



Delivering Game Changing Engineering Solutions in Materials, Computation, Energy, and Aerodynamics

To: The Global Scaling Challenge leadership

From: CEO Dr. Sal B. Rodriguez III

Date: 6/5/2026

GSC Leadership Committee

Applied Surface Engineering was honored to serve as a focus firm for the University of New Mexico's James & Gail Ellis School of Business Leadership Global Scaling Challenge in 2026. The company and I had an exceptional experience. Applied Surface Engineering found the Challenge to be foundational in our efforts to grow and scale. The ideas, perspectives, and analytics provided by the student teams were outstanding, and we have continued to use the presentations in our efforts to secure grants, partnerships, and customers.

The opportunity to serve as a focus firm for talented student teams from New Mexico and around the world was invaluable. These teams critically examined our business and provided a breadth of perspectives that we would not have gained internally. The volume, rigor, and creativity of their work continue to influence our strategic planning and growth initiatives.

As a direct result of our participation in the Challenge, Applied Surface Engineering has engaged student teams to assist with our external media presence and outreach efforts. We have also identified a University of New Mexico student for a long-term internship opportunity. Moreover, we will thoroughly review and identify the most promising ideas from the slides of the top 25 GSC contestants to further streamline our strategic, technical, and business directives. The recommendations and insights provided by the participating teams have helped us develop a repeatable framework for future growth and commercialization.

The Global Scaling Challenge provides tremendous value to both students and industry partners by connecting emerging companies with talented future leaders while creating

meaningful, real-world learning opportunities. We are grateful to Dr. Steven Walsh, Corey Cooper, the GSC leadership team, mentors, judges, and participating universities for making this experience possible.

Sincerely,

Sal Rodriguez

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