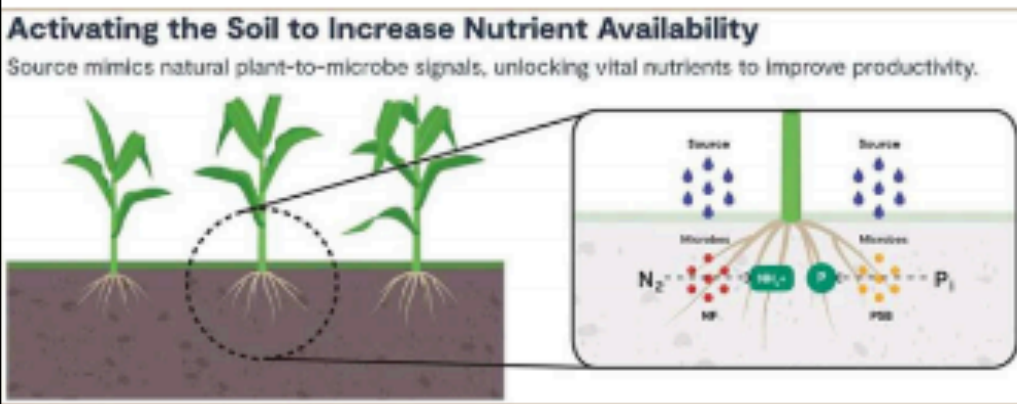
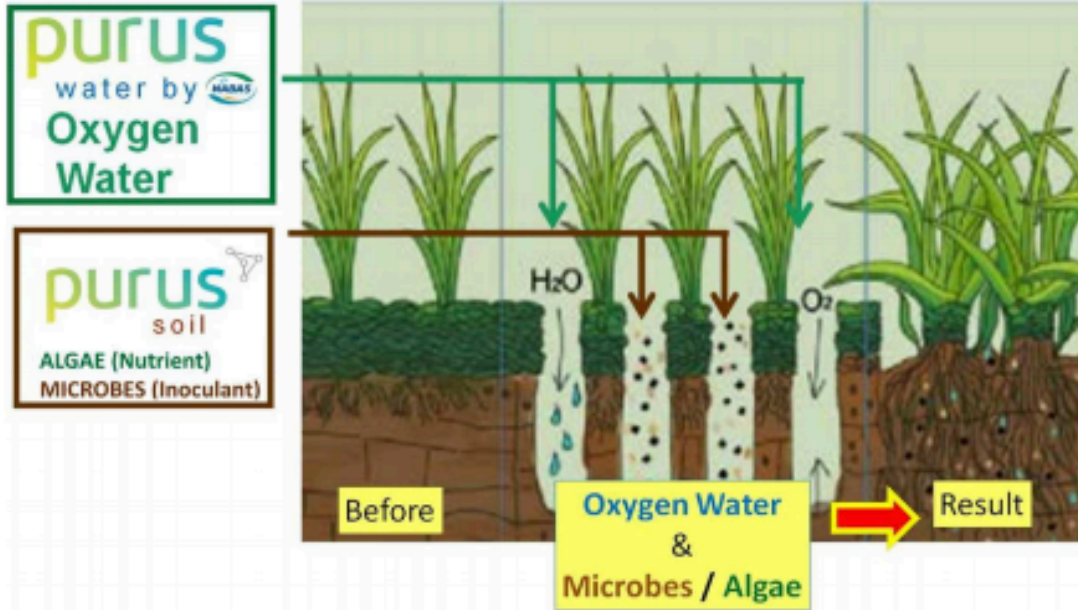
2. Dissolved Oxygen Increase

Average 4ppm to 22ppm of
DO (in clean water)

3. Replenish/Add Microbes & Algae

purus
soil 

Purus Soil Rehabilitation



Purus Soil micro-algae and microbial products are an alternative to synthetic fertilizers for enriching the soil, increasing crop yield, and enhancing our food supply with nutritious crops that are fresher with a longer shelf life.

Purus Micro-Algae

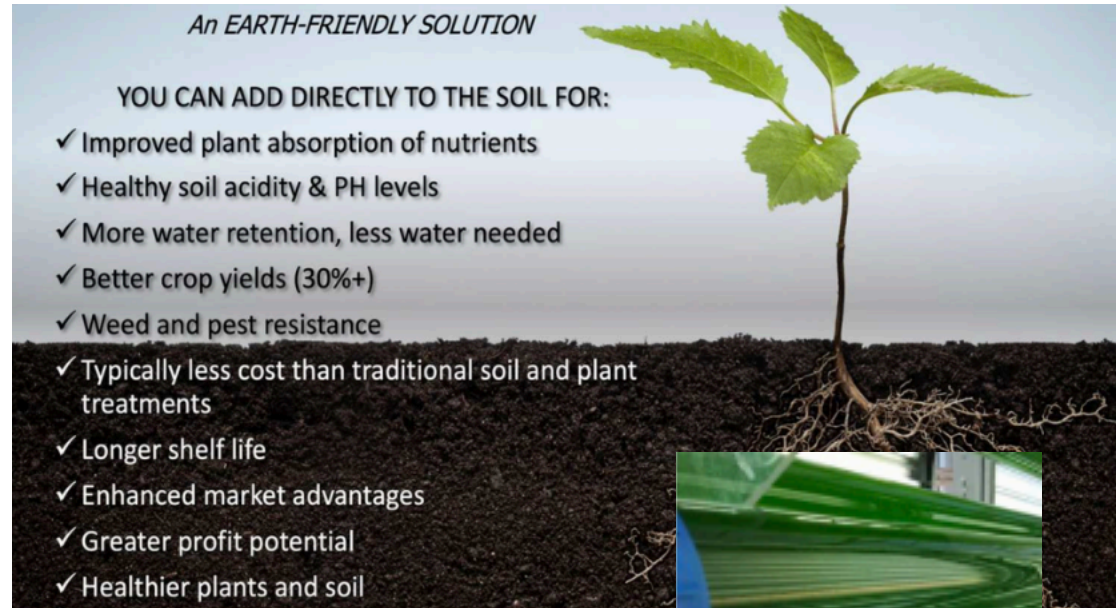
- We are developing specialized mixes of algal products for specific crops and applications. These products will take all the benefits of our current product line and enhance the offering to provide enhanced crop yield, crop protection, and predator and scavenger resilience.

Proprietary soil technology and greenhouse processes: A unique, closed photo-bioreactor uses all-natural organic nutrients to grow a high-protein (45%), single-celled freshwater algae species. We produce produce the highest quality algal biomass for use in our proprietary blend of naturally grown micro-algae.

An EARTH-FRIENDLY SOLUTION

YOU CAN ADD DIRECTLY TO THE SOIL FOR:

- ✓ Improved plant absorption of nutrients
- ✓ Healthy soil acidity & PH levels
- ✓ More water retention, less water needed
- ✓ Better crop yields (30%+)
- ✓ Weed and pest resistance
- ✓ Typically less cost than traditional soil and plant treatments
- ✓ Longer shelf life
- ✓ Enhanced market advantages
- ✓ Greater profit potential
- ✓ Healthier plants and soil



Purus Microbes

Microbial-based solutions are derived from various naturally-occurring microbes, such as bacteria & fungi. They have been successfully used to replace or complement traditional fertilizers, and applied in industries ranging from personal healthcare, to agriculture and the processing of food.



The microbial revolution aims to take advantage of microbes that are already continuously working symbiotically with the environment. Botanists have begun to understand how various microbes behave in different seasons and soil environments, and started devising ways to help plants grow significantly better.

Sales & Marketing Strategy



- ✓ **Direct Sales** to businesses and institutions with in-house facilities capabilities.
- ✓ **Operating Partner Network.** Services for treatment with businesses, facilities with no in-house facility personnel.



- ✓ **Direct Sales** to businesses and institutions that require a permanent solution.
- ✓ **Operating Partner Network** Services for in-house treatment, landowners, HOA's.
- ✓ **Strategic Partners.**
- ✓ **Government Contracts.**



- ✓ **Direct Sales** of algae growing facilities to landowners, farmers and golf courses.
- ✓ **Operating Partner Network.** Direct Sales of algae growing facilities to landowners, farmers and golf courses within a Partner's territory.
- ✓ **Strategic Partners.**
- ✓ **Product Distribution.** Growers, golf courses, retail distribution, online sales, landscapers.

Direct Sales Network

- 200+ seasoned Channel Partners with sales relationships across multiple verticals – globally – with extensive long term relationships. The Channel Partners increased due to present demand for Purus Air products.
- Formally organized international network of sales and support due to heightened demand for Purus Air with present pandemic with Covid-19.
- Sales Presence in Asia, South America, Canada, Europe and GCC (Gulf Cooperative Countries)
- Sophisticated distribution channel for new products.
- Full sales management and sales support infrastructure.
- Customer training and support for full PURUS product line.
- 100% performance-based compensation structure.



EXECUTIVE TEAM



Larry Griffiths

Seasoned sales and marketing executive. Extensive experience scaling technology solutions, securing partnerships with big brands, helping launch multiple successful companies. Regarded as a pioneer in software distribution.



Lou Lamphear

35-year career as a corporate and sales executive. Deep relationship management, product/service development, business strategy experience. Pioneered innovative go-to-market strategies for new brands and technologies.



Nick Mammola

Nick's firm, Kingside Partners, offers start-ups, early stage and emerging growth companies strategic, financial and operating services. Former CFO, COO and Interim CEO at Cyrk, Inc. (NASDAQ:CYRK), a \$1B global provider of promotional and loyalty



Thom Reichelderfer

Over 25 years' experience leading start-ups to Fortune 500 companies with focus on executing step-change growth strategies. Verticals included energy commodities, home services, IoT/Connected Home, and home



Cory Byzewski

Over 25 years' experience in the services, energy and construction industries leading both start-ups and established businesses. These include North American field-based organizations in the HVAC, electrical, plumbing, and solar verticals, serving both B2B and B2C customers.

About the Company

CleanStrike, LLC is a South Carolina limited liability company with following Vision & Mission.

VISION: To be a world leader at creating healthier lives by developing and deploying throughout the planet chemical-free, eco-friendly technologies to end our dependence on harmful chemicals and to eliminate pathogens and toxins in our air, water and soil.

MISSION: To identify and deliver Nano-Bio solutions for the most challenging environmental problems across the globe, involving (1) air we breath, (2) water we depend on and (3) food we eat.

CleanStrike, LLC was established in August 2017, with an idea that the quality of life can be achieved and elevated with non-dependence on chemicals for the air, water and soil. CleanStrike wanted something “pure” and “shift in thinking” which led to the brand name of **Purus Thinking**. To keep aligned with the Vision and Mission, **Purus Air**, **Purus Water** and **Purus Soil** were established.

Because CleanStrike was already prepared for the global market with the market-ready technologies (beyond R&D... beyond prototype... but market-ready technologies), meeting the demand with manufacturing has been the focus.

When CleanStrike was conceived with Purus Thinking in 2017, the level of urgency in AIR and WATER was not high. But in 2019 the urgency to solve HABs (Harmful Algal Blooms) in waterways took center stage which got nudged to background earlier this year with Covid-19 pandemic. As the Summer is here, the attention to the problem HABs has returned. In short the demand for Purus Air (Covid-19) and Purus Water (HABs) has never been stronger and the market opportunity in Purus Air and Purus water is absolute.