



The Problem

Powerful permanent magnets are **critical for the clean economy**

- EV motors, wind generators, efficient manufacturing all rely on them

However, magnets today rely on rare earth elements, posing **serious issues**:

- **Shortages** are projected, as EVs drive a surge in demand
- **Prices have tripled** in just 2 years
- Rare earth mining & processing is **environmentally destructive**
- **Supply is monopolized** by China (80% of mining, 90% of processing)

The **world needs an alternative**



The Solution

Niron is commercializing the first powerful permanent magnet free of critical materials:

- Iron nitride - the **most magnetic compound known**

Made from global commodity raw material inputs, means iron nitride is:

- **Cheaper** than rare earth magnets
- **Globally manufacturable**
- **Free from supply chain disruptions & price volatility**

Iron nitride is **environmentally sustainable**:

- ~3/4 reduction in CO2 footprint
- Can be made from recycled inputs

Currently building a US pilot scale manufacturing facility, **seeking C2M support to build out our commercialization strategy**