IMPEL

Dryside Cladding
Steve Norwood, Norwood Architecture, Inc.
Video Link: https://youtu.be/TYqeKXubbgc
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)