P4 INFRASTRUCTURE

Digital Monitoring Solutions for
Stormwater Management
Manufacturers

P4 INFRASTRUCTURE

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P4 INFRASTRUCTURE

INVESTMENT PROFILE

$1.5M new equity for a 23% interest stake in smart stormwater technology company for manufacturers

TRANSACTION SCOPE

$1.5M in new equity

Strengthen American digital stormwater leadership position

Embed digital transformation products for targeted multi-billion dollar, domestic stormwater OEMs

Grow annual recurring revenue (ARR) base by [insert]

Hire key positions in engineering and management

Streamline manufacturing

P4 INFRASTRUCTURE

INVESTMENT PROFILE

$1.5M new equity for a 23% interest stake in smart stormwater technology company for manufacturers

HIGHLIGHTS

Intellectual Property

- 1 utility patent granted
- 3 design patents granted (11 pending)
- 2 utility patents pending

Revenue Growth

- $7,978 – 2019
- $34,084 – 2020
- $38,334 – 2021
- $224,555 – through Q3 2022

Stormwater Product Suite

- Three core products covering 6 stormwater infrastructure market areas for key OEMs, engineering firms, and cities

P4 INFRASTRUCTURE

MANAGEMENT TEAM

CHRISTOPHER M. FOLEY
PHD, PE, FASCE

President

Doctorate – Civil Engineering

30-years Infrastructure Experience
22-Year Faculty Career
Full Professor, **Department Chair**

Registered **Professional Engineer**

Fellow: American Society of Civil Engineers

Computational algorithms, artificial intelligence, optimization and physical testing.

Over 100 Technical Publications

NICHOLAS J. HORNYAK
PHD, PE

Vice President, Construction Engineering & Sensor Technology

Doctorate – Civil Engineering

20-years Infrastructure Experience

Managed $360 million in construction spending

Registered **Professional Engineer**

Certified Infrastructure Inspector

Sensor and data acquisition systems for Marquette Interchange

JOSEPH A. DIEKFUSS
PHD, PE

Vice President, Engineered Systems

Doctorate – Civil Engineering

10-years Infrastructure Experience

Designed buildings, bridges, and other civil infrastructure throughout U.S.

Registered **Professional Engineer**

Certified Infrastructure Inspector

Developed asset-management program for WisDOT

P4 INFRASTRUCTURE

DIGITAL STORMWATER SOLUTIONS

EXECUTIVE SUMMARY

P4's digital stormwater solutions allow stormwater infrastructure OEMs to connect the internet, enable data collection, and monitor devices to future-proof their business and improve end-user infrastructure compliance and investment decision-making through data driven insights.

P4 is a leading provider of digital connectivity solutions for OEMs in stormwater management through its proprietary, licensed hardware solutions for simple and scalable connectivity of remote stormwater assets.

P4 offers a brand-neutral digital infrastructure solution system for stormwater management OEMs that directly monitors critical stormwater infrastructure and provides data for end-user reinvestment decision making.

P4's deep technical expertise offers OEMs meaningful and actionable data insights that are critical to advancing customer operations and reducing operating costs.

With 5+ years of experience serving Tier1 customers, P4 has refined its technology to enable the creation of new data and novel data sets

P4 INFRASTRUCTURE

IoT Stormwater Connectivity for OEMs

VALUE PROPOSITION

- Branded, value-add product
- Digital Transformation of legacy analog products
- DaaS model enables recurring revenue model
- Decreased service costs
- Greater end-user insights

BENEFITS

- Stronger end-use relationship
- Simplified Distribution channel
- Increases Competitive advantage
- Greater success rates in product development
- Client TDML compliance

EMBEDDED TECHNOLOGY & PRODUCT SUITE

INNOVATIVE SOLUTIONS

IoT Solutions for Stormwater Management

INFIL-Tracker

INFIL-Tracker is an IoT-enabled monitoring system for the management of stormwater infrastructure like permeable pavement and bioswales.

IoT Solutions for Stormwater Management

LIQUA-Level

LIQUA-Level is an IoT-enabled monitoring system for the management of stormwater infrastructure like underground detention cisterns.

Rainfall and Environmental Monitoring

Rain mX

Rain mX is an IoT-enabled rainfall and environmental monitoring system. It is available as part of our LIQUA-Level and INFIL-Tracker systems or as a singular component.

P4 INFRASTRUCTURE

BOLT-ON DIGITIZATION PARTNER FOR STORMWATER MANAGEMENT MANUFACTURERS

ATTRACTIVE MARKET OPPORTUNITY

Unconnected stormwater manufacturers have struggled with years of historically slow growth caused by the lack of analytical predictive maintenance tools, weak customer relationships, low value-add services and limited access to legacy equipment.

Stormwater OEMs present a multi-billion dollar market ripe for digital transformation by IoT

P4's bolt-on connectivity suite is uniquely positioned to offer OEMs a turn-key solution to increase differentiation and capture greater share of the expanding stormwater infrastructure market and incremental retrofit market.

P4 INFRASTRUCTURE

COMPANY

KEY HIGHLIGHTS

INDUSTRY LEADING

Industry leading, IoT connectivity solutions for stormwater applications with advanced products that are scalable, reliable and cost effective

TECHNICAL KNOW-HOW

Unmatched technical know-how with over 100+ combined years of specialization in civil engineering and digital technology

HIGH MARGINS

Attractive high margin DAAS and hardware business model and a highly recurring revenue engine

UNTOUCHED MARKET

Largely untouched digital stormwater market ripe for technology

EXPERIENCED TEAM

Strong, experienced management team with over 40 years of experience and infrastructure to support growth

NEW GROWTH

New growth and data-drive insight tools for market intelligence and product development

CUSTOMER LOYALTY

Empowers end-users and creates lasting customer loyalty

P4 INFRASTRUCTURE

TEAM BIOGRAPHY

CEOCHRISTOPHER M. FOLEY, PHD, PE, FASCE

President

CAREER HIGHLIGHTS AND ACCOLADES

- Civil – Structural Engineer
- Licensed Professional Engineer in Wisconsin
- Fellow – American Society of Civil Engineers
- Co-Inventor of 14 United States Patents (3 utility, 11 design)
- World renowned expert in structural steel systems, advanced engineering analysis, optimal structural design, and evolutionary computation.
- Associated Editor – ASCE Journal of Structural Engineering
- Technical paper and research reviewer for organizations, journals, and conferences around the world.
- Award winning teacher and scholar.

Dr. Christopher Foley is the CEO and Co-Fuonder of P4 Infrastructure. He is a civil engineer with nearly 40 years of experience in civil infrastructure systems. His experience spans engineering design, fabrication, teaching, and research. He has been responsible for the design of novel structural systems like the Winter Garden in the Harold Washington Library Center in Chicago, IL, the UWM Lubar School of Business in Milwaukee, WI, and the U.S. Bank skywalk in Milwaukee, WI. As a faculty member at Marquette University for 22 years, Dr. Foley taught numerous courses in structural and civil engineering. He was a tenured full professor of civil engineering and served as Department Chair of the Department of Civil, Construction and Environmental Engineering for six years. He was the visionary behind, and inaugural Director of the Engineering Materials and Structural Testing Laboratory at Marquette University where he led the most significant curricular changes in the Department's history. He also established the vision for the instrumentation of Engineering Hall at Marquette establishing the newly constructed engineering building as a living laboratory. He served as dissertation and thesis advisor to 25 doctoral and masters students. He was awarded the Marquette University Rev. John P. Raynor S.J. Faculty Award for Teaching Excellence and the Marquette University College of Engineering Outstanding Teaching Award three times.

Dr. Foley authored and co-authored three book chapters, and over 100 technical publications spanning academic journals, conference proceedings, and reports. He served as Associate Editor of the ASCE Journal of Structural Engineering. He has also served as a technical paper reviewer for 17 academic journals around the world. Dr. Foley served as Chair of the American Society of Civil Engineers Technical Committee on Optimal Structural Design and its Analysis and Computation Technical Administrative Committee. He received the State-of-the-Art Award from ASCE for a monograph published by the ASCE. Dr. Foley is a Fellow of the American Society of Civil Engineers (only 3% of the 140,000+ members have been elected Fellow). Dr. Foley served on the American Institute of Steel Construction Specification Task Committee 6 (Connection Design), its Specification Task Sub-Committee on HSS Connections, and its Committee on Research. He has supervised over $650,000 in sponsored research efforts through the National Science Foundation, the American Institute of Steel Construction, and the Wisconsin Department of Transportation. He achieved world renowned status as an expert in optimal structural design, structural steel systems, advanced structural analysis methods, and evolutionary computation. Dr. Foley is the vision behind P4 Infrastructure (Products for Public-Private Partnerships) and co-inventor of, novel structural systems for traffic sign and signal support structures (14 United States Patents and two patents pending for inventions related to stormwater infrastructure). Dr. Foley is an accomplished educator, a world-renowned scholar, an accomplished civil engineer, an inventor, and visionary in the field of civil engineering.

P4 INFRASTRUCTURE

P4 INFRASTRUCTURE

TEAM BIOGRAPHY

CAREER HIGHLIGHTS AND ACCOLADES

- Registered Senior Civil Engineer
- Top three managers for engineering mega-project (> $1 Billion) for the State of Wisconsin's Department of Transportation(WisDOT)
- National Highway Institute Certified Bridge Inspector
- Top-level engineer for large number of infrastructure design projects, including bridges, oil refineries, and water treatment plants

NICHOLAS J. HORNYAK, PHD, PE

VP of Construction Engineering & Sensor Technology

Dr. Nicholas Hornyak is the Vice President of Engineered Systems and a Co-Founder of P4 Infrastructure. He is a civil engineer with over 20 years of construction, design, and management experience. Prior to helping found P4, he was a Senior Manager at earthmoving general contractor, Edgerton Contractors, where he was hired to manage a mega-project (> $1 Billion) for the State of Wisconsin's Department of Transportation(WisDOT), which was completed successfully and on-time.

Dr. Hornyak's consulting engineer career started at Collin's Engineers managing construction of the Illinois Tollway in Gurnee, IL. His final construction management projects at Collins included runways, taxiways, and tunnel projects at General Mitchell International Airport - Wisconsin's largest commercial airport. After several years of construction management, Dr. Hornyak was promoted to Seniorr Engineer where he managed several freeway rehabilitation designs, inspections of structures, water treatment rehabilitation, and many other designs.

Dr. Hornyak started out his career early in life, working in a family construction business at the age of (insert legal working age here), finishing concrete, operating equipment, and later, running and managing a concrete batch plant. From there he attended Marquette University's engineering program in 1999 and acquired a B.S. degree in Civil and Environmental Engineering. After graduation, he stayed at Marquette and completed his M.S. and Ph.D. in Civil Engineering. His research focused on advanced concrete materials and structural performance of pavements. Dr. Hornyak also developed technical expertise with advanced data acquisition systems and a variety of different type of electronic sensors and transducers. He also spent time learning different programming languages such as Matlab, C#, Fortran, and Python as well as developing, deploying and utilizing SQL databases.

P4 INFRASTRUCTURE

TEAM BIOGRAPHY

JOSEPH A. DIEKFUSS, PHD, PE

Vice President, Engineered Systems

CAREER HIGHLIGHTS AND ACCOLADES

- Civil | Structural Engineer
- Licensed Professional Engineer in Wisconsin
- National Highway Institute Certified Bridge Inspector
- Inventor of 14 United States Patents (3 utility, 11 design)
- Designed and performed fatigue tests on full-scale, welded, structural steel connections
- Developed probabilistic models to estimate load and resistance of sign and traffic signal support structures
- Managed structural design and construction administration activities for numerous bridges, buildings, and earth retention systems

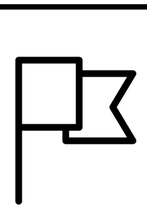
Dr. Joseph Diekfuss is a civil engineer with 15 years of experience working in civil infrastructure. His experience as a researcher, teacher, consulting engineer and project manager spans the full range of civil engineering disciplines, in both public and private sectors. He has coordinated and overseen construction of public roadway, sewer and watermain in communities across SE Wisconsin including Greendale, West Milwaukee, Muskego and New Berlin. He has designed and load-rated single and multi-span bridges for the State of Wisconsin, Waukesha County, Village of Greendale, City of Waukesha, and Village of Caledonia. He has worked with architects like Kahler Slater, Stephen Perry Smith, Plunkett Raysich, Partners in Design, and others to perform structural design of single and multi-story buildings in commercial, industrial, healthcare, residential, and education. He has designed many different types of earth retention systems including mechanically stabilized earth, gravity, reinforced concrete cantilever, sheet pile and soldier pile.

He served as the de facto liaison between structural and non-structural disciplines at raSmith to coordinate the design of non-building, structural site development features like retaining walls, light poles, and foundations for advertising and tenant signs. He served as the Structures Division contact at raSmith for structural inspection and evaluation services, putting together not only the monitoring plans to complete the work, but also the marketing materials highlighting case studies for raSmith's corporate website. Dr. Diekfuss has served as a professional mentor to groups of civil engineering students from Marquette University completing their capstone design projects every year since 2015. He has taught courses like Mechanics of Materials at the undergraduate level as an Adjunct Assistant Professor. His doctoral research has been highlighted at several conferences and published in three separate articles in the ASCE Journal of Structural Engineering. Dr. Diekfuss is first-named inventor on 14 different patents spanning the design and utility of structural steel connections used in ancillary structures to the use of sensor systems and real-time control technology for increasing stormwater infrastructure efficiency. Dr. Diekfuss has intimate knowledge and experience with building and environmental design codes as well as State and local regulations. He has established himself as a thought leader in civil infrastructure as a researcher, academic scholar, engineer, and inventor.

WHO ARE WE

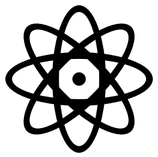
COMPANY HISTORY & HIGHLIGHTS

P4 creates innovative, technology-driven products that are transforming the stormwater civil engineering industry. We provide opportunities for higher revenue and decreased expense during construction, operation and maintenance of civil assets. Utilizing IoT technology, P4's products offer greater understanding of infrastructure health on micro- and macro-levels through the collection, management and analysis of sensor data.



FOUNDED IN 2018

P4 is a registered Wisconsin C-Corporation.

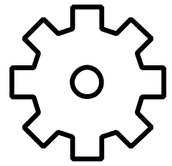


PATENTS

1 utility patent granted

3 design patents granted (11 pending)

2 utility patents pending



INSTALLS

Installed its products in six (6) states meeting the needs of twelve (12) unique and repeat customers.

GROWTH

Developed a scalable and repeatable marketing and sales strategy to scale the business

STORMWATER EVENTS CAUSING

INFRASTRUCTURE CHALLENGES

PERFECT STORM OF MICRO AND MACRO CHALLENGES

CRUMBLING STORMWATER INFRASTRUCTURE:

- Stormwater events causing massive challenges urban flooding resulting in $9 billion in damages annually.
- Nearly 600,000 miles of rivers and streams and more than 13 million acres of lakes, reservoirs, and ponds are considered impaired.
- Growing annual funding gap of $8 billion just to comply with current federal regulations.

STORMWATER MANUFACTURERS /OEMS:

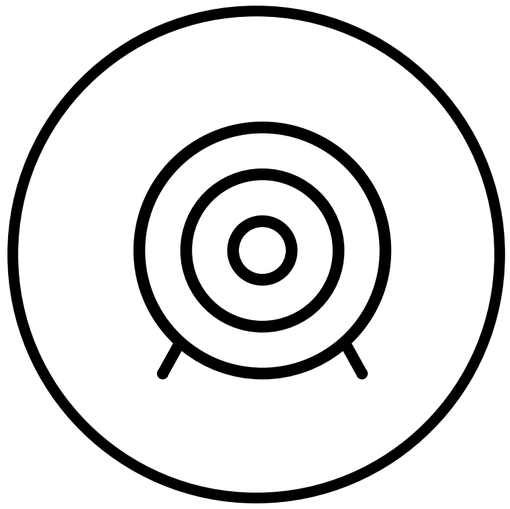
- Need to Develop Digital Competitive Advantage
- Limited Upgrades to Legacy Installations
- Desperate for New Growth Tools
- No Consistent or Reliable Data for Product Development
- Poor Relationship with End-user
- Difficult to add Value After Sale

EMBEDDED DIGITAL TOOLS

ATTRACTIVE MARKET OPPORTUNITY

POTENTIAL GROWTH

Unconnected stormwater manufacturers have struggled with years of historically slow growth caused by the lack of analytical predictive maintenance tools, weak customer relationships, low value-add services and limited access to legacy equipment.



LARGE MARKET

Stormwater OEMs present a large addressable market that is ripe for technological disruption by IoT.

UNIQUELY POSITIONED

P4's bolt-on connectivity suite is uniquely positioned to offer OEMs a turn-key solution to increase differentiation and thereby capture greater share of the expanding stormwater infrastructure market and incremental retrofit market.

P4 INFRASTRUCTURE

TURNKEY SOLUTIONS

Turnkey-shop solution for digital stormwater OEM, engineering firms, and city solutions tailored to the customer’s need

ENGINEERING

- **Fully customized hardware development,** providing fast-track pilot and commercial validation
- **Continuous optimization** through close cooperation with the OEM, engineering firms, and cities

DaaS

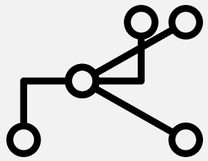
- **First-mover innovation in stormwater** allows for competitive offering enabling **recurring subscription revenue** through hardware

HARDWARE

- Capable of measuring and monitoring monitor rainfall and resulting stormwater runoff in the form of water level, water levels beneath permeable pavement or bioremediation systems, and underground detention cisterns in real-time
- Hardware automated monitoring, GPS and embedded software allows to **deploy devices anywhere in the world** to get connected

P4 INFRASTRUCTURE

CAPABILITIES



TECHNOLOGY

State-of-the-art offering, first-mover in the IoT automated monitoring

- Extensive in-house engineering allows for unmatched end-to-end IoT solutions with unprecedent data creation
- Positioned as a gate-keeper and enabler of markets that are still largely untouched

SUPPLY CHAIN AND SALES CYCLE

No end-user interaction, but mission critical background service, fast-paced and flexible

- Efficient offering with 2-6 months from engineering to go-to-market
- Direct business relationship with OEM customers engineering firms, and cities

CLOUD ARCHITECTURE

Constant real-time interaction, automatic back-up

- Secure communication Real-time data availability to aid fast processing engine

DATA ANALYTICS PLATFORM

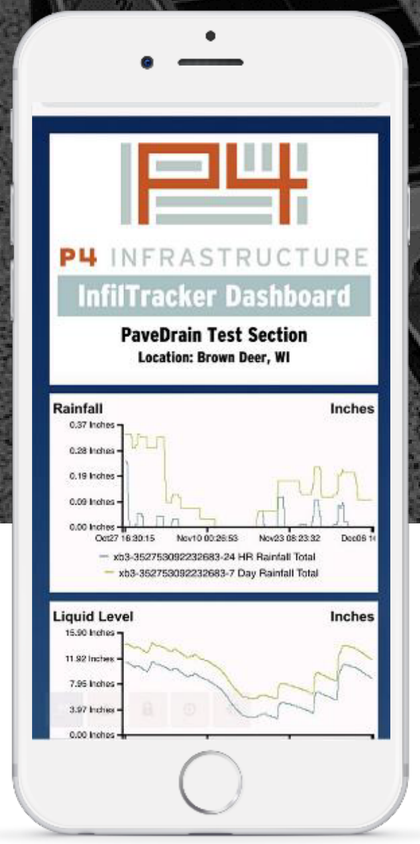
Full visibility, data management, analysis and export, marketed under customer's own brand

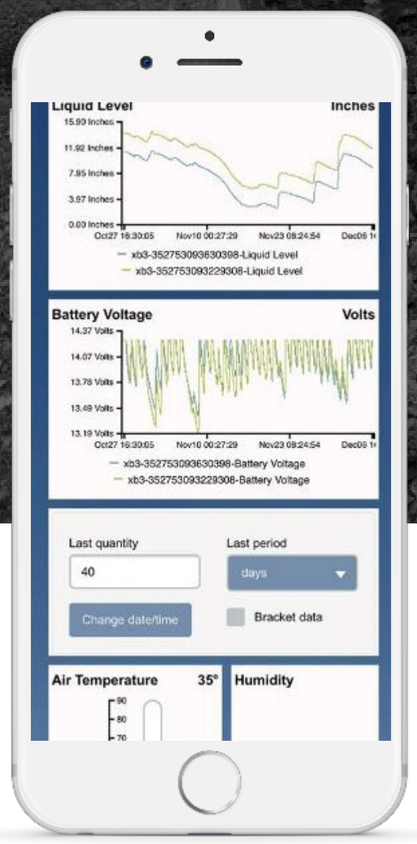
- Dashboards availability allowing real-time access and updates
- Historical data evaluation and recommendations, actionable insights

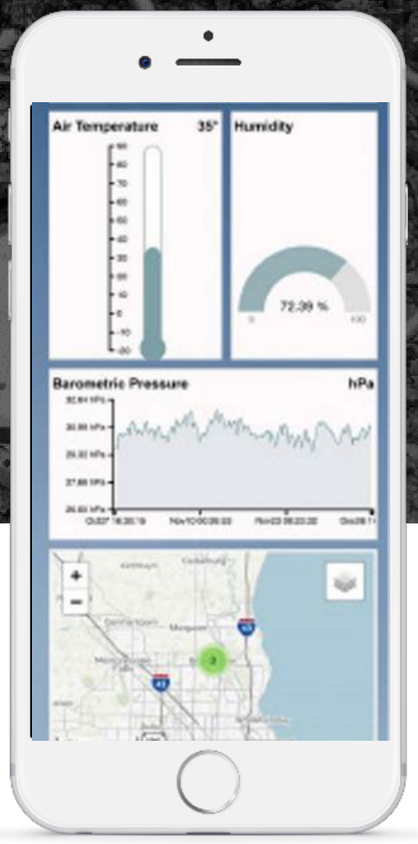
P4 INFRASTRUCTURE

EMBEDDED DIGITAL PRODUCT SUITE

Our automated hardware with digitally displayed dashboards are ideal for OEMs, engineering firms, or cities design or managing permeable pavement surfaces, stormwater storage cisterns, blue roof or green roof systems, constructed wetlands, permeable reactive barriers, bioremediation systems – or a mixture of these stormwater best management practices







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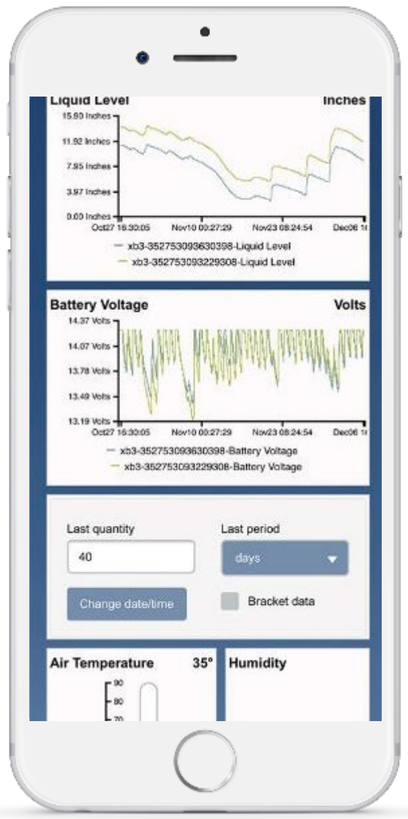
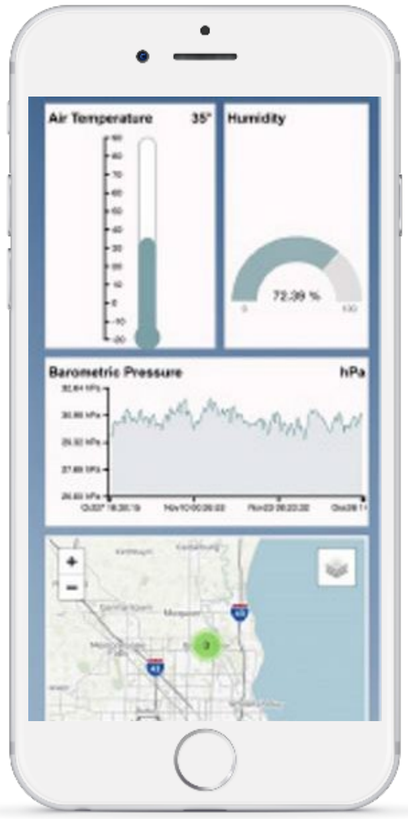
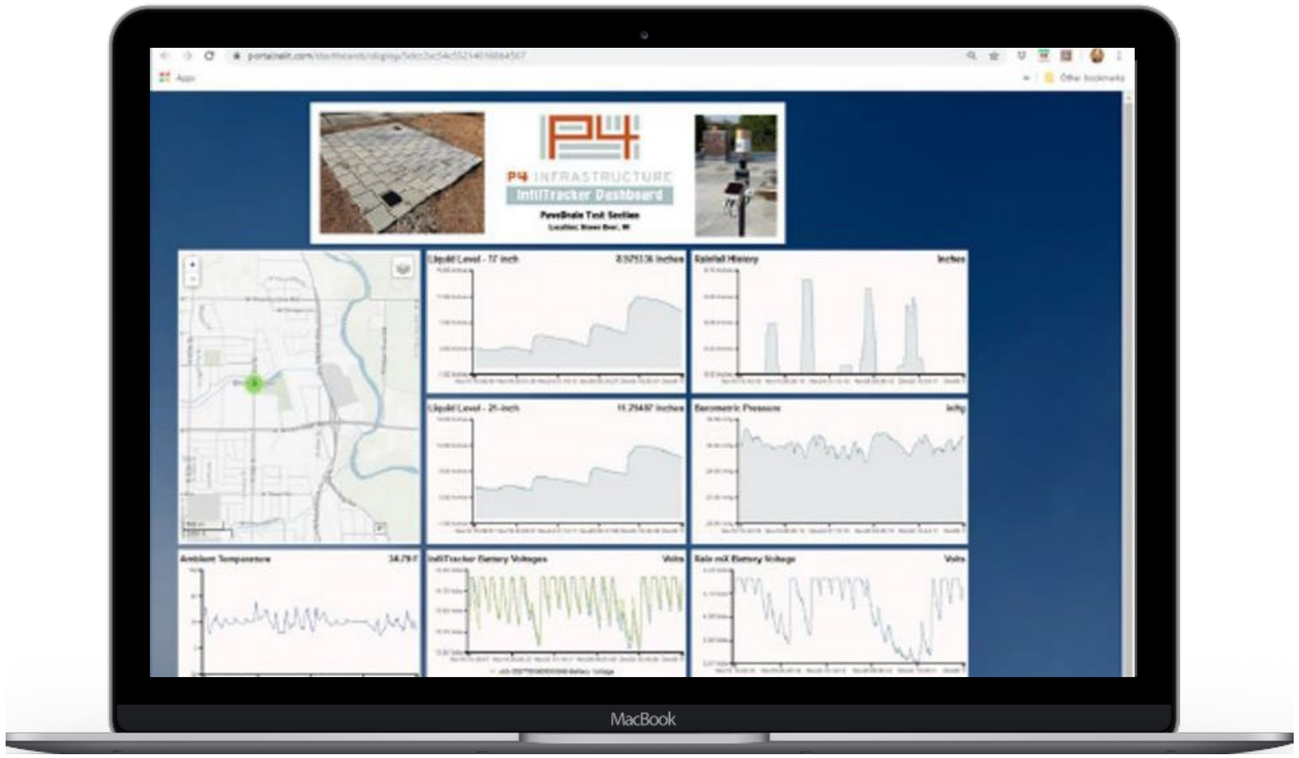




P4's CORE PRODUCTS

INFIL-TRACKER

P4's INFIL-Tracker provides confidence that permeable pavement surface performs as intended; confidence that your maintenance interventions are appropriately timed, effective, and not wasteful of fiscal, equipment and human resources; and confidence that you have invested effectively in pursuit of TMDL compliance.

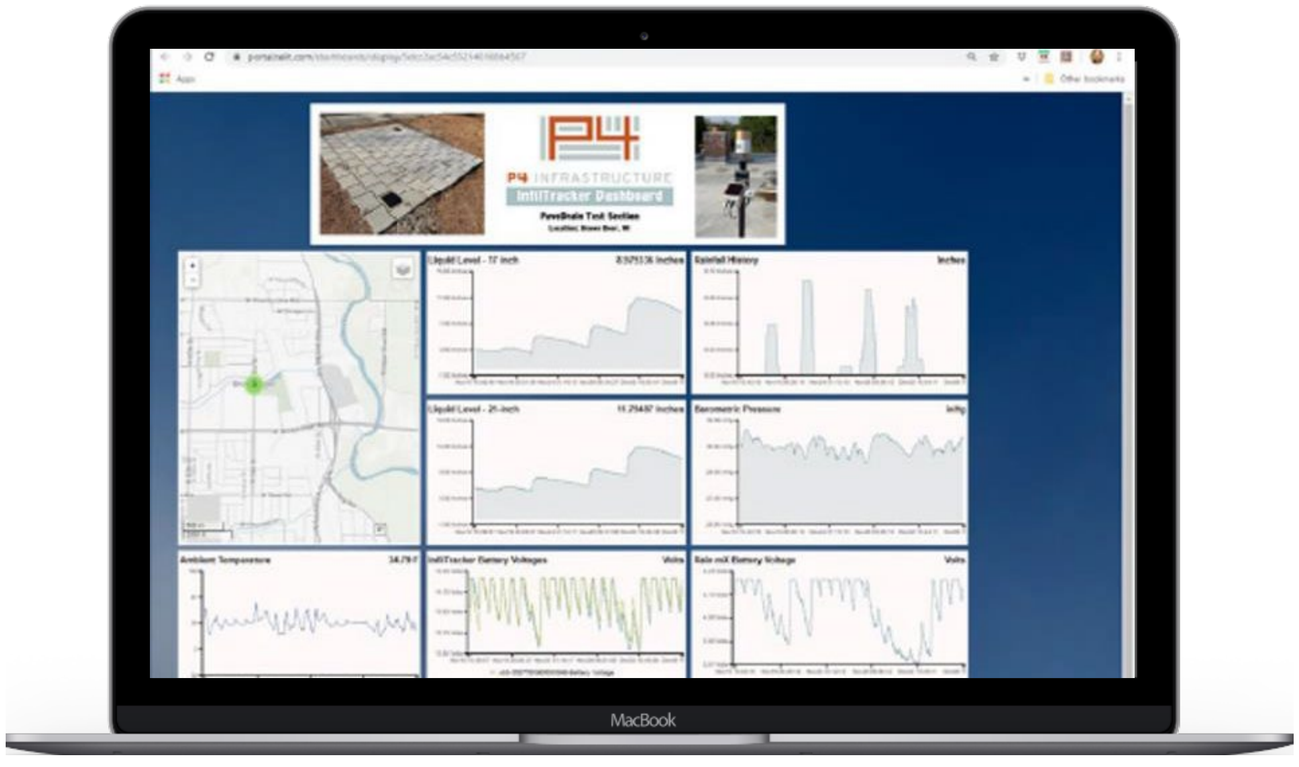


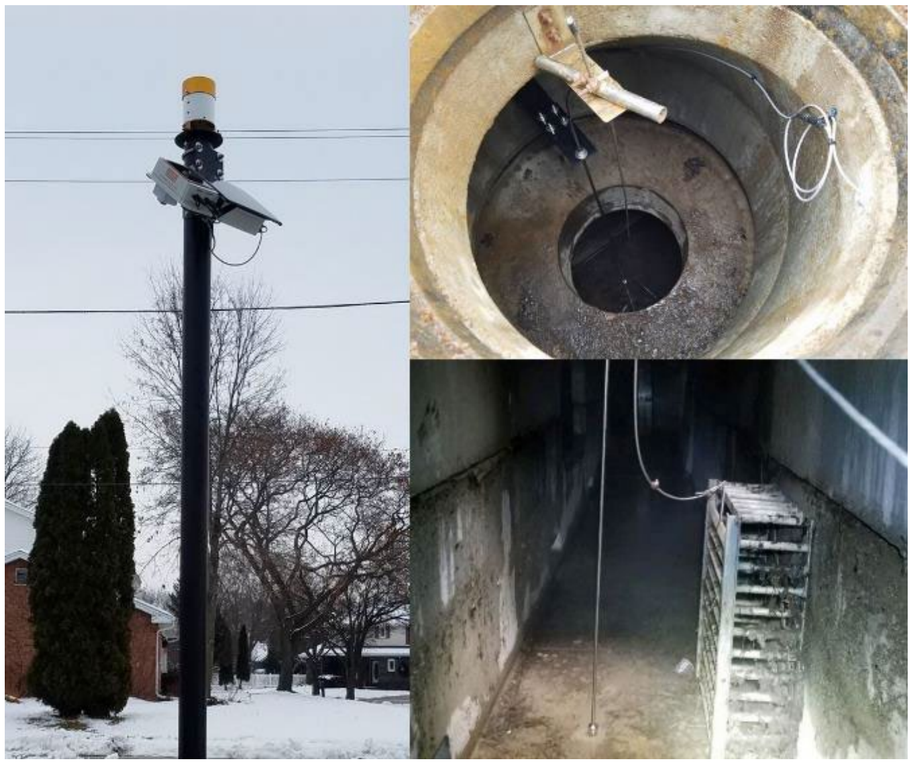
P4 INFRASTRUCTURE

P4's CORE PRODUCTS

LIQUA-LEVEL

P4's LIQUA-Level provides confidence that stormwater storage cisterns are performing as intended and confidence that you have invested effectively in pursuit of TMDL compliance. P4's stormwater management products can potentially save millions of dollars in unnecessary construction of stormwater management infrastructure by providing data-driven TMDL compliance.

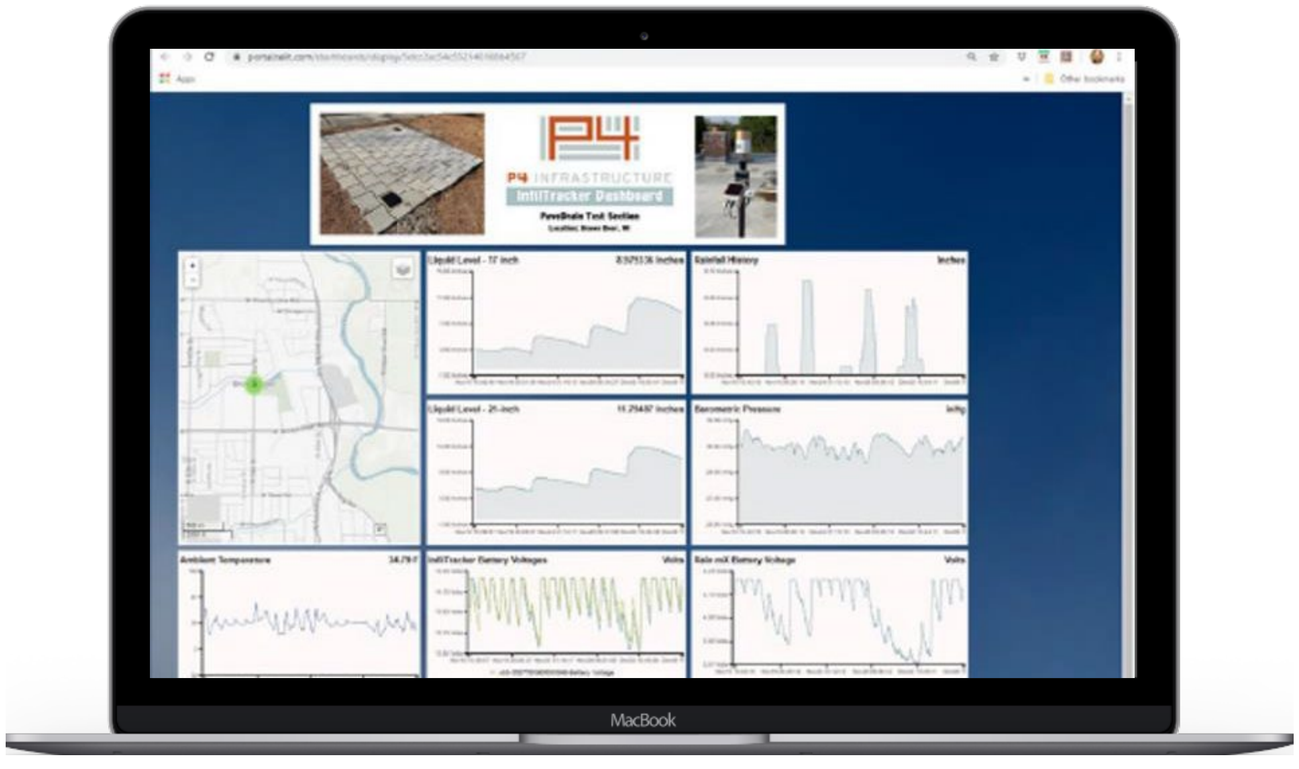




P4's CORE PRODUCTS

RAIN MX

P4's Rain mX is a stand-alone (can be portable) autonomous weather monitoring system. No external power source is required. Rain mX measures rainfall, barometric pressure, relative humidity, and temperature. It can be used as part of a weather monitoring network for a construction site, or it can be used with multiple Rain-mX devices to make up a weather monitoring network. Rain-mX can tell you what happened at your site during the overnight hours so that you can plan the next construction day's construction activity. It can also be used to document local weather at a site to justify work stoppages giving clients documentation supporting work stoppages and added expenses resulting from weather conditions at a site.



P4 INFRASTRUCTURE

HARDWARE

Compact IoT hardware solutions for stormwater manufacturing OEMs with plug and play remote monitoring as entryway

PROBLEM SOLVER WITH NATIONAL REACH

Deployment with leading OEMs underpins the ability to connect IoT equipment nationally with strong contribution to the preservation of water resources, manpower, and capital

DaaS

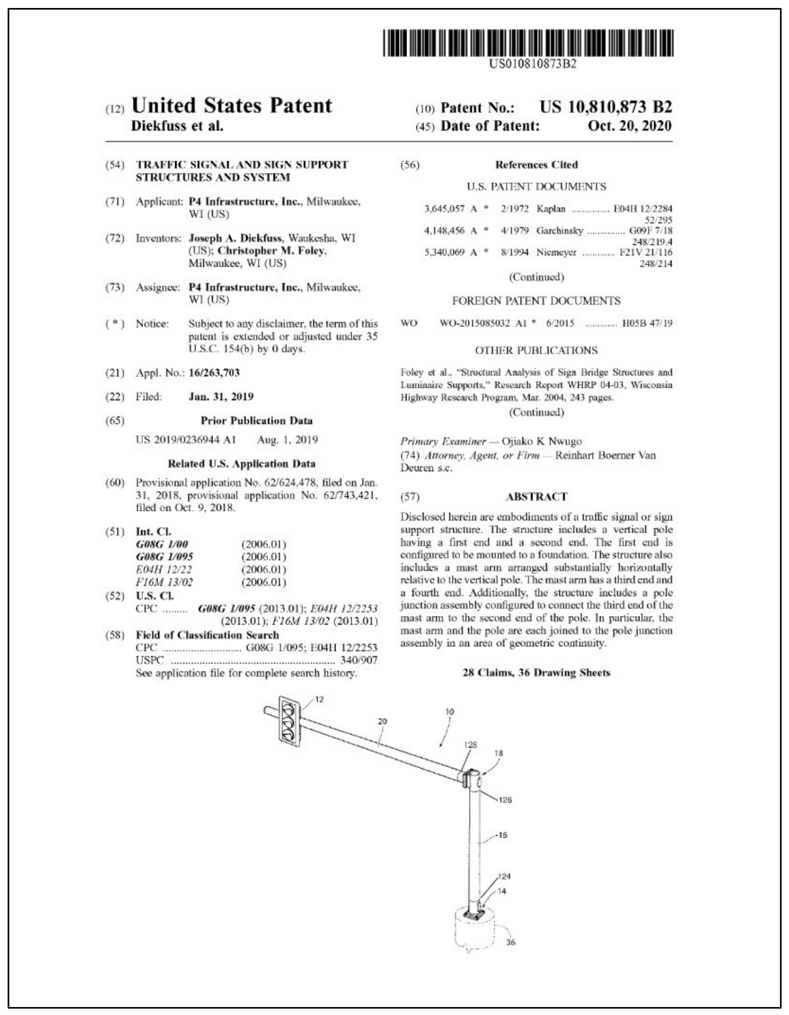
Hardware enabled connected cloud platform for device monitoring with low churn and integrated analytics

PRODUCT AGNOSTIC

Highly flexible last mile connectivity via patents-based products and solutions in remote asset IoT leads to unparalleled competitive advantage

P4 INFRASTRUCTURE

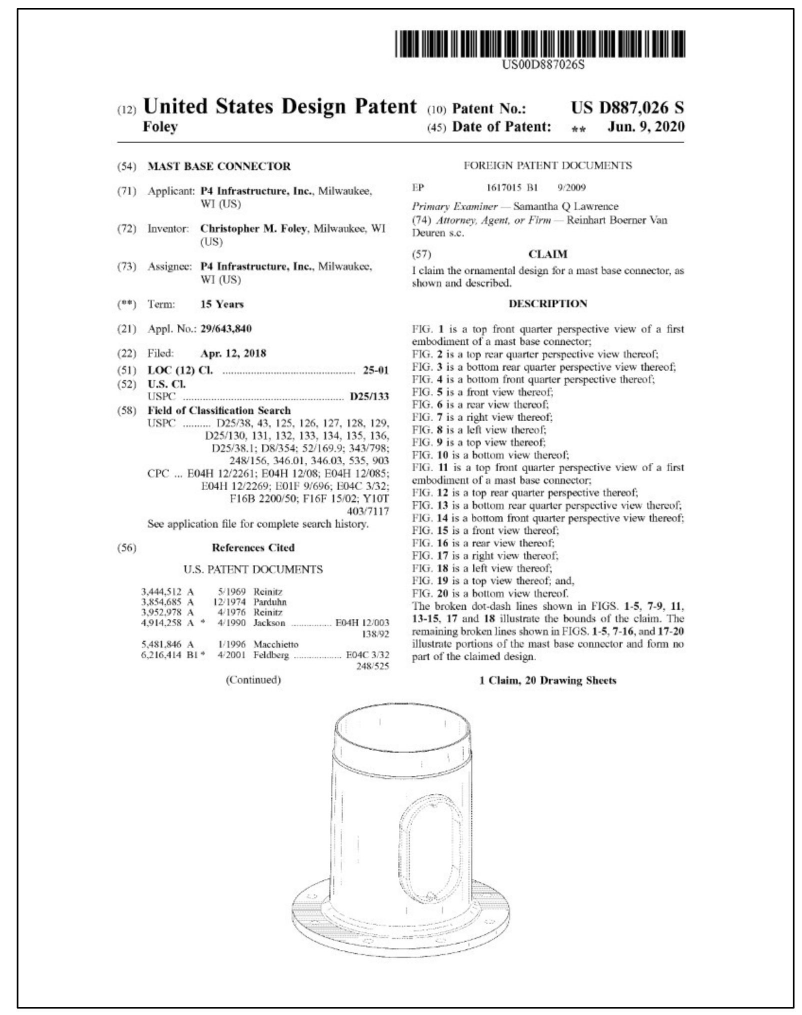
STRONG IP, TECHNOLOGY AND REGULATORY APPROVAL



(12) United States Patent
Diekfuss et al.
(10) Patent No.: US 10,810,873 B2
(45) Date of Patent: Oct. 20, 2020

(54) TRAFFIC SIGNAL AND SIGN SUPPORT STRUCTURES AND SYSTEM

(71) Applicant: P4 Infrastructure, Inc., Milwaukee, WI (US)

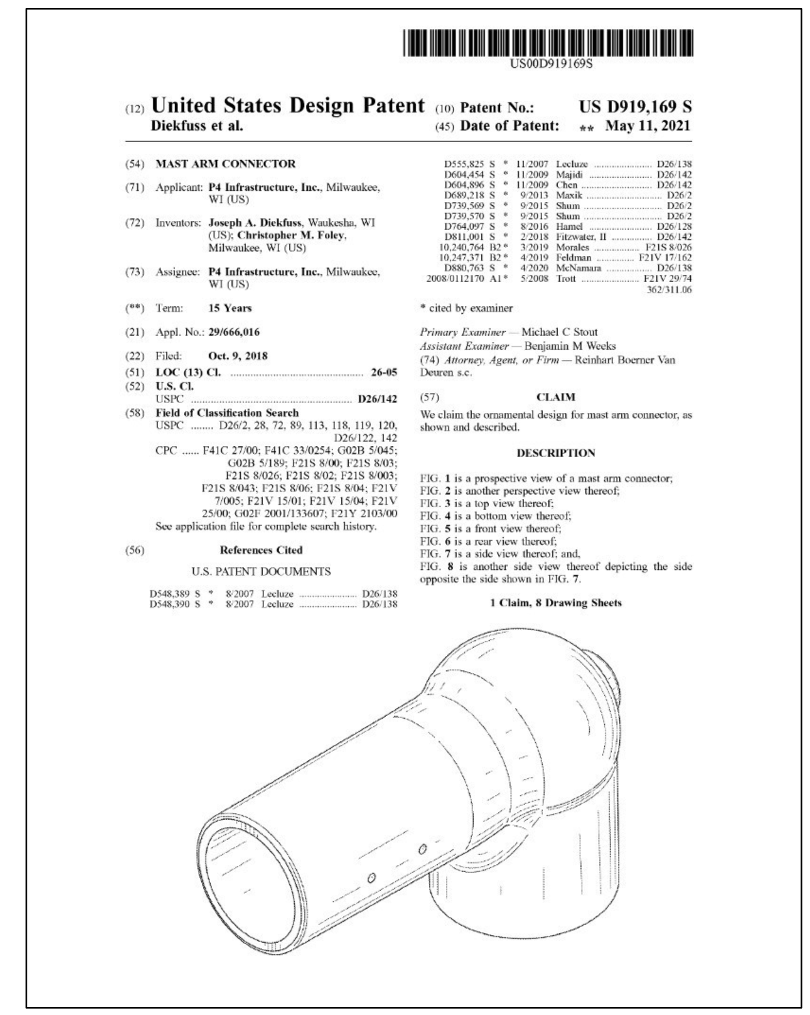


(12) United States Design Patent
Foley
(10) Patent No.: US D887,026 S
(45) Date of Patent: ** Jun. 9, 2020

(54) MAST BASE CONNECTOR

(71) Applicant: P4 Infrastructure, Inc., Milwaukee, WI (US)

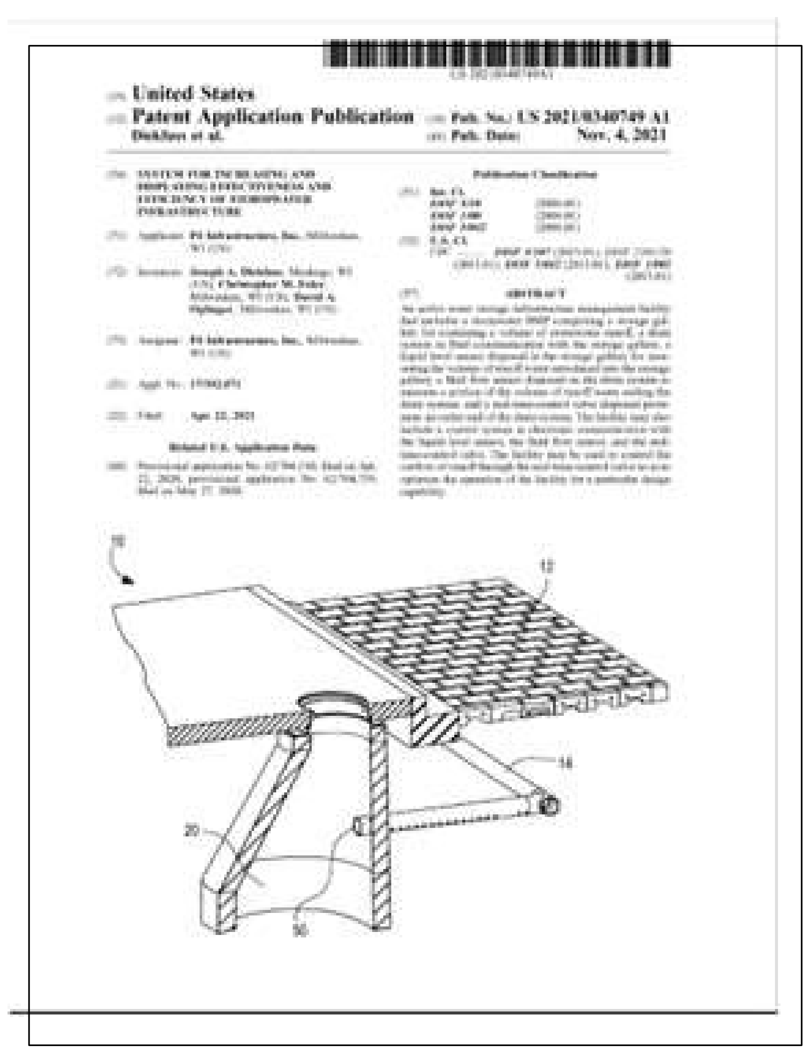
(72) Inventor: Christopher M. Foley, Milwaukee, WI (US)



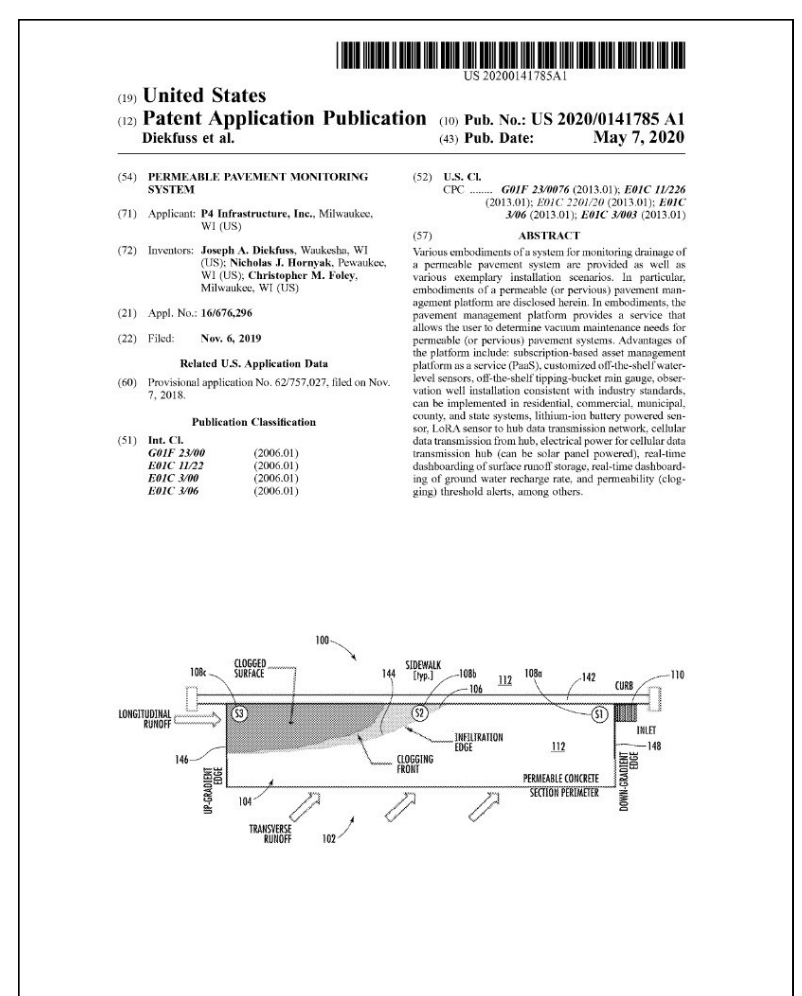
(12) United States Design Patent
Diekfuss et al.
(10) Patent No.: US D919,169 S
(45) Date of Patent: ** May 11, 2021

(54) MAST ARM CONNECTOR

(71) Applicant: P4 Infrastructure, Inc., Milwaukee, WI (US)



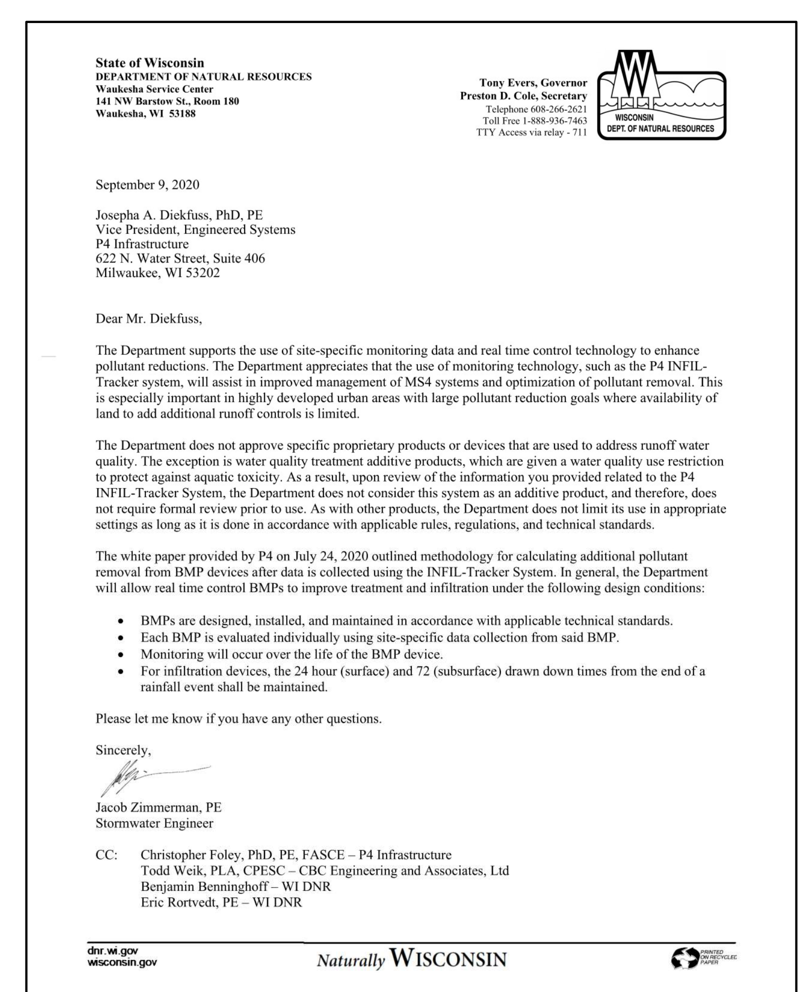
United States
Patent Application Publication
Diekfuss et al.
Pub. No.: US 2021/0340749 A1
Pub. Date: Nov. 4, 2021



(19) United States
(12) Patent Application Publication
Diekfuss et al.
(10) Pub. No.: US 2020/0141785 A1
(43) Pub. Date: May 7, 2020

(54) PERMEABLE PAVEMENT MONITORING SYSTEM

(71) Applicant: P4 Infrastructure, Inc., Milwaukee, WI (US)



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WISCONSIN DEPT. OF NATURAL RESOURCES

September 9, 2020

Josepha A. Diekfuss, PhD, PE
Vice President, Engineered Systems
P4 Infrastructure
622 N. Water Street, Suite 406
Milwaukee, WI 53202

Dear Mr. Diekfuss,

The Department supports the use of site-specific monitoring data and real time control technology to enhance pollutant reductions. The Department appreciates that the use of monitoring technology, such as the P4 INFIL-Tracker system, will assist in improved management of MS4 systems and optimization of pollutant removal. This is especially important in highly developed urban areas with large pollutant reduction goals where availability of land to add additional runoff controls is limited.

The Department does not approve specific proprietary products or devices that are used to address runoff water quality. The exception is water quality treatment additive products, which are given a water quality use restriction to protect against aquatic toxicity. As a result, upon review of the information you provided related to the P4 INFIL-Tracker System, the Department does not consider this system as an additive product, and therefore, does not require formal review prior to use. As with other products, the Department does not limit its use in appropriate settings as long as it is done in accordance with applicable rules, regulations, and technical standards.

The white paper provided by P4 on July 24, 2020 outlined methodology for calculating additional pollutant removal from BMP devices after data is collected using the INFIL-Tracker System. In general, the Department will allow real time control BMPs to improve treatment and infiltration under the following design conditions:

- BMPs are designed, installed, and maintained in accordance with applicable technical standards.
- Each BMP is evaluated individually using site-specific data collection from said BMP.
- Monitoring will occur over the life of the BMP device.
- For infiltration devices, the 24 hour (surface) and 72 (subsurface) drawn down times from the end of a rainfall event shall be maintained.

Please let me know if you have any other questions.

Sincerely,

Jacob Zimmerman, PE
Stormwater Engineer

CC: Christopher Foley, PhD, PE, FASCE – P4 Infrastructure
Todd Weik, PLA, CPESC – CBC Engineering and Associates, Ltd
Benjamin Benninghoff – WI DNR
Eric Rortvedt, PE – WI DNR

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P4 INFRASTRUCTURE

CUSTOMERS & PROJECT LOCATIONS

City Of Appleton

CITY OF PEORIA

TOWN OF BLADENSBURG MARYLAND 1742

CUDAHY EST. 1906

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CITY OF MORGAN HILL

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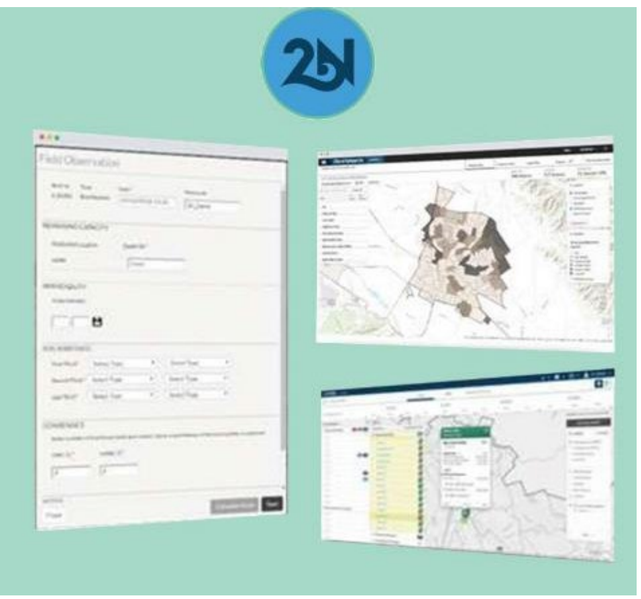
MSOE UNIVERSITY

TOWN OF HEMPSTEAD, N.Y. FOUNDED 1644

Town of HEMPSTEAD LONG ISLAND, NY

Parks & Recreation

P4 INFRASTRUCTURE



P4 INFRASTRUCTURE

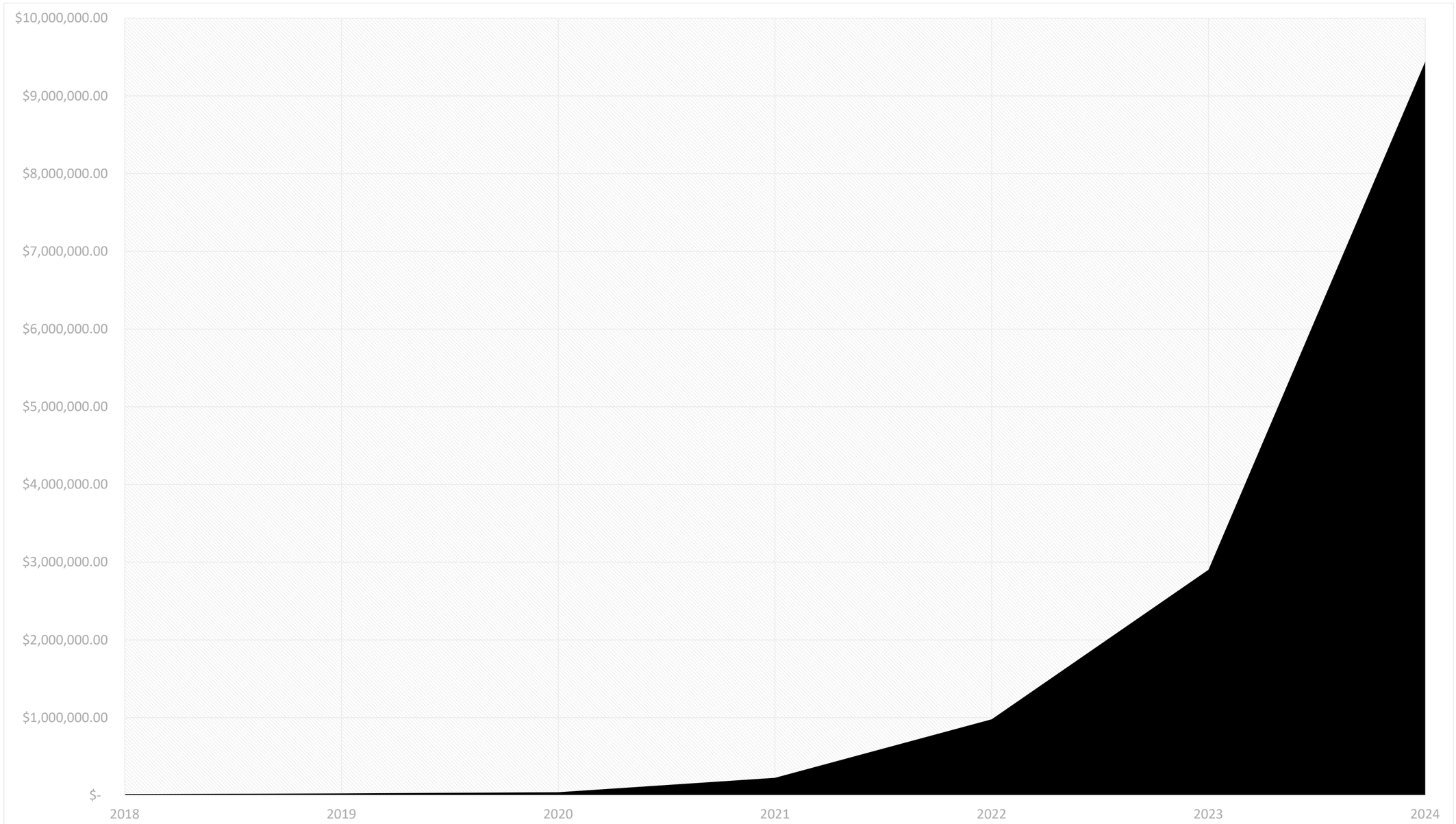
MARKET COMPETITORS

P4 is second-to -one in offering affordable, stormwater OEM-customized digital solutions

- P4 Products are orders of magnitude cheaper
- P4 Products cover all stormwater BMPs
- P4 Products can accommodate any sensor
- P4 Data stream integrates with others
- P4 Maintains and curates' data

P4 INFRASTRUCTURE

PAST PERFORMANCE AND FUTURE PROJECTIONS



P4 INFRASTRUCTURE

OEMs & MANUFACTURE REP PARTNERS

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STORMWATER MANAGEMENT

PARJANA®

PAVE DRAIN®
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ON-STRUCTURE STORMWATER SYSTEMS

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P4 INFRASTRUCTURE

MANUFACTURING PARTNERS

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PROFESSIONAL SERVICES PARTNERS

Cimbria Consulting
AN AFFILIATE OF CIMBRIA CAPITAL

dja

Reinhart
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P4 INFRASTRUCTURE

MISCELLANEOUS PARTNERS

THE WATER COUNCIL

P4 INFRASTRUCTURE

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