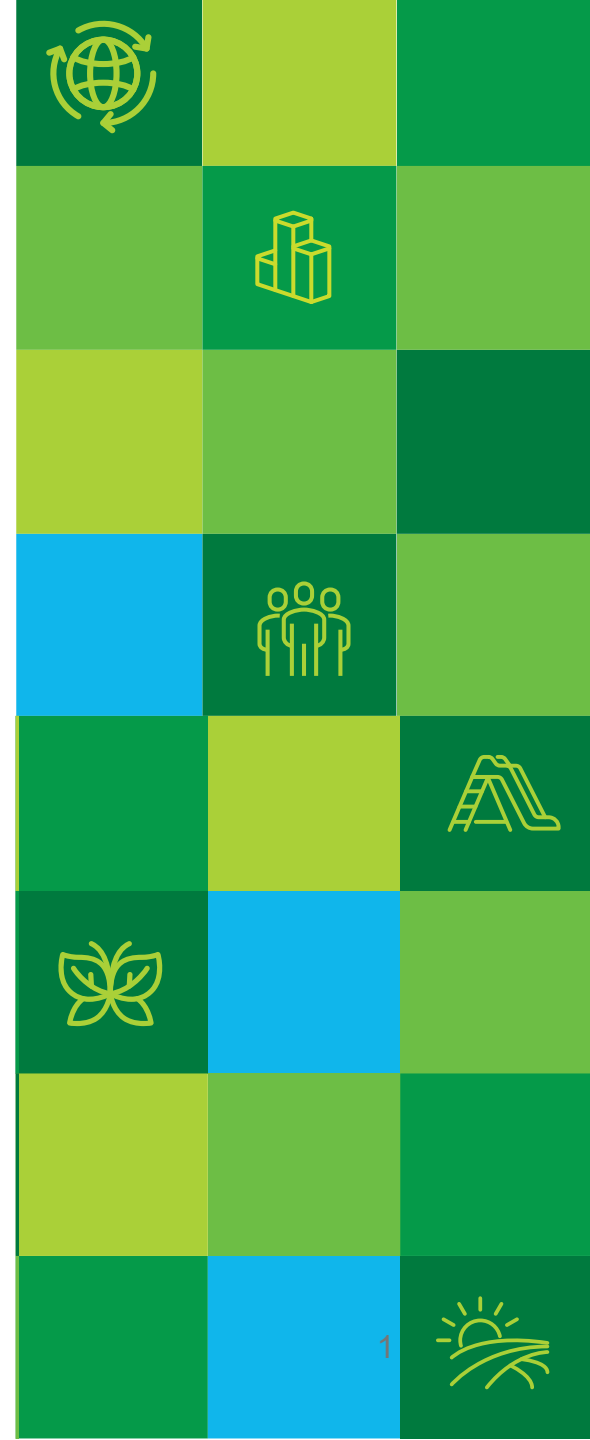




How to Establish Thriving RMA Markets Across the U.S.

Alexei Ondrick



Agenda

Key Components of a Thriving RMA Market

Barriers to Entry

Case Study

Strategy & Execution

How We Thrive

Recap

Key Components of a Thriving RMA Market

- ✓ DOT or Local Agency Specification
- ✓ Contractors
- ✓ Spec & Process
- ✓ Healthy Competition
- ✓ Strong Value Proposition
- ✓ Innovation
- ✓ Customer Demand
- ✓ Commercial Demand



Barriers to Entry

- Technology
- Contractors
- DOT & Agencies
- Startup Costs
- Testing
- Expectations
- Too Good to Be True
- Specification Changes
- Supply
- Regulations
- Limited Resources
- Cost

South Carolina

Recognized the Cost Savings

Relied on Experts

Modernized Spec

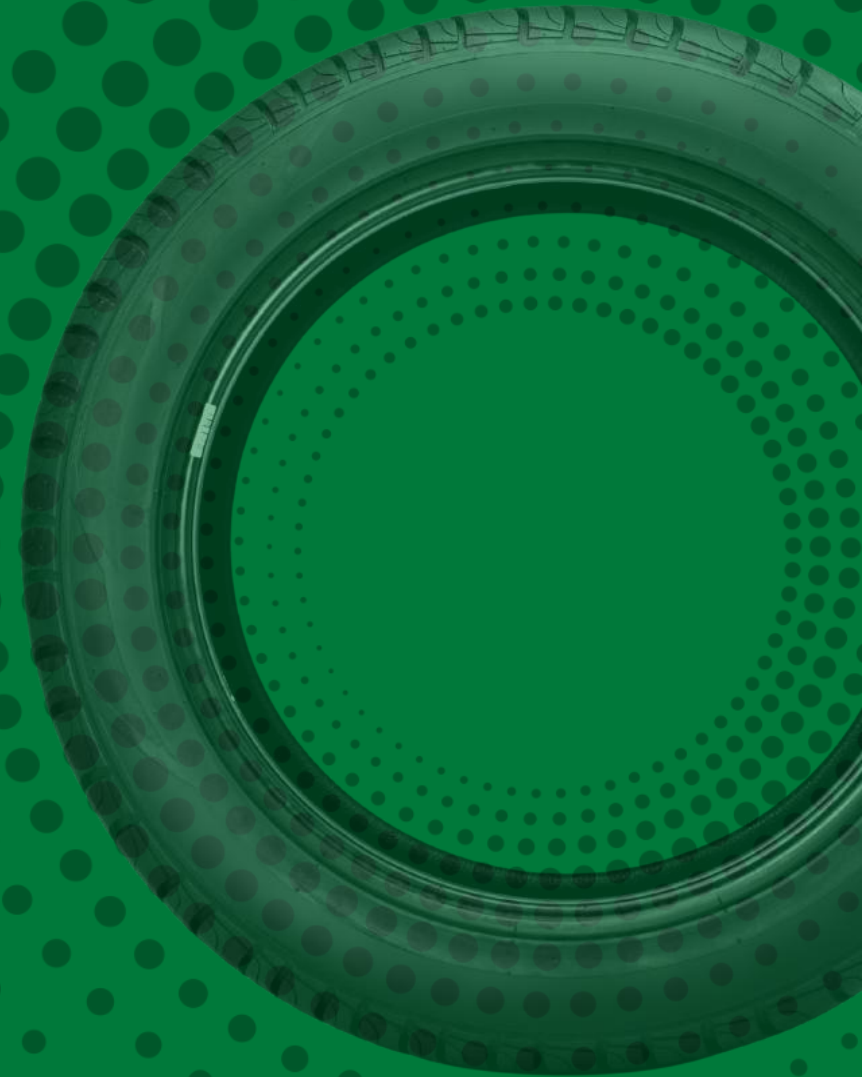
Pilot Projects

Mix Designs and Testing

Contractor Buy-In

Streamlined Approvals

Set Boundaries



Strategy & Execution

- Simplify Message
- DOT Engagement
- Road Map
- Contractor Engagement
- Scalable
- Local Agencies & Commercial
- Educate & Inform
- Force Multiplier
- Hide Nothing
- Bite Sized Pieces
- Connect People
- Don't Overreach

How We Thrive



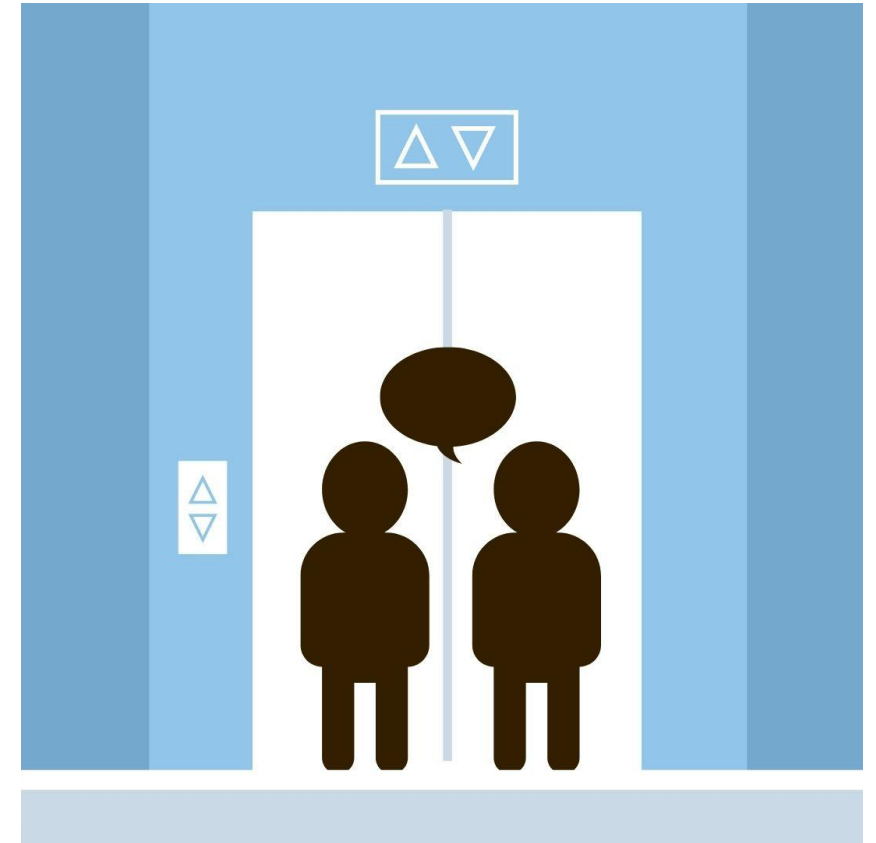
How We Thrive

“RMA will prolong the life of your pavement and there is a simple path forward to introduce it at your site/State”

“How does it work?”

“Rubber absorbs the energy of a crack; the same way tires absorb the imperfections in the road.”

Make an introduction



Recap

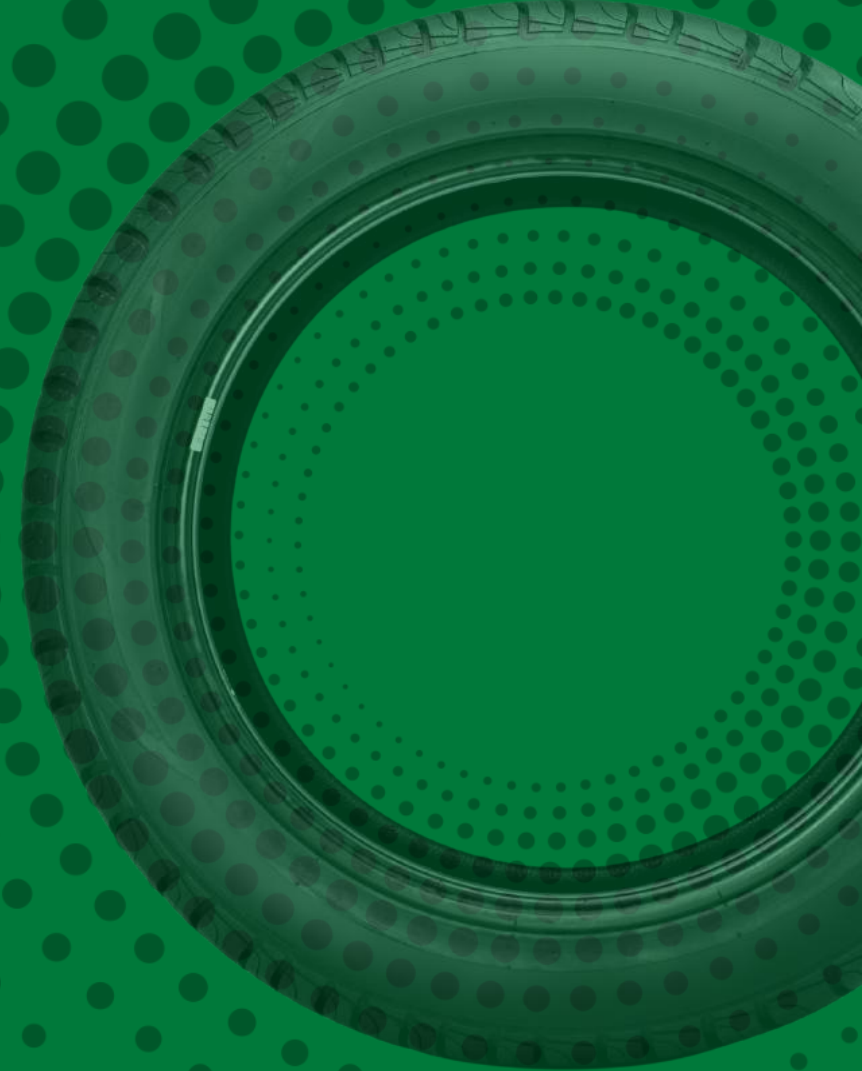
Simplify Your Message

Bite Sized Pieces

Trust the Experts

Hone Your Elevator Pitch

Connect People





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