



Deer Valley Industrial Park



21601 North 9th Avenue, Phoenix, AZ 85027



www.awesomeroi.us

INVESTMENT OVERVIEW

- »» A strategically located DEF manufacturing facility designed to serve the rapidly expanding diesel logistics ecosystem. Built around a non- discretionary, recurring-use product, this investment captures demand driven by federal emissions compliance and rising freight activity across the Southwest.



Regulatory Demand

Mandated by federal emissions law for all modern diesel engines



Recurring Revenue

Continuous, repeat consumption tied directly to fleet usage



Strategic Position

Localized production advantage in an undersupplied regional market

INVESTMENT SNAPSHOT

» Structured over a 2–3 Year Hold Period with defined exit visibility and capital recovery milestones built into the operating model.

\$5M

Total Acquisition

3x

Equity Multiple
2x – 3x projected

\$1.25M

Equity Raise

22%

Target IRR
18% – 22% projected



PROJECT DETAILS

MARKET OPPORTUNITY

»» Why DEF, Why Now

Diesel Exhaust Fluid is mandatory for all modern diesel engines under EPA Tier 4 and federal emissions regulations – there is no opt-out. Consumption scales directly with fleet usage, creating continuous, non-discretionary demand.

The U.S. logistics and freight sector continues its structural expansion, driving long-term volume growth across every DEF supply channel – wholesale, retail, and fleet-direct.

Federally mandated product – demand is floor-protected

Consumption grows proportionally with freight miles

Rising e-commerce fuels sustained fleet expansion

SUPPLY GAP ADVANTAGE

» A Structural Pricing Edge

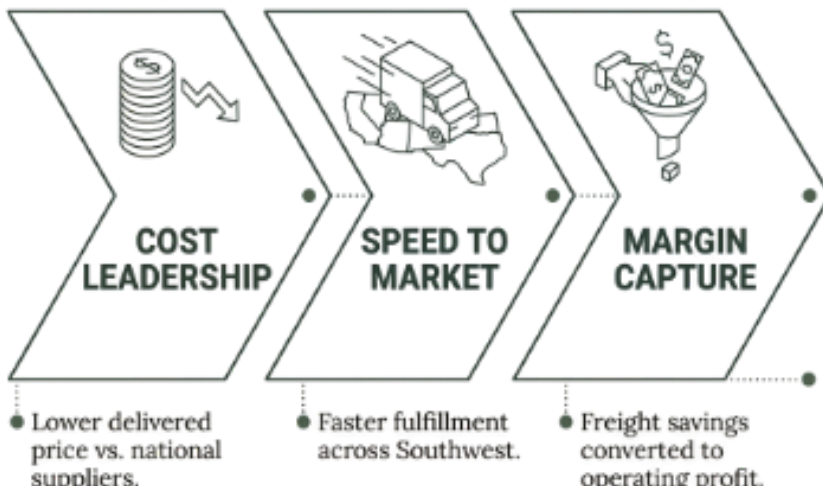
Regional DEF supply across the Southwest remains constrained. Centralized national producers face high inbound transportation costs that erode competitiveness in this market – creating a durable pricing window for local production.

Undercuts national suppliers on delivered cost

Captures margin that competitors lose to freight

Multi-state distribution reach across AZ, CA, NV, and NM

Shorter lead times strengthen customer retention



STRATEGIC LOCATION

»» Connectivity & Market Reach

Direct access to I-17, I-10, and I-40

Serves Arizona, California, Nevada, and New Mexico

Industrial zoning ensures low entitlement risk

Shorter lead times strengthen customer retention

Deer Valley Airpark

A premier industrial and logistics hub in North Phoenix — purpose-built for distribution-intensive operations with immediate freeway access.

ASSET & INFRASTRUCTURE

- » 800 Amp power capacity supports continuous industrial-grade operations across all production systems – sized for full utilization without infrastructure upgrades.

16,068 SF

Total industrial facility
on 0.86 acres

13,068 SF

Warehouse space for
production and
storage

3,000 SF

Office space for operations and
administration

~10,000 SF

Office space for operations and
administration

PRODUCTION CAPACITY & PRICING

»» Production infrastructure is built on 316 stainless steel systems – the industry standard for chemical durability, DEF compliance, and long-term operational integrity.

This specification supports both regulatory conformance and maintenance cost efficiency over the asset's hold period.

1.4M

Annual Gallons

Based on 16-hour daily
operations

\$2.40

Per Gallon Wholesale

Target pricing across
distribution channels

FINANCIAL PERFORMANCE

» Strong Unit Economics

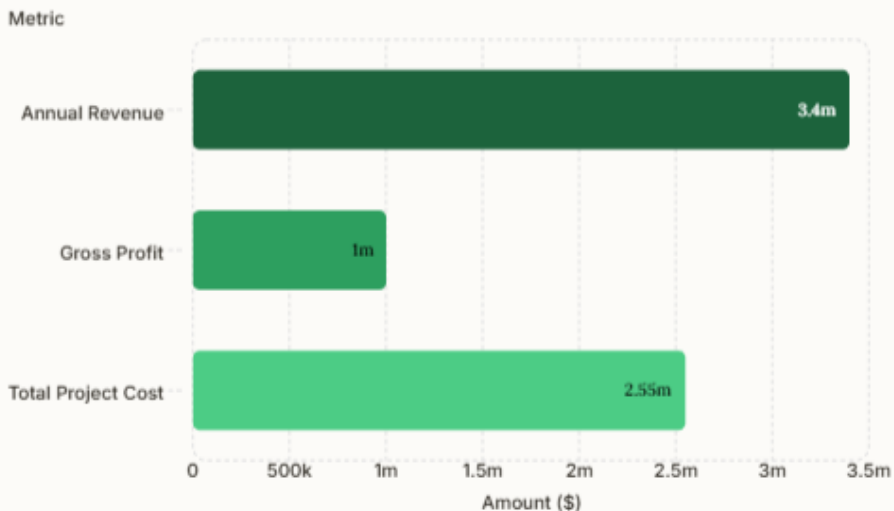
Projected annual revenue exceeds **\$3.4M**, with estimated gross profit of approximately **\$1.0M** per year.

Operating margins of 20%–35%

Total project cost held at ~\$2.55M including contingency

Lean cost structure supports rapid capital recovery

Recurring revenue model reduces reinvestment friction



INVESTMENT THESIS

» Deer Valley DEF is a high-barrier industrial opportunity backed by regulatory necessity, essential product demand, and a durable Southwest supply gap.

Regulatory Moat

Federal mandates create floor-level demand that cannot be displaced by market cycles or consumer preference shifts.

Scalable Operations

Industrial-grade infrastructure supports production growth without significant incremental capital expenditure.

Value Creation

Recurring revenue, strong margins, and a defined 2–3 year exit window drive compelling risk-adjusted returns.

Ready to Invest?

Suitable for income-focused investors seeking high short-term yield, comfortable with construction-related risk, and seeking defined timelines.



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