

Technology that Eliminates Surface Water and Enables the Earth to Absorb, Clean and Filter Water

Clean Technology Water Technology

Parjana Distribution
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Andrew Niemczyk & Greg McPartlin

BIO:

Gregory L. McPartlin is a Michigan native who attended Western Michigan and received a business degree in 1997. In 2001, Greg received his MBA from Bond University in Australia. Throughout Greg's career his focus has been on numerous entrepreneurial ventures, which has taken him to nearly fifty countries. His first international entrepreneurial venture was Armacel Composite Technologies in Australia where he developed a business plan and secured over a million dollars in venture capital for Armacel. In 2002, Greg created a Joint Venture with a U.S. based water technology company in Brazil and developed the

market and technology. He is still involved with the organization to this day. Greg developed a Joint Venture relationship with U.S. based Water Planet engineering to further deploy the aeration technology on a global basis. During that time, Greg entered into the capital raising business for a number of fund structures. Then developed as well as partnered with key strategic partners to create and manage both a Brazilian fund and a South African fund. In 2011, Greg met Andrew Niemczyk and in March of 2012 co-founded Parjana Distribution and has keenly focused on developing the organization ever since.

About Parjana Distribution:

Parjana is delivering a global solution to the world's most challenging, disruptive, and deadly problems caused by standing surface and sub-surface waters.

Water is the most valuable resource on the planet. Countries that lack access to clean drinking water struggle to survive, cities tied to combined sewer systems battle hazardous overflows, and airports are searching for solutions to increase safety and mitigate challenges caused by standing water.

Water Management is a challenge in many ways; and we can solve many of them. From a small residential project to Earth's largest environmental issues; Parjana is a pioneer in restoring the planet and saving lives.

Parjana Distribution is the worldwide exclusive distributor of a patented groundwater management solution called the EGRP®. The company is responsible for identifying key stake-

holder and partnership opportunities within the water management industry on a global basis.

Our products are designed to rebalance Mother Nature.

The EGRP® when installed by our certified installer, will act as a rain capture system, it will mitigate surface water issues and speed the transfer of surface water back into the soil where it belongs.

This is a paradigm shift that will forever change the human population food and water supply.

Interview conducted by: Lynn Fosse, Senior Editor CEOCFO Magazine

CEOCFO: Mr. McPartlin, would you tell us about Parjana Distribution?

Mr. McPartlin: As describe above, Parjana Distribution is a paradigm shifting technology that forever changes the way humanity manages water on a global basis. The technology fundamentally has unlimited capabilities in regards to eliminating surface water, enabling the earth to absorb that water and at the same time clean and filter the water, which eventually then recharges the water table. We have applications from municipal airports, residential, agriculture, commercial, fish farming, etc... The ramifications and limitations are truly endless in regards to the scope and the scale of Parjana's projects. The amazing thing about this technology is that if you have the ability to eliminate surface water you also mitigate greatly and possibly eliminate completely surface water disease such as malaria, cholera and dysentery. That is why we at Parjana Distribution believe

that we are a complete paradigm shifting technology. Parjana stabilizes moisture levels in the earth. Thus, you will have greater crop yields. Now, the water on the earth is not going to be running into the rivers and the streams and going into the wastewater treatment centers. All we are doing is doing what Mother Nature originally intended, that is getting the water into the earth and enabling the earth to naturally absorb and filter the water.

CEOCFO: What is the science behind your technology?

Mr. McPartlin: Our technology is not based on any existing engineering principles. We are creating a new concept in engineering. We are harnessing the energy in the earth based on simple principles of gravity, hydrostatic pressure and a vacuum. Plus, water follows the path of least resistance as part of a process called biomolecular cohesion. Which basically means that one water molecule will follow the other molecule.

CEOCFO: Has a similar concept been tried? Have people been attempting to work on this problem?

Mr. McPartlin: No, this is a patented technology. No one has ever really even explored this area before. At the beginning we were actually kicked out of a number of meetings, because the engineers did not believe us. However, now that we have about one hundred installations they can actually see the results for themselves, which is why we are getting so much attention now; we have many high profile projects on a global basis.

CEOCFO: Are there certain areas of the world that are more receptive initially or that have been more receptive so far?

Mr. McPartlin: Actually, Europe has been extremely receptive. That is because they are very innovative and very green conscious. The only two places where we have really developed the market thus far are: the United States and in Europe.

CEOCFO: You have certainly mentioned many different industries and areas. What is a particular industry focus so far that again might be more innovative and a place to get started?

Mr. McPartlin: I would say that two of our focuses are the athletic fields and airports. That is because they both have an immediate need. They all have water problems and need an environmentally friendly way to eliminate the surface water.

CEOCFO: What are you actually installing? What is the physical equipment and how does it work?

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- Greg McPartlin

Mr. McPartlin: In essence, it is a fancy five chambered straw that all five phalanges expand and contract and they interact with the earth to create communication with all of the micro layers in the earth. The big thing is that the water is not going down. We actually evacuate the water horizontally through the layers of the earth.

CEOCFO: Why is that better? Why do we care if it goes down or it goes horizontal?

Mr. McPartlin: Let us say that you have twenty feet of solid clay. Water does not penetrate through clay very easily. Water gets stuck on the surface. A lot of the time much of water problems are based around clay conditions. When we put in our system,

what our system enables the earth to do is exchange all of that water throughout all of the layers of the earth. Therefore, instead of the water staying on the surface we actually evacuate that water throughout the earth, which is made of up micro layers. We evacuate the water via the micro layers in the earth.

CEOCFO: What are your steps towards commercialization?

Mr. McPartlin: Our step towards commercialization is continued expansion and getting more and more projects under our belts in different applications, so that the world will see the various applications that exist. One project that we just did was at an airport. It was a retention pond through MDOT, the Michigan Department of Transportation. We installed our system around the pond. The problem was that the retention pond was not infiltrating water quickly enough. We installed our system and it will enable the retention pond to infiltrate all of that water into the earth much, much faster. Right now it does not empty at all. The requirements are that we have the retention pond emptied within three days. We designed our system for a one-day elimination of the water.

CEOCFO: Would you tell us a little bit about how much customization is involved for each project?

Mr. McPartlin: Parjana is a site-specific solution. Throughout the earth all soil conditions are different; whether it is in the makeup of the soil, the rocks or of the water flow. Therefore, we are a very site-specific solution. Without the proper engineering our technology will not work.

CEOCFO: As you roll this out how will be doing the installations?

Mr. McPartlin: We are going to be using certified installers who have existing companies. We are looking for large companies with existing infrastructure to become certified installers to install our technology based upon our engineering and layout.

CEO CFO: How do you get interest from that community as well as from the people who want the projects done?

Mr. McPartlin: At this point what we are doing is leveraging our internal contacts and media. We do not do any direct marketing or advertising. It is just by word of mouth and people seeing the results. They are coming to us from all over the world. We have got interests from Japan to Brazil. All over the world they are actually calling us to find out more about who we are. Our problem is creating the infrastructure in order to be able to efficiently and effectively deliver our product.

CEO CFO: Do you have a plan in place that you can talk about?

Mr. McPartlin: We do have a plan in place. Our goal, as I said, was that we are looking to partner with large companies with existing infrastructure to be able to leverage their organizational structure. We do not want to reinvent the wheel, but just want to provide a new tool for existing companies to have a new tool to expand their revenue flow.

CEO CFO: What types of companies do people turn to now for the water problems?

Mr. McPartlin: They turn to existing engineering companies or to drainage companies; that deal with French drains or traditional draining with

sump pumps. We have a completely different approach. That is because a French drain, which is the most traditional way of draining, only takes the water to another location. It takes the problem from one place and moves it to another place. Now is the first time that we can actually just harness Mother Nature to actually eliminate the water where it falls.

CEO CFO: This must be very exciting for you!

Mr. McPartlin: It is! Our mission statement on our wall is Noble People, Noble Solutions, Nobel Prize. It sounds like a very grandiose mission statement, but at the same time when we have the ability to eliminate standing water we thus greatly mitigate surface water diseases, such as malaria, cholera and dysentery. That is why our main objective is to, one day actually enabling the inventor and our business partner, Andrew Niemczyk to win the Nobel Prize for his work and accomplishments.

CEO CFO: Eventually, do you see this down to the individual homeowner level?

Mr. McPartlin: We actually have a number of installations at homes. That was one of our initial markets. We actually use it for basement water proofing purposes. All infrastructure in the ground; whether it is roads or sidewalks, etc...; everything in the ground has hydrostatic pressure on it,

which means that when you dig a basement, water is automatically drawn to that basement. You will have water coming to that hole. We actually eliminate that hydrostatic pressure creating a void.

CEO CFO: Are you funded for the next steps? Will you be seeking partnerships?

Mr. McPartlin: We are funded for the next steps. Now we are looking for large corporations with the existing infrastructure to become certified installers to have them implement our technology on a global basis; whether it is from roads to agriculture to aquaculture to dealing with disease control and recharging the water.

CEO CFO: Why pay attention to Parjana Distribution today?

Mr. McPartlin: Parjana is the future of storm water management on a global basis. One problem in the world today is water. If we do not solve our water problem no other problems matter, water is energy and food. Without water nothing is possible. We have to focus our global efforts on water. In the United States there are several areas where water shortages all over the place. However, it is nothing compared to what they have on a global basis. California just stated in the LA Times that the water is the states number one concern.



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