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Australian Clean-Tech Company Takes Next Step in Journey to USA

Mr. Ross Naddei, founder and CEO of MegaPulse Australia joined representatives of Edenton and Chowan County, the NC EAST Alliance and Sound Bank to announce his decision to locate the company's North American operations in a business incubator on the 2nd floor of the bank in downtown Edenton, NC. NC EAST Alliance will manage the property and offer use of its conference room and Wi-Fi to tenants. MegaPulse USA is its first international tenant.

MegaPulse owns multiple patents on clean-tech products that restores the efficiency and reliability of lead-acid batteries. The product extends the life of a battery, thereby reducing costs to the user. The company exports to Asia and Europe and is now selling the product in the USA. Ross, his wife Nicola, and daughter Natasha Naddei visited the region multiple times and chose eastern North Carolina over several other locations. Their Americas headquarters, sales and distribution efforts will all be based in the region.

"With the assistance of the NC EAST team and their county allies, MegaPulse saved 12 to 18 months on its start up in the United States" says Ross Naddei. "Initially we contemplated going to Chicago, Atlanta, or Charlotte, but that would have been a mistake."

What the company found in eastern North Carolina was a network of people and businesses that were willing to help the Naddeis get their business set up in the USA. Natasha Naddei was introduced to John Chaffee, CEO of the NCEast Alliance at the Ft. Lauderdale Boat Show by another Australian company. That initial meeting resulted in the first of several visits to North Carolina by Natasha and her father to investigate the suitability of the area. NCEast Alliance Senior Vice President, Vann Rogerson, went out of his way to introduce the Naddeis to the full offerings of eastern North Carolina, including a trip to the Outer Banks.

"I believe our connections to others helped seal the deal for the Naddeis," said John Chaffee, including introductions made to Colony Tire in Edenton and Eastern Carolina Vocational Center (ECVC) in Greenville. Colony Tire will sell their product across the five states they serve and ECVC will warehouse and distribute the product until the company establishes a permanent facility.

Colony Tire Owner & CEO Charlie Creighton remarked, “We have enjoyed working with Ross & Natasha with Mega Pulse. They have a wonderful and valuable product and we look forward to continuing our relationship as a user and as a distributor of their product.”

“Having an innovative product development company chose to locate in our region is very exciting. Thanks to all the hard work done by our NCEast team to land MegaPulse and we pledge to Ross Naddei and his team our ongoing support as he grows his customer base in the U.S.” added Roland Vaughan, Mayor of Edenton and NCEast Board member.

The “incubator vision” came from the bank’s CEO, Eric Bergevin. “Our bank wanted to give back to the community and support the economic development of eastern NC...supporting NCEAST with incubator space seemed like a win for everyone. We are excited that MegaPulse has located in our incubator and look forward to others doing the same” says Eric Bergevin Sound Bank’s CEO.

“This incubator has been so valuable to us. We sell our devices all around the world. So, we are often contacting customers and family in Australia at night. Having use of an incubator office in the early stages of our sales efforts in America has been so helpful” commented Natasha Naddei.

“The Edenton Incubator fits well with our Downtown & Economic Development vision for growth” said Cy Rich at the Edenton-Chowan County Partnership. “We are proud to be a partner in this announcement.”

According to NCEast Alliance board chair, Mark Hamblin, “MegaPulse is an excellent example of a good fit for many small towns across eastern North Carolina – small, privately-held, technology-driven ‘gazelles’ that start small but have huge growth potential. We wish them great success.”

For more information concerning industrial incubator space, contact Hannah Jones at jones@nceast.org.

Link to: [MegaPulse](#)

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