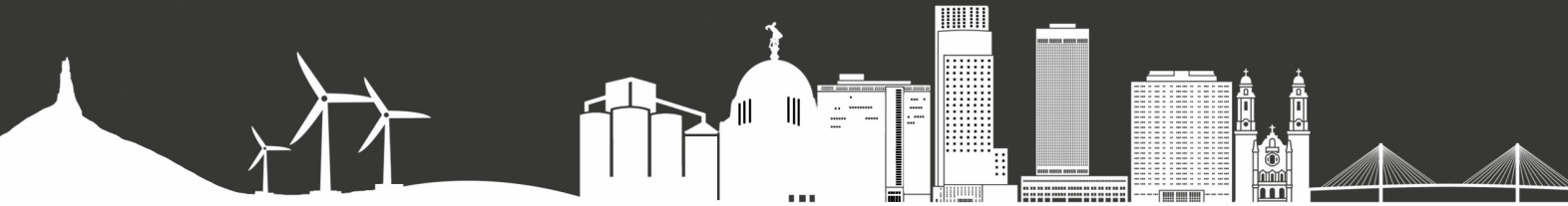


SUCCESS STORY: PURE AND SECURE

Pitches New Water Purification System to Government Buyers



Al Meder, president; Courtney Lawyer, vice president of client relations

REPORT DATE

- November, 2019

INDUSTRY

- Water Purification Equipment

CONSULTING

- BidMatch and DSBS profiles
- Pitch Development
- Capability Statement
- SBIR Funding

RESULTS

- Pitched at Encountering Innovation in Kansas City

CONSULTANTS: QUENTIN FARLEY, CATHERINE WALSH, JOSH NICHOL-CADDY
COUNTY: LANCASTER
STATE SENATE DISTRICT 21
CONGRESSIONAL DISTRICT 1

An ongoing partnership with the consultants at the Nebraska Business Development Center (NBDC) is leading to new opportunities with the U.S. Department of Defense for Lincoln manufacturer Pure & Secure, LLC.

Pure & Secure manufactures Pure Water brand distillation products that are used in private homes and in a wide array of applications around the world including medical facilities, schools, scientific laboratories and government agencies. More than 100 United States Embassies use Pure Water Distillers to obtain biologically secure distilled water, protecting embassy staff members and their families from hazardous water conditions and potential threats to their water supplies.

Over the past several years, consultants from NBDC's Procurement Technical Assistance Center (PTAC) have worked with Pure & Secure management to develop a capabilities statement, assist in the renewal of the firm's System for Awards Management (SAM) registration, and identify competitors for government contracts as well as potential partnerships. The NBDC consultants have also worked to change Pure & Secure's government BidMatch Profile and its profile in the Dynamic Small Business Search (DSBS) database to add a capabilities narrative.

Courtney Lawyer, vice president of client relations at Pure & Secure, says NBDC has been propelling the company towards its goal of presenting its products and services to a wider audience of government buyers. "We have attended several NBDC seminars, and have taken classes in how to write quad charts and other documentation that we are using to attract interest in our Pure Water Distillers," Lawyer says.

The company is working with several experts at NBDC including Quentin Farley, PTAC government contracting consultant; Catherine Walsh, PTAC business development specialist; and Josh Nichol-Caddy, technology commercialization director.

"They have helped us develop our pitch to government buyers for a new water purification system," Lawyer says. "Earlier this summer, we went to Omaha and delivered a practice pitch to representatives from STRATCOM (United States Strategic Command) and from CENTCOM (United States Central Command). We received some very helpful feedback that we incorporated before our actual pitch to buyers in September in Kansas City."

She says the NBDC and PTAC consultants have been instrumental in finding the proper avenues to share Pure & Secure's technology with government representatives. "Now, it's up to us to continue with the follow-up phase," she says.

With NBDC's help, the company is also exploring the potential in applying for Small Business Innovation Research (SBIR) funding. "The people at NBDC have been phenomenal," Lawyer says. "I don't think we would be presenting in front of the Department of Defense without their advice. They are finding us opportunities to be seen by technology scouts. Being that bridge is very helpful for us."