



# Parverio

*Small Revelations*

Parverio was founded to address the rising contaminant known as microplastics. With our revolutionary technology, we aim to bring microplastic testing and awareness to concerned individuals everywhere.

[WWW.PARVERIO.COM](http://WWW.PARVERIO.COM)



# PARVERIO

## OUR STORY

Parverio is the result of a decade of micro and nano filtration research conducted by our founders at the University of Rochester's Nanomembrane Research Group. Techniques developed by their research were unusually effective at microplastic detection. Once our founders learned about this emerging pollutant, they decided harness their expertise by spreading microplastic awareness and addressing the issue head on.

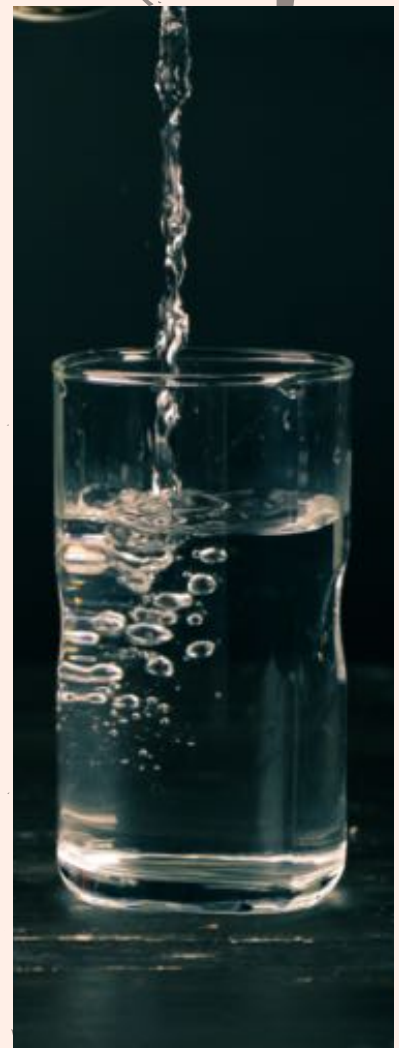
## OUR VISION

We will build microplastic awareness and knowledge accomplishing this by making advanced microplastic testing available to consumers.

## OUR PLAN

Parverio is creating the world's very first Microplastic Atlas starting here in our home of Western New York. Our plan is to run over 300 tests of drinking water throughout the region and to use that information to create an awareness-building promotional atlas, as well as a useful database detailing microplastic spread in our region.

## LEARN MORE



# PARVERIO



## GREG MADEJSKI

**FOUNDER & CEO**

After his development of a new microplastic detection technique, Greg heard the call to action and founded Parverio to meet this emerging concern head on.



## JAMES MCGRATH

**FOUNDER**

Originator of the silicon nanomembrane technology at the University of Rochester, Prof. McGrath provides new directions for the silicon nanomembrane platform.



## WAYNE KNOX

**FOUNDER**

Professor of Optics at the University of Rochester, Wayne had the eureka moment that Parverio's filtration technology would be effective for microplastic detection. He has over 200 publications and 51 patents to his name.



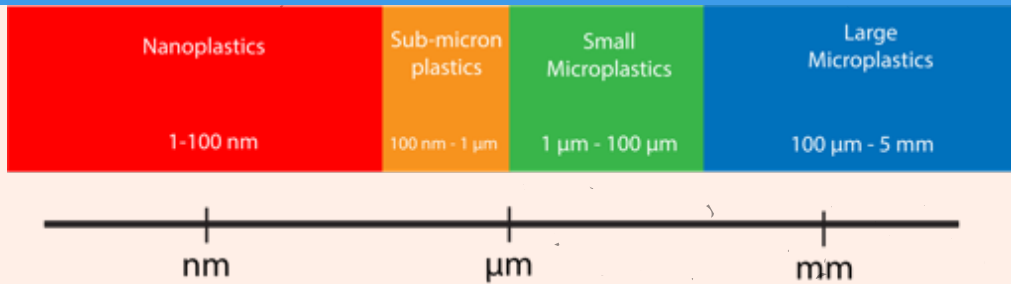
## GIOVANNI MADEJSKI

**ENGINEER**

A systems engineer and passionate environmentalist. Giovanni is dedicated to the task of raising microplastic awareness and working to improve our relationship with the natural world.

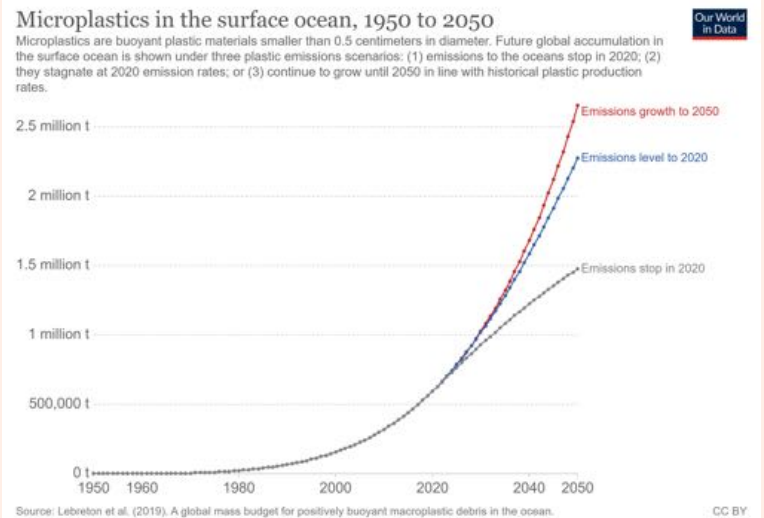
# WHAT ARE MICROPLASTICS?

Microplastics are defined as plastic particulate smaller than 5 mm in size. These tiny particles are long lasting and are everywhere.



## WHERE ARE MICROPLASTICS?

Microplastics are being found everywhere, from ocean trenches to the tops of mountains. With the **total amount of environmental plastic** projected to double over this decade, we can expect the concentration and spread of microplastics to further increase.



## What are the effects of microplastics?

Microplastics have been shown to have detrimental effects to life. Research has shown them to alter metabolic processes and cause behavioral changes in living creatures.

No one knows the full range of microplastic exposure effects on humans. However, due to the long lifecycle and lasting spread of plastics in our environment, we will be exposed to them for decades to come.





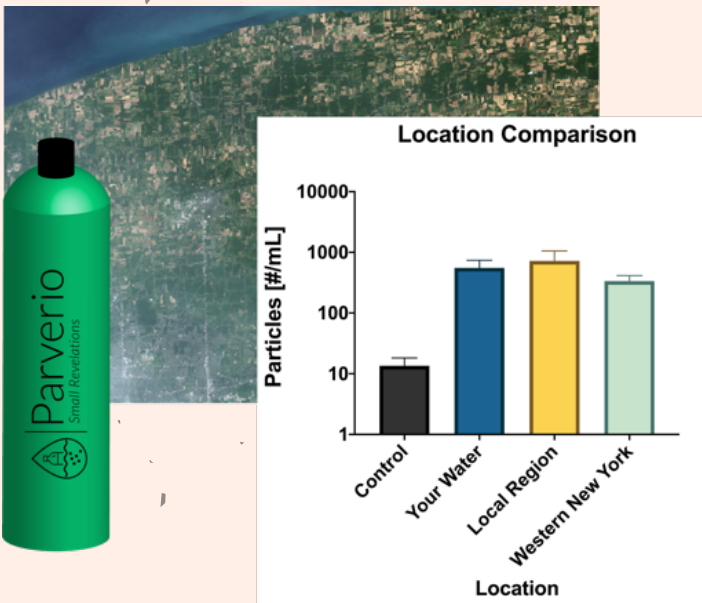
# WESTERN NEW YORK MICROPLASTIC ATLAS

*Parverio is building the first drinking water microplastic atlas. This crowdfunded project is targeted at improving both awareness and knowledge about microplastics*

## WNY MICROPLASTIC ATLAS

The Western New York Microplastics Atlas will be built of over 300 tests of drinking water through the region. Participants will send in water samples which will be tested for microplastics. The resulting report from this test will show both content and comparative analysis of microplastics for the sample and the region.

After compiling the data, the atlas will be produced in two parts: an open source database for researchers and activists, as well as a promotional print to further microplastic awareness.



## Funding rewards

**\$25** Parverio Auminum Water bottle

**\$49** WNY Microplastic Atlas poster + Water bottle

**\$99** Personal Water Sample + Water Bottle

**\$149** Personal Water Sample + Atlas + Water Bottle