

MANAGEMENT TEAM

Austin Lee, Co-Founder, CFO

(WSU Honors: Finance) - Leads unit economics, modeling, and capital structuring.

Junseop Lim, Co-Founder, CTO

(ASU: Physics) - Leads biomimetic engineering and prototype QA.

MARKET OPPORTUNITY

TAM: \$6.8B (Global Aquarium Market)

SAM: \$900M (Global Filtration Media)

SOM: \$27M (African Cichlid Beachhead)

Growth: Industry compounding at 6.5% CAGR.

REVENUE MODEL & ECONOMICS

Model: Recurring consumable (4-month depletion).

Retail: \$30.00 | **Landed COGS:** \$9.66

Gross Margin: 68%

Blended Customer Acquisition Cost: \$20.00

Life Time Value (2-Year): \$122 (Venture-tier 6:1 ratio)

TRACTION & MILESTONES

R&D Validation: Secured \$1,200 in non-dilutive capital to build an aquatic lab and successfully benchmark our pH elution metrics.

Next Milestone: The SVPC prize money) will fund our initial commercial manufacturing with Biocera for a Q4 2026 MVP launch.

The Ask: Raising a \$250k Pre-Seed round (Post-MVP) to scale inventory and execute our customer acquisition strategy.

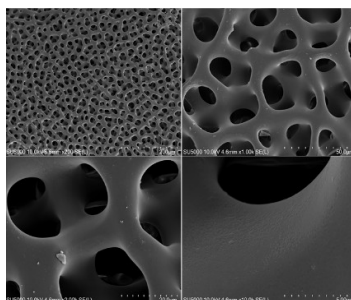


Figure 1: SORVY's porous structure. This biological architecture provides the reactive surface area, enabling passive pH buffering.

PROBLEM: THE ECOLOGICAL & ECONOMIC TRAP

The \$6.8 billion global aquarium industry is facing a severe supply-chain collapse. For decades, the market has relied on ecologically disruptive dredging of Bahamian oolitic sand banks to harvest "Aragonite" for calcium filtration media. However, international trade of reef-associated products is now being aggressively throttled. With CITES CoP20 regulations having taken effect in March 2026, major global exporters face tightening quotas and crushing import restrictions.

Simultaneously, the invasive Northern Pacific Seastar is decimating coastal ecosystems globally. Because these starfish consume native species and lay up to 5 million eggs per day, they cause an estimated \$300M in annual ecological damages. Governments spend millions in taxpayer dollars to harvest these bio-hazards, which are made out of the same vital calcium and magnesium, only to incinerate them. This leads to heavy pollution that releases massive volumes of CO₂e into the atmosphere.

VALUE PROPOSITION & PRODUCT

SORVY upcycles government-harvested starfish waste into a premium, biomimetic filter cartridge. Utilizing the starfish's evolutionary 3D-microporous skeleton, our drop-in cartridge passively releases precise levels of calcium and magnesium.

The Quantified Benefit: It locks aquarium pH at 8.4+ under biological load, saving hobbyists \$150/year in chemicals and eliminating most of daily dosing labor.

TARGET MARKET & GO-TO-MARKET STRATEGY

While our TAM encompasses the \$6.8B global aquarium market, we are executing a highly disciplined bottom-up entry. Validated by primary market research, our immediate beachhead (SOM) targets 300,000 high-end African Cichlid enthusiasts suffering from the "Acid Trap." Capturing just 11% secures our \$3M Year 4 target. We bypass expensive ad spend via a targeted distribution plan: leveraging micro-influencer product seeding and organic community affiliate networks to acquire our first 4,000 DTC customers within 12 months. A pre-sale model generates negative working capital, ensuring customers fund our initial inventory.

COMPETITIVE STRATEGY & THE MOAT

We do not compete with hardware giants. Our biomaterial sits directly within the aquascape. This creates a new category of in-tank autonomous stability, positioning us to partner with premium aquarium manufacturers. Our direct competitors are legacy chemistry brands (CaribSea) facing aggressive international dredging restrictions and immediate CITES supply-chain bottlenecks.

Our Moat is Regulatory: Our exclusive NSF-certified industrial calcination partnership with Biocera completely sterilizes the starfish. This legally transforms a restricted "biological byproduct" into an inert, internationally compliant mineral ceramic, neutralizing agricultural import risks and locking out copycats.