

We provide environmentally responsible products for the industrial world



fuelox.com Asbury NJ  

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Highlights

- 1 We are a profitable company with a long history of revenue growth.
- 2 We generated more than \$2.5 million in sales during 2020.
- 3 Our fuel additive is used by municipalities and companies in trucking, mining and maritime.
- 4 Our industrial lubricant is a safe and effective 100% plant-based product.
- 5 Our products are already sold at West Marine stores, Amazon.com and at Walmart.com
- 6 We plan to develop and acquire additional environmentally friendly products for use by industry.
- 7 We plan to go public within twelve months.

LEAD INVESTOR



R. Peter Weaver

I have known Rand Taylor since the late 1970s. His family has been close to my own since long before this time and we have undoubtedly remained friends, personally and professionally, due to shared values including honesty, integrity, and character. I have seen Rand enjoy tremendous success in prior ventures. I have watched him create and build what began as Fuel Ox, now exceeding his optimistic expectations of several years ago. His

Our Team

Our Team



Rand Taylor Co-Founder & CEO

Leader with strong entrepreneurial skills. Passionate about environmental friendly and sustainable products. Built trading desk of Knight Securities which became the largest market making firm in the world.

We chose this idea because the world needs to be cleaner while at the same time companies want to be more profitable. We saw this as an opportunity to help both causes.



Paul Mazzanobile President

Entrepreneur with a demonstrated ability to build successful enterprises in consumer products, medical devices, and real estate. Mr. Mazzanobile has a BA, Economics, from Emory University.



Alec Taylor Co-Founder and Director of Operations

Oversees our business operations and responsible for our domestic and international sales organization.

[SEE MORE](#)

Pitch

INDUSTRIAL SUSTAINABILITY GROUP, INC.

ISG
INDUSTRIAL SUSTAINABILITY GROUP

INVESTMENT DECK
July 5, 2021

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FUEL OX® & INFINITY LUBE™

Mission



To supply customers with environmentally friendly products and services that improve sustainability and operating efficiency.

Two Problems

Machine parts wear down from excessive friction which requires unnecessary and expensive down-time and replacements.

Engines burn fossil fuels that cause significant environmental contamination that destroys our environment.



Growing Sustainability Trends

- 1) 64% of people surveyed in 50 high- and middle-income countries believe that climate change is a global emergency, according to 2021 research by the University of Oxford.
- 2) Corporations have set targets to reduce greenhouse gas emissions. 90% of the companies in the S&P 500 publish sustainability reports, according to 2020 research by the Government & Accountability Institute.
- 3) More than 10,000 companies worldwide report detailed climate impact information to the Carbon Disclosure Project.



Our Solutions

Infinity Lube™ lubricants contain a 100% plant-based and eco-friendly formula that improves sustainability by as much as 10x in a world where just 5-8% is the standard.

Fuel Ox® is a combustion catalyst fuel additive that promotes a more thorough burn of fuel, resulting in:

- Better fuel efficiency
- Reduced emissions
- Longer lasting engines and components

Market Opportunity

2020 WORLDWIDE FUEL ADDITIVE MARKET

\$9.5 Billion

FORCASTED TO GROW AT 2.1% DURING 2021 - 2026

ACCORDING TO 360 RESEARCH

2019 WORLDWIDE LUBRICANT MARKET

\$124 Billion

EXPECTED TO GROW TO \$126 BILLION BY 2027

ACCORDING TO FORTUNE BUSINESS INSIGHTS



INDUSTRIES WE SERVE

- Heavy Machinery
- Trucking
- Workboats
- Marine
- Mining
- Transportation
- Heating Oil
- Fuel Terminals & Stations
- Consumers

Revenue Model

1. Direct to Businesses (B2B)
2. Direct to Consumers through online platforms (B2C)
3. Distributors / wholesale distribution
4. Retail sales through brick and mortar stores

Sales Strategy

To build Fuel Ox® & Infinity Lubes™



Comprehensive Digital Marketing



Direct Sales (phone & email)



Print Media



Trade Shows

Acquisition Strategy

Acquisition Strategy

We plan to acquire companies with products and services that help industrial clients improve operating metrics, while reducing their environmental impact.

Traction



We are a seven year old, profitable company, with thirteen full-time people, selling fifteen products on five continents.

Team



Rand Taylor
CEO



Paul Mazzanobile
President



Alec Taylor
Director of Operations

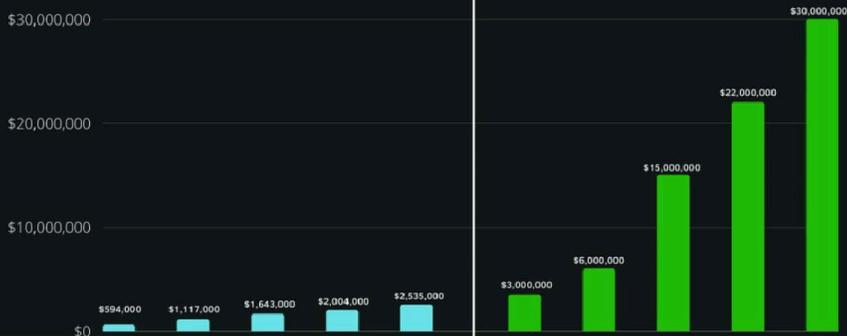


Jessica Schwarcz
Marketing Manager



Joel Arberman
Strategic Advisor

Projected Revenue



Investment Capital

We are raising up to \$1.07 million to fund:

- \$600,000 for Sales & Marketing (1)
- \$200,000 to take our company public (2)
- \$180,450 for working capital (3)
- \$89,550 for offering expenses (4)

1. Assuming we raise the entire offering amount of \$1.07 million, up to \$200,000 assuming we raise 50% of the entire offering amount

2. Assuming we raise 50% of the entire offering amount

3. Assuming we raise the entire offering amount of \$1.07 million, up to \$80,225 assuming we raise 50% of the entire offering amount

4. Assuming we raise the entire offering amount of \$1.07 million, the amount will vary based upon the total amount raised

Direct Listing Commitment

We're planning to go public next year to attract growth capital, recruit talent, make strategic acquisitions and create significant value and long-term liquidity for stockholders.

We appreciate your support!

Questions?

Rand Taylor
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