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CEDARVILLE, OHIO – More than 40,000 people apply to be on the hit TV show “Shark Tank” each year, but only 120 businesses get the chance to pitch their idea to multimillionaire and billionaire investors who might give them their big break. This year, The Village of Cedarville coffee house owner Taylor Minor made the show. He will appear on “Shark Tank” Sunday, Oct. 8, at 9 p.m.

Minor, who attended Cedarville University, is the owner of Telemetry Coffee Roasters and co-owner of Third Wave Water. Minor and his business partner, Charles Nick, started Third Wave Water in October 2016, with considerable success since the launch.

Third Wave sells mineral capsules that can be added to distilled water to create ideal water for brewing coffee. Within the standards of safe drinking water, the actual taste of water can vary greatly, Minor explained. These capsules ensure that coffee drinkers have the enjoyable flavor experience they anticipate.

“It’s amazing how much water plays into the taste of your coffee. You could be doing everything right but your water is off and you don’t even know it,” Minor said. “That’s known in the coffee industry and we have water filtration systems for cafes and for roasters, but we didn’t really have anything scaled for home use.”

In March 2017, Third Wave Water applied to appear on “Shark Tank.” By the summer, after a series of videos pitching both their product and themselves, Minor and Nick were on set filming their episode.

“It was a surreal experience,” Minor said. “It’s the chance to have our brand and our product shown to millions of people. That’s why 40,000 people apply to be on the show, because it does something you can’t duplicate any other way.”

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 3,963 undergraduate, graduate, and online students in more than 100 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings, and leading student satisfaction ratings. For more information about the University, visit www.cedarville.edu.