

January 29, 2025

Dear Senator/Representative,

Thin Air Surfaces expresses our support for Senate Bill 2018. The InnovateND program provided critical support to Thin Air Surfaces that helped position our startup company for an upcoming product launch and entry into the market. As a technical team, we focused on creating a product and assessing how that product would address a problem we were trying to solve for a set of customers. We did not have the marketing or sales background to take the product we created and move through the next steps in the commercialization process. In our interactions with resources provided through the InnovateND program, we were provided guidance and support to understand what we needed to do and the questions we needed to find answers to.

InnovateND has been key to getting us to where we are at today, with sound business coaching and funding that allowed us to keep the business in North Dakota, not having to go outside the State for financial support. Additional elements of the program that were particularly important for us were the discovery process working with prospective customers of our technology and the networking connections that made available to Thin Air Surfaces. We are hopeful that we can be a success story for the InnovateND program to highlight in the years ahead, but even if we are not successful, it will not be for lack of business mentoring and support we received through this program.

I believe there is significant value to be gained by continued funding of InnovateND and feel that voting for Senate Bill 2018 is a strong commitment to fostering innovation and new businesses in North Dakota. I am available to provide any follow-up information if requested.

Sincerely,

- alluel

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