

Porta John/Toilets.com Presentation

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<http://www.FranchiseFinder.com>

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Goals and Objective Statement

We were in the process of selling some of our assets for \$7,500,000 when we realized that the time for franchising has never been better. See www.FranchiseFinder.com for a detailed explanation. Our skillset, intellectual property and equipment are very relevant to the socio-economic conditions for the franchise opportunity currently before us. Management feels that with an experienced and partner we can establish the foundation for a \$20 to \$30 million qualified dollar franchise and manufacturing business in the next 24 to 36 months.

Since 2015 management disposed of all rental operations and decided to direct the Company's efforts towards a totally **disruptive technology** path. Management's efforts since 2015 have been focused on building the foundation of new comfort station and franchising concepts as the old industry at which management excelled is slowly becoming archaic. It is no longer safe to be inside a small cubicle where human waste is stored, and we want to manufacture and market safe (www.PandemicPositive.com) products that people want to use.

We are in process of filing 12 patents and two additional trademarks (**see page 4**) and we are ready to go forward. We are interested in discussing partnering up utilizing our revenue streams where we can establish common interests and objectives.

The assets we own are the components that make up our ability to have a plethora of revenue streams which can be viewed on www.RevenueStreamsRUs.com.

We are not going to stop working, nor are we going to expand our business operations without capital and new management to do the heavy lifting. Our choice is rather simple – either we build another toilet company or put together a world class multifaceted intellectual property driven sanitation related business. **We chose the latter.**

The opportunities afforded to us are impressive, however we must avoid performing like the proverbial jackass who starved to death deciding which haystack he should eat. We are not in a position to go through another business venture with more toilet shortages.

We have sold real estate assets for \$1,045,000 and are currently negotiating with several parties for an additional real estate asset sale for up to \$2,400,000, and this will necessitate moving our plant.

We soon expect to offer individual revenue streams as separate businesses.

Comfort Station Economics

Comfort Station Product Costs

The main objective is to maintain a 65 to 70 percent profit margin. Usually we can make this objective without relying on the sale of product options. Our second objective is to stop selling products and services that people do not want to use and market products that people want to use.

Comfort Station Product Option Costs

The sale of options enables us to enhance our profit margin and allows us to build the type of sanitation and hygiene product and service business that the public needs.

JV Partnership Funding Source

Current funding source is our profit margin.

We can grow the business through joint venture funding. This will return a better than average return for the investor and relieve management of the time-consuming reporting to banks and etc.

Comfort Station Buy Back and Resale

First Comfort Station Buy Back Case Study

Our new product buy-back program is a developing revenue stream that we have recently undertaken. We have had considerable success with the first two customers. Our projected gross profit on 18 model **SJSDCS 520** buy back is estimated to generate a second gross profit of \$75,000 plus, while United Airlines buy back for **3 Model 7777 ADA compliant** lavatory buildings and 12 model **4848EHD** may be even more lucrative. We may be able to generate a second gross profit of \$90,000 to \$100,000 with the arrangement we made with Newco Airlines ([second buy back case study](#)).

Many of the Revenue Streams in this narrative have trademarks and products or methods of doing business patent applications both issued or applied for.

It is also highly likely that additional revenue income opportunities will be forthcoming. The aforementioned Comfort Station Buy Back revenue stream is just one new example.

This narrative features and discusses two issued product patents, three product patents filed, four methods of doing business patent applications and five additional product placement patent applications. On advice of counsel, I only discuss the patents and trademarks with interested parties after executing an NDA.

Intellectual Property Report

https://bb99b436-e671-4271-9db0-9ef0f07a015d.filesusr.com/ugd/ac9c45_741f951a75994ccca463d10be898a231.pdf?index=true

Porta John® Method of Doing Business and Product Patents

Patents to be Filed in 2022

Four Methods of Doing Business

Patent Application One - Synopsis of Our Franchise Plan

Both Portable Toilets and Dumpster Franchises

Patent Application Two - Cost Savings with Comfort Stations

Patent Application Three - Relocatable Pay Toilet

Patent Application Four - AddABath.com

Five Additional Product Patents

Patent Application Five - Location of the

Urinal in ADA Compliant Lavatory

Patent Application Six - Touchless Fixtures in a Hygienic

Portable Lavatory Building (HPLB)

Patent Application Seven - External Plumbing for

Aesthetics and Ease of Repair

Patent Application Eight - Combination Shower

and Ground Level Comfort Station

Patent Application Nine - Placement of Lavatory Enhancing

Fixtures for Comfort and Safety in a HPLB

Three Current Filed Patent Applications

Porta John A-207 - Anti-Pathogenic Hand Sanitization Station

PortaJohn P-302Dv-2 - No-flush Waterless Urinal

Porta John P 302 - Space Saving Bathroom Components -

Issued Product Patents

Patented Products from Patent US 9993118

Issued on June 12, 2018

Bolt on Bathroom and Safety Shelter

Relocatable Decontamination Station and Lavatory

<https://www.toilet.org/regulationcompliance-com>

First Revenue Stream: Large Special Events

Management is currently filing two new product patents, two methods of doing business patents and two trademarks.

Porta John® and the PortaLoo® Trademarks are currently in force and have been used by Porta John® for decades.

We would consider combining our event rental concepts with a national portable toilet franchise network and product sales campaign.

References

We were the exclusive sanitation manufacturer and service company for the 1996 Summer Olympic Games in Atlanta, Georgia; Woodstock '99 in Rome, New York; Air Shows; the 2003 Phish Concert in Lewiston, Maine; the 2004 Phish Concert in Newport, Vermont; 15 years as the Sanitation Contractor for the New Orleans Mardi Gras; most natural disasters from 1973 to the present; plus over one hundred thousand smaller events over the last 45 years.

Sales History

Sold over 100,000 patented folding portable toilets, 247 franchises and generated \$150,000,000 in revenue renting and selling portable toilets and Comfort Stations.

References

Second Revenue Stream: Disaster Relief Sanitation

The same proprietary technology, equipment and products that make it possible to provide sanitation and hygiene for large events will allow us to offer superior sanitation products and hygiene services to natural and manmade disasters.

www.DisasterRelief.com

FoldingTechnology.com

Folding Portable Toilets – Folding Hand Sanitizer Stations
Folding Dumpsters – Folding Beds – Folding Barricades

Third Revenue Stream: Digital Internet Marketing

The following **Partial List of Domain Directories** is an example of what we plan to develop. We have at least 19+ domain groups for which we would like to develop directory web sites. Any given group can have one or more marketable domains

On most of these directory group web sites we will have our own products to advertise and a proprietary method of doing business to license.

AddABath.com	PortableToilet.com
BargainBidding.com	PortaJohn.com
BarricadeRental.com	PortaLoo.com
DisasterRelief.com	SepticWasteHauler.com
FranchiseFinder.com	SurplusSale.com
Handsanitizer.com	SustainabilityScore.com
HazmatServices.com	Toilets.com
JanitorialSupplier.com	ToxicPharmaceuticals.com
NoFlushUrinal.com	WeldingSupplies.com
PortableFence.com	

We would charge a fee for ad space and collect the monthly fee by credit card. The monthly fee would depend on the size and type of ad (see the Hand Sanitizer example on pages 7 – 9). Our main task would be promoting our directory web sites.

The following narrative will give you four examples of our current revenue streaming opportunities.

The reader can read more about our Affiliate Marketing concept by clicking below:

https://bb99b436-e671-4271-9db0-9ef0f07a015d.filesusr.com/ugd/ac9c45_7534a4ceae74ac1b942b3bd53810e87.pdf?index=true

Example: Hand Sanitizer Domain Digital Marketing

New Managing Partner Initial Contribution Contributions

- Develop Web Site for Toilets.com
- Develop Web Site for PortaJohn.com
- Purchase of 50% of Hand Sanitizer Product and Asset Group
- PJ® and TC™ Web Page Contract with Cost to be Determined
- Managerial Control of the [Hand Sanitizer Domain Group](#)

New Managing Partner Ownership

- 50% ownership in the Hand Sanitizer Domain Group (see attached)
- 50% of All Applicable Patents, Trademarks, and Concepts to be Included in the Partnership

New Managing Partner Responsibilities

- Management of the Hand Sanitizer Internet Project to Redesign and Publish the PJ® and TC™ Web Pages
- All Manufacturing Decisions to be Shared by Both Partners
- Exclusive Hand Sanitizer Listings on DisasterRelief.com Web Site.
- Exclusive Hand Sanitizer Listing on Toilets.com Web Site
- Exclusive Hand Sanitizer Listing on PortaJohn.com Web Site

Initial Thoughts on an Agreement

1. Approval of both parties required to sell any or all of the Hand Sanitizer Domain Group
2. Minimum price for domain group sale to be set upon execution of agreement.
3. Manufacturing Hand Sanitizer products shall be part of the partnership.
4. Any new products, patents or trademarks shall be considered part of the partnership entity.
5. Partnership can sub-contract out the compounding, labeling, and drop shipping of any or all of the hand sanitizer related products i.e. FoamingHandsoap.com.

Areas Open for Discussion

1. Does HandSanitizerFranchise.com Come Under This Agreement?
2. Hand sanitizer product sales to the portable toilet and dumpster franchise network.
3. Role, if any, in new Toilets.com Internet project opportunities involving hand sanitizer partner.
4. Are Handwashing Stations treated separately?
5. Display hand wash stations on HandSanitizer.com, Comfort Stations, No Flush Urinals and other products featured in patent #9993118 on the Handsanitizer.com web site.

[Hand Sanitizer Domain List](#)



Info@handsanitizer.com



Foaming Hand Soap Dispenser



Both Alcohol and Non-alcohol Foaming Hand Sanitizers



Bulk Hand Sanitizer Dispensers



Folding Hand Sanitizer Station



Hand Sanitizer Station



Hand Sanitizer Station with Storage

TSDBR ASSIGN Status TLAB Status (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark HANDSANITIZER.COM CLEAN HANDS ARE SAFE HANDS
Goods and services IC 005, US 006 018 044 046 051 052, G & S: Hand-sanitizing preparations. FIRST USE: 20150301, FIRST USE IN COMMERCE: 20200404
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.15.08 - Raindrop (a single drop) ; Single drop (rain, tear, etc.) ; Teardrop (a single drop)
 02.11.07 - Arms ; Fingers ; Hands ; Human hands, fingers, arms
 19.07.25 - Cases, eyeglass ; Clothes hampers ; Coolers (ice chests) ; Hampers ; Shadow boxes ; Soap dispenser
Serial Number 0887715
Filing Date April 18, 2020
Current Basis 1A
Original Filing Basis 1A
Published for Opposition May 11, 2021
Owner (APPLICANT) Braxton, Earl J. INDIVIDUAL UNITED STATES 3487 East Point Ct. Shelby Township MICHIGAN 48316
Attorney of record Lynn E. Cargill
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HANDSANITIZER.COM" AND "CLEAN HANDS ARE SAFE HANDS" APART FROM THE MARK AS SHOWN
Description of mark Color is not claimed as a feature of the mark. The mark consists of the outline of a hand. There is an outline of a soap dispenser and a drop of liquid coming from the dispenser embedded within the palm of the hand. Next to the hand design is the wording "HANDSANITIZER.COM" which is above the wording "CLEAN HANDS ARE SAFE HANDS".
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

Relevant Patent and Trademark Applications

Defensive Trademark Application for the Domain HandSanitizer.com

Patent Application for Anti-Pathogenic Hand Sanitizer Station #1 (Hand Wash)

Patent Application Space Savings Lavatory Components filed March 2021

Proposed Patent Application Anti-Pathogenic Hand Sanitization Station #2



Fig. 1 Folding & Permanent HS Station.



Fig. 2. Station with Storage.



Fig. 3 Station with Refill Storage

Fourth: Revenue Stream: www.ComfortStations.com

Comfort Station Marketing (for B2B and B2C Customers)
Model SJSDCS 520 markets will be to B2B and B2C and Government.

The comfort station manufacturing process has evolved from:

Manufacture – Assemble – Ship

To - Purchase – Assemble - and Ship

for all but the Model SJSDCS 520 (see below)

[Cut Sheet for SJSDCS 520](#)

[Sales Goal of 3,000 for the SJDCS 520](#)

We are considering turning over the plant to a new partner who will manufacture 3,000 Model SJSCS 520 with a gross profit of \$6,084,000.00, 1/3 New Partner and 2/3 Porta John® current owners. After the initial goal of 3,000 units are sold the percentage reverses and Porta John® exits in a specified time.

This partnership will require Porta John to redesign many of our web sites to increase traffic.

We would continue manufacturing the many standard and proprietary comfort station and specialty products for airports et. al. (www.comfortstation.com).

Specialty Products Example

[Crane Comfort Station](#)

Specialty product production is not only lucrative but very challenging.

Combination products included in our patent #9993118
(Issued on June 12, 2018)

[Relocatable Decontamination Station and Lavatory](#)

This is by far our most lucrative product and one of our most challenging.

[Patent # 9993118](#)

Fifth: Revenue Stream

Franchising

<http://www.FranchiseFinder.com>

US Registered Trademark



We have products and methods of doing business patent applications for three different franchising possibilities – www.PortaJohnFranchise.com – www.PortableToiletFranchise.com – www.WasteManagementFranchise.com – www.HandSanitizerFranchise.com – which are discussed in the www.FranchiseFinder.com web site. In the past management has sold over 240 franchises.

Below is our 1987 IPO Movie

<https://vimeo.com/315364940>

Current Twin Sheet Manufacturing Movie

<https://www.youtube.com/watch?v=cJWNg1WBvP4>



US Registered Trademark

Additional revenue streams will be offered for discussion as soon as the patents and trademark filings are recorded.

Franchise Domains

BUSOPPLOCATOR.COM
FRANCHISEBIZOPP.COM
FRANCHISELOCATOR.COM
FRANCHISEOFFER.COM
FRANCHISEPROFESSIONAL.COM
FRANCHISEPROFESSIONALS.COM
FRANCHISERONLINE.COM
FRANCHISEOFFERED.COM
FRANCHISESPPLUS.COM
FRANCHISETRADESHOW.COM
FRANCHISINGPLUS.COM
FRANCHISINGPROS.COM
FRANCHISORONLINE.COM
FRANCHISORPLUS.COM
PORTAPOTTYFRANCHISE.COM
PORTABLETOILETFRANCHISE.COM
PORTAJOHNFANCHISE.COM
SANITATIONFRANCHISE.COM
TOILETFRANCHISE.COM
TOILETFRANCHISES.COM
WASTEMANAGEMENTFRANCHISE.COM
WasteManagementOnline.com

PORTA JOHN® WEB SITES

<https://www.EmergencyToilets.com>

<http://www.FranchiseFinder.com>

<http://www.HandicapToilet.com>

<http://www.PortableRestrooms.com>

<http://www.PortableSanitation.com>

<http://www.PortableToilets.com>

<http://www.PortaJohn.com>

<http://www.PortaJon.com>

<http://www.PortaPottySales.com>

<https://www.toilet.org/>

<http://www.Toilets.com>

<http://www.ToiletSales.com>

<http://www.ToiletsRUs.com>

<http://www.WeddingToilets.com>

Sixth: Revenue Stream

Product Sales on Porta John.Com and Toilets.com Web sites

When marketing lavatory products on the Internet with Toilets.com, we can cherry pick the products marketed by Kohler and American Standard and others that are sold on the Internet or at the big box stores such as Lowes, Menards and Home Depot.

The marketing technique would be much like the nuts.com and the cheesecakefactory.com currently on television and the Internet.

This marketing concept would be different from the Directory Web Page Second Revenue Stream on page 6 inasmuch as the toilets.com web site would be marketing specific popular lavatory products to the general public.

Some of the Pictures of Purchased Products Featured on Our Web Sites



Some of the Pictures of Manufactured Products Featured on Our Web Sites



Seventh: Revenue Stream

www.CoatingsRUs.com

We have agreed to develop and demonstrate a single component ready to use effective antimicrobial smart quasi-bio-ceramic coating that can adhere to numerous surfaces tested so far. Coating has shown good adhesion to surfaces and high mechanical properties along with low coefficient of friction and excellent reduction in pathogen activities. This thin and transparent coating could provide significantly long-term antimicrobial protection to the coated objects. The chemical ingredients used in this coating have already been approved by the regulating agencies.

Product Value

- Not allowing the adhesion of pathogens to the surface through self-cleaning action
- Not a hydrocarbon feeding due to bio ceramic backbone
- Safer biostatic antimicrobial activity without leaching off active agents
- Effective and unique antimicrobial action on surface and throughout the coating thickness
- Exceptional long-term service life through invisible coating thickness and strong adhesion tendency
- Imparting hard to damage and easy to clean surface for rapid regeneration of antimicrobial effect against tactile ramification
- Does not impact the original appearance of the surface

Eighth: Revenue Stream

AddABath.com Revenue Stream

The AddABath.com products will allow us to install a second bathroom in the homes with only one bathroom in the inner-city and in rural America. We are in negotiations with a plumbing company to use their master plumber licensed plumbers to offer training to inner-city contractors to install a second bathroom in homes. We will then train and license the inner-city contractors to install our AddABath.com systems in single bathroom homes.

A second bathroom makes a house more livable and increases the value by as much as 20% depending on the market area. We can install a bathroom in a closet, spare room or a basement. We only need 40" x 40" for Model A AddABath system and 28" x 28" for AddABath.com Model B (see below).

We will be adding the AddABath.com to our revenue streams and patent filings.



Fig. 1 AddABath.com Models A and B



Fig. 2. AddABath.com Model A and B Components

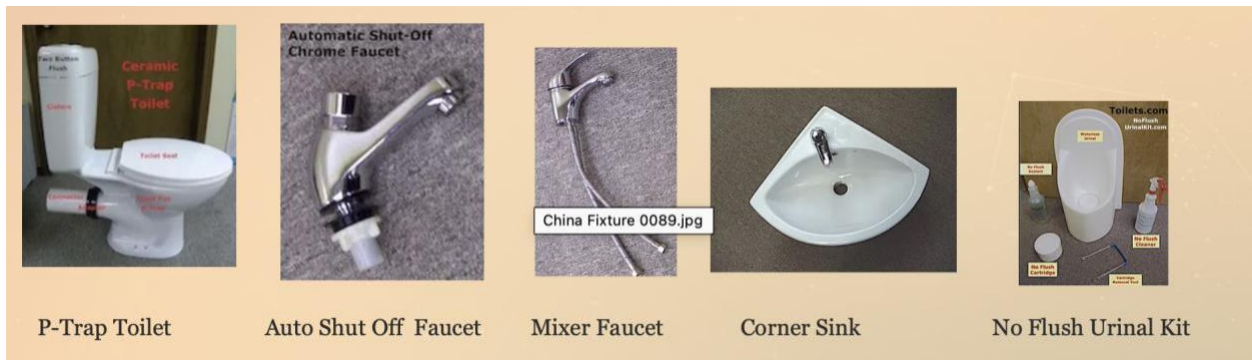


Fig. 3 Bathroom Components we can Sell to the AddABath.com Customers