



Company & Product Presentation

[version: 23rd July 2009]

A Value Proposition



- Save your budgets
- Truly rapid
- Repeatable
- Multi-functional
- Lightweight
- Proven technology

FLOODSTOP



Sales to date.....

(Include)



Hampshire
County
Council

Worthing
BOROUGH COUNCIL



FLOODSTOP

UK Snapshot

- 5 million people, in 2 million properties situated in flood risk areas in the UK.
- 200,000 of these households are at very high risk.
- Flooding is becoming more and more frequent due to climate change and increased development on flood plains.
- It is estimated that flooding has the potential to inflict damage to assets of over £200 billion (\$404 billion).
- In most cases sandbags are used to protect households and premises from flooding.

FLOODSTOP

Problems with Sandbags

- Time consuming to assembly into barriers.
- Prone to leakage.
- Large amount of man power required to assemble a barrier in sufficient time.
- Can only be used once, not repeatable.
- Viral & bacterial infections often present in flood water.



FLOODSTOP

Demountable Barriers

[current]



- Majority require in-situ preparation.
- Time consuming to assemble.
- Skilled personnel needed for assembly.
- Very expensive. Barriers range from £400 to £900 (per linear metre).
- Sections of barrier are often bulky.
- Not very flexible.

Rapidam



Aqua Barrier



K-System



“Don't understand
the end user”

FLOODSTOP

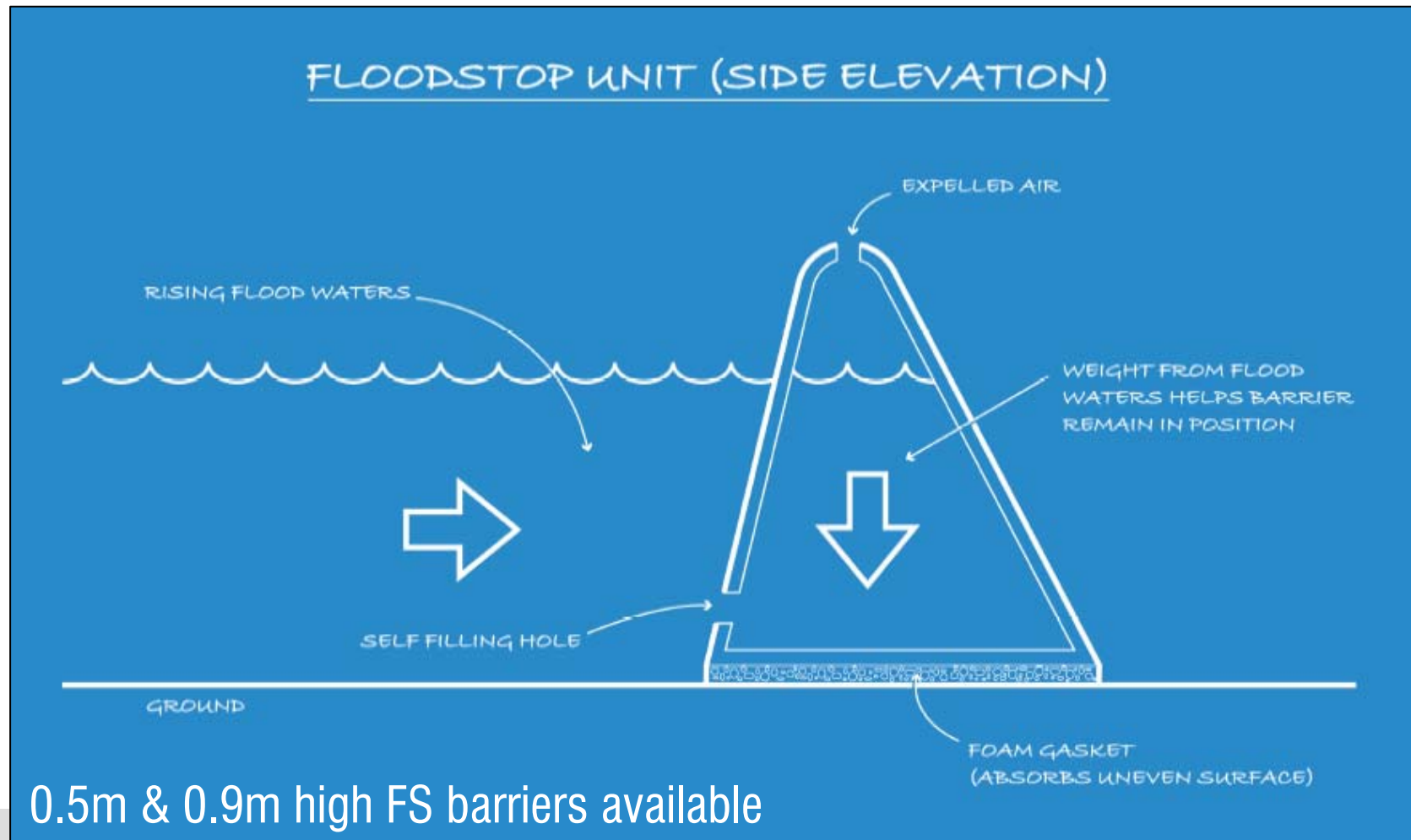
What is FLOODSTOP?

The patented FLOODSTOP barrier has been in development for 3 years, and has now been on the market for just over a year. The company has been supported by both the DTi and Bournemouth University.

- Simple and easy to assemble by a single person (below H&S regulations).
- Can be used in a number of scenarios.
- Modular units nest to minimise storage.
- No in-situ preparation is required.
- Barrier can be assembled for the containment of fluids.
- Repeatable & recyclable
- **Substitute for sandbags in terms of cost – but far superior in terms of assembly and function.**



How does it work?



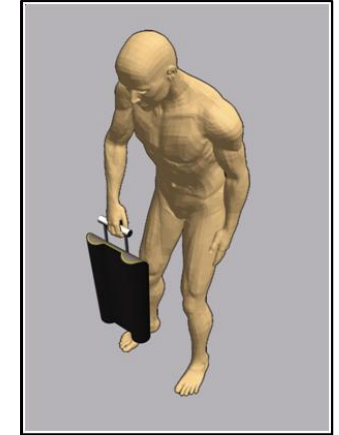
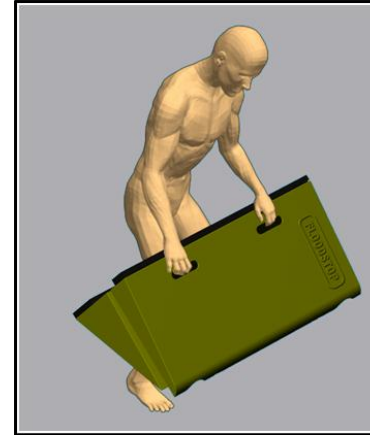
Applications

- Sea/tidal flooding.
- Road/path flooding.
- Property protection.
- Flash flooding/Re-direction.
- Road traffic delineator barrier.
- Fluid containment.

Suitable terrain:

- Hard standings such as roads, pavements, pathways etc.
- Grass or soil, depending on undulations.

FLOODSTOP



Weighted
connection key

Flood Protection



“180 metres can be rapidly deployed in 90 minutes!”

Flood Protection



“..and stored in a single 20ft freight container”

Flood Protection



“Easy, rapid to assemble in any property scenario”

Flood Protection



“Far superior to sandbagging methods & just as flexible”

Reservoir Deployment



“Rapidly deploy a reservoir of any size, with the same stock”

Reservoir Deployment



Ideal for:

- Spillage containment
- Temporary fish holding tank
- Reservoir deployment
- Slurry containment

Road Delineator Barrier



FLOODSTOP is truly multi-functional. When not in use it can be deployed as a road traffic delineator barrier, and simply repurposed when there's a flood event.

Fluvial Management



Simon Phelps BSc (Hons)

2+ years industrial experience in a leading Water & Power Engineering firm. South West Young Entrepreneur of the Year 2007. Science & Engineering Ambassador for BERR.

Dr Phil Clare BSc MA

Dr Clare has an MA in Intellectual Property Management and a PhD in organometallic chemistry. Phil is also a committee member of UNICO. UNICO aims to create bridges between universities and the commercial world.

Professor Nick Petford Pro-Vice-Chancellor, BU

He is currently the PVC of Bournemouth University and is directly involved in the research and enterprise activities of the university.

Henry Warren

20 years experience as Finance Director for Devonport Management Group (DML – Royal Dockyards, Plymouth). Henry was instrumental in setting up the business and growing it to a £500 million turnover/£35 million profit business.



UK Manufactured



- Leading UK rotational moulders
- 100% Recyclable at end of life.
- Manufacture of FLOODSTOP units are processed in accordance with **ISO9001 accreditation.**
- UV8 stabilised polymer (prevents UV degradation).



FLOODSTOP

Sandbags

versus **FLOODSTOP**

To build a 30m flood wall, 0.5m high, from sandbags you would need:

2,100 filled sandbags

70 man hours, assembly

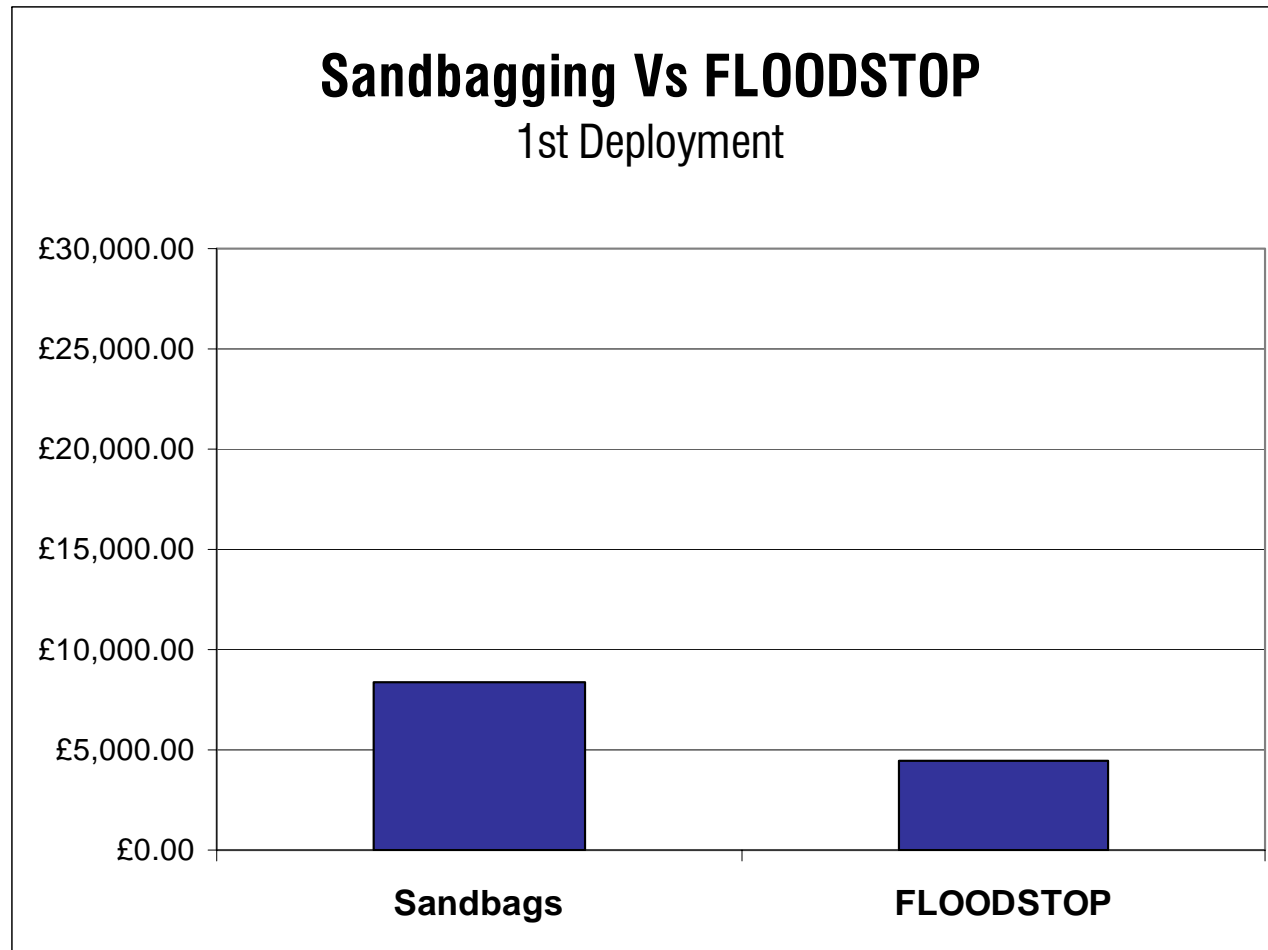
Compared to only...

30 FLOODSTOP Units

1 man hour, assembly

£8,325 Sandbags vs £4,600 Floodstop

FS provides a £3,725 Cost saving



£16,650 Sandbags vs £4,700 Floodstop

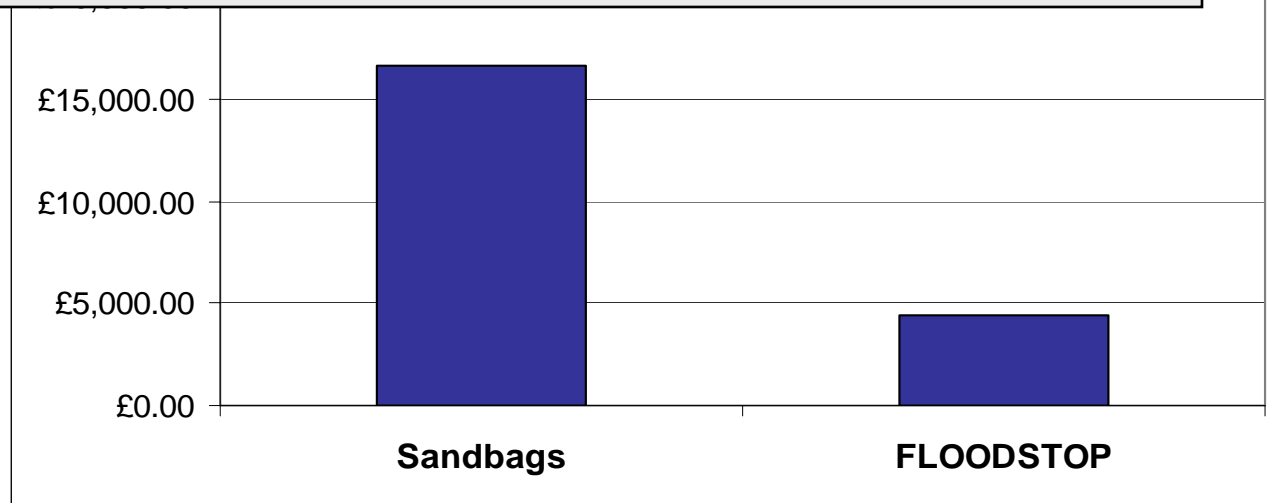
FS provides a £11,950 Cost saving

Sandbagging Vs FLOODSTOP

2nd Deployment

2nd flood event

FLOODSTOP is re-usable, sandbags aren't



£24,975 Sandbags vs £4,800 Floodstop

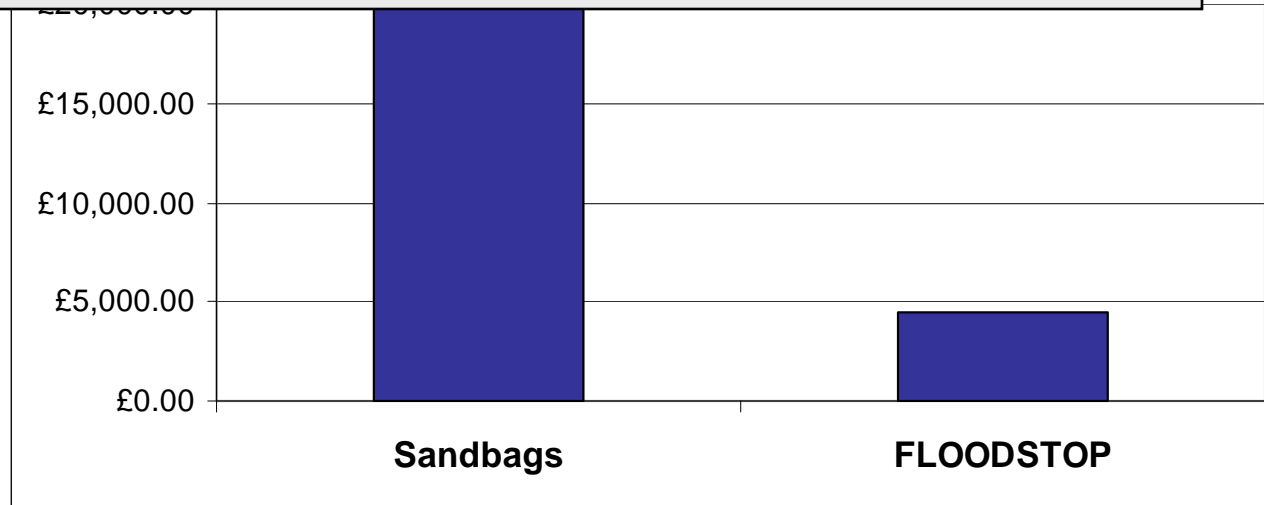
FS provides a £20,175 Cost saving

Sandbagging Vs FLOODSTOP

3rd Deployment

3rd flood event

FLOODSTOP is re-usable, sandbags aren't



Press



- Sunday Telegraph
- The Independent
- The Financial Times
- The Times
- Foreign Affairs
- BBC TV News
- BBC Radio
- ITV Meridian



Emergency Planning Society



EPS Award for Most Innovative Product 2009. Honouring technology with a true practical emergency planning application.

*EPS Award for
Most Innovative
Product 2009*



FLOODSTOP

The logo for Fluvial innovations features the word "Fluvial" in a large, blue, sans-serif font. A light blue, wavy graphic element resembling a splash or a stylized 'v' is positioned behind the letters 'l', 'u', and 'v'. Below "Fluvial", the word "innovations" is written in a smaller, black, sans-serif font.

Fluvial innovations

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