

*IMPEL* +  
>>

# Dryside Cladding

Steve Norwood, Norwood Architecture, Inc.



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***Incubating Market-Propelled  
Entrepreneurial-Mindset at the Labs and Beyond***



Video Link: <https://youtu.be/TYqeKXubbgc>

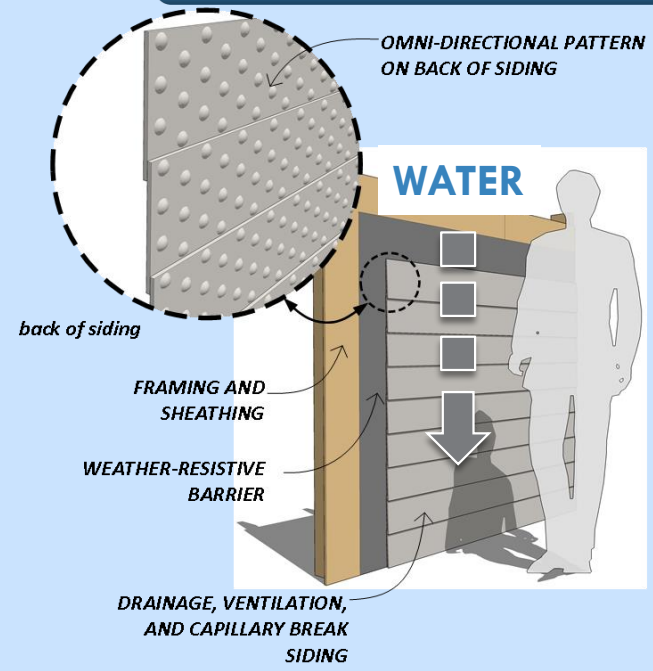
***IMPEL*** >>

# Dryside Cladding™

Problem: Damage and Mold

Solution: Drainage and Ventilation

UN-HEALTHY  
WET  
COSTLY REPAIRS  
OLD TECH



HEALTHY  
DRY  
DURABLE  
NEW TECH  
SAME INSTALL

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# Steve Norwood

**Was the pitch clear, compelling, and succinct?**

- No
- Somewhat
- Neutral
- Mostly
- Great!

# Steve Norwood

## What should be the next step for this Innovator?

- Test it
- Pilot it
- Manufacture it
- Get grant funding
- Get private funding
- Find an industry partner
- Find a team member
- Other \_\_\_\_\_ (open narrative for comments)