

aqualize

Chase Smith
Jack Hendershott
Shalini Kumar
Arjun Mukundan
Aldrich Ong



Team

CEO



Chase Smith

UC Berkeley, B.A
Computer Science

Technology



**Jack
Hendershott**

UC Berkeley, B.S. Mechanical
Engineering

Product
Development



Shalini Kumar

UC Berkeley, M.S Chemical
Engineering

Operations



**Arjun
Mukundan**

UC Berkeley, B.S Bioengineering

Financial



Aldrich Ong

UC Berkeley, M.S
Mechanical Engineering



“EPA has set the maximum contaminant level goal for lead in drinking water at zero because lead is a toxic metal that can be harmful to human health even at low exposure levels.”

<https://www.epa.gov>

“It’s not just Flint. Lead taints water across the U.S., EPA records show”

The Washington Post

February 8, 2016

“Lead pipes, antiquated law threaten Wisconsin’s drinking water quality”

WisconsinWatch.org

February 1, 2016

“... Utilities and cities often don’t know where such [lead] lines are buried”

The Wall Street Journal

January 28, 2016

“Excessive lead levels found in almost 2,000 water systems across all 50 states”

USA Today

March 11, 2016

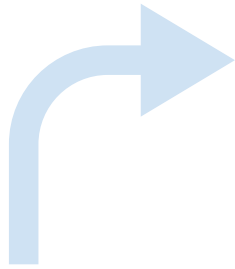
Problem



Our Solution



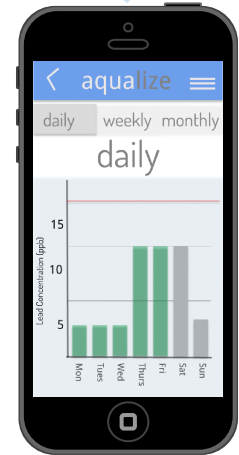
Step 1



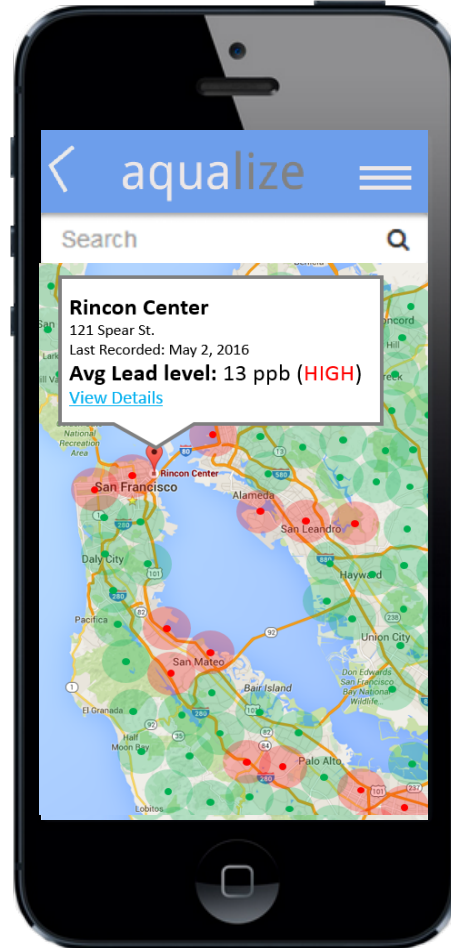
Step 2



Step 3



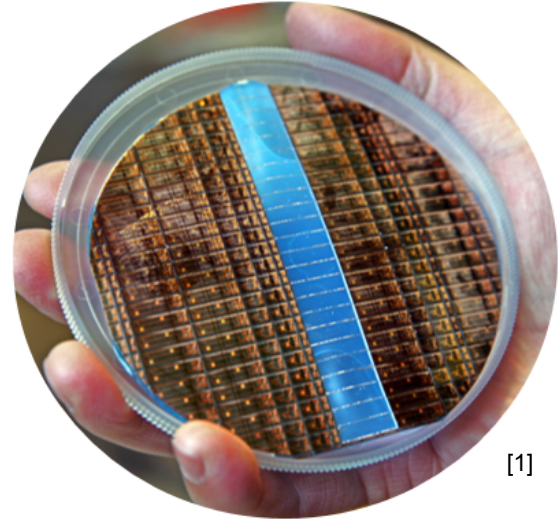
Step 4



Technology

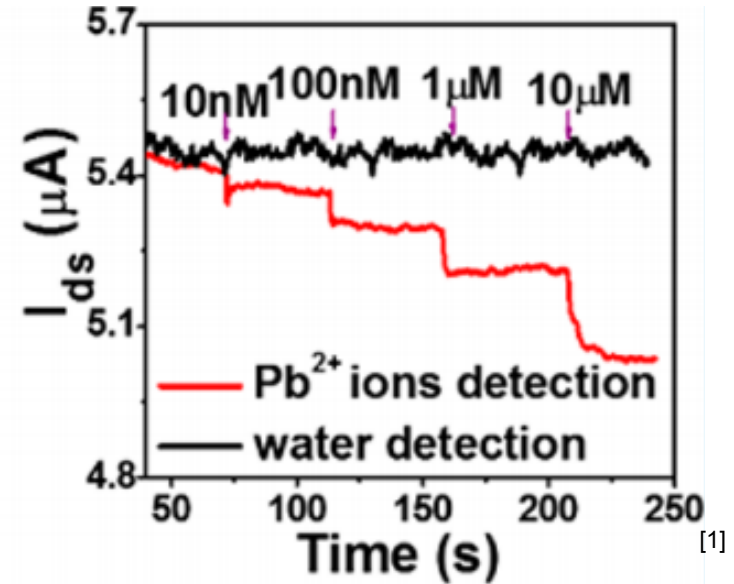
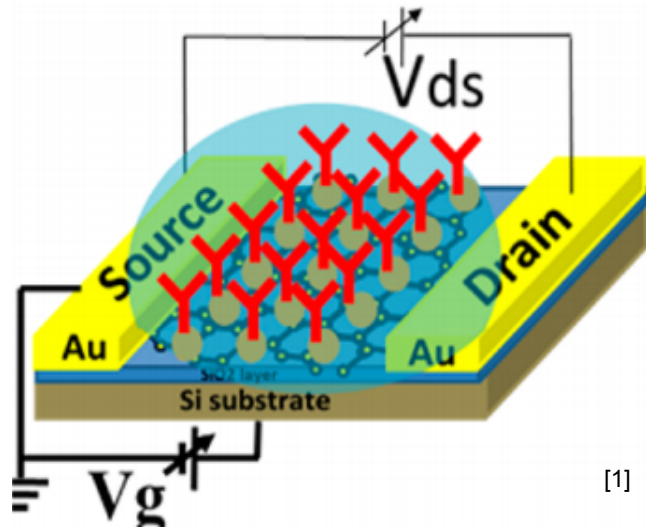


Dr. Junhong Chen
University of Wisconsin–Milwaukee
Professor of Mechanical
Engineering and Material Science



NanoAffix Technology

Research Paper- J. Chen et al., Applied Materials & Interfaces, 2014



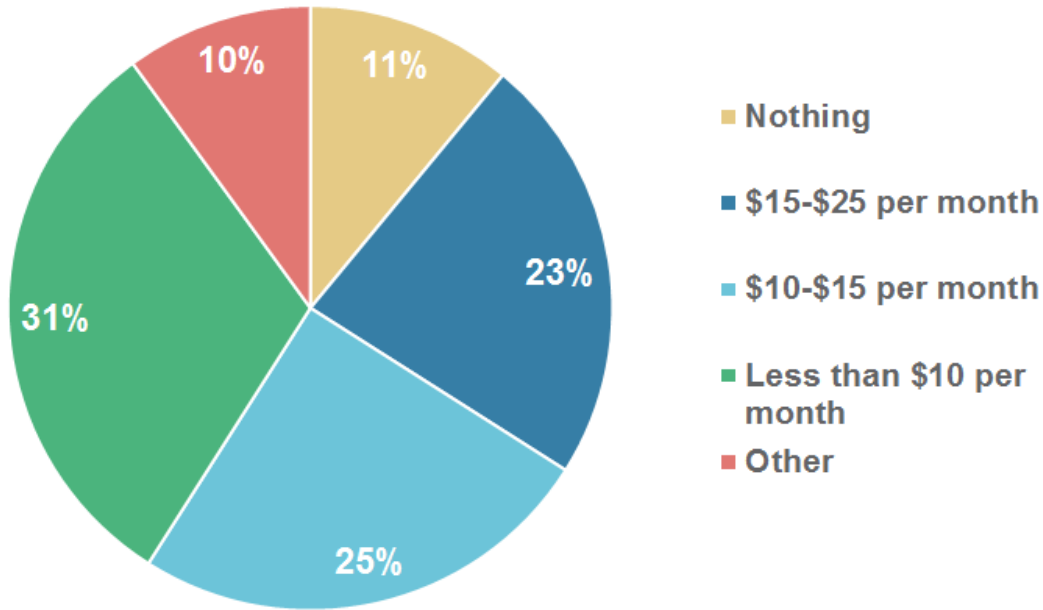
Pricing

\$150 Hardware

\$5/month
Proactive Alert subscription

Market Research

How much would you be willing to pay on a monthly basis to ensure the quality of your water?*



*Approximate survey population of 150

Market Segmentation



50M Middle Class
Homeowners

[1]






\$10.5B

Total Market
Size

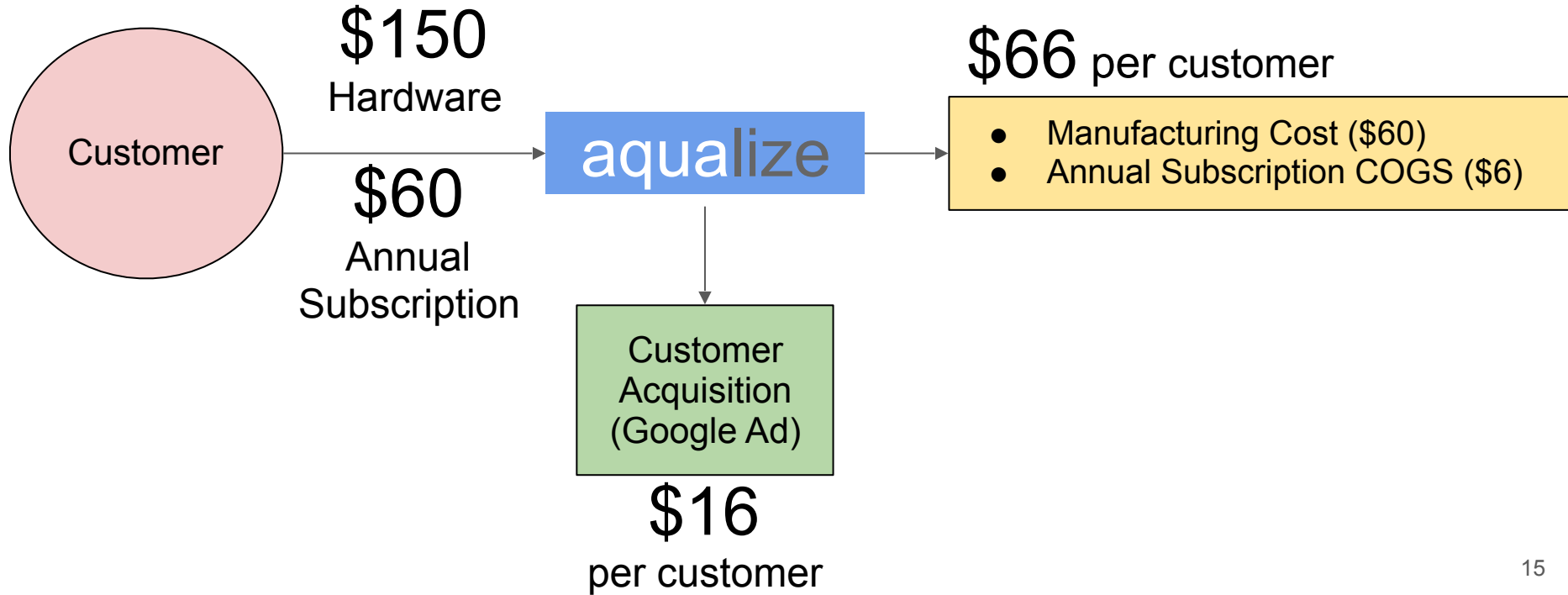
\$150 Hardware price
+ \$60 annual
subscription

[1] <http://www.statista.com/statistics/183635/number-of-households-in-the-us/>

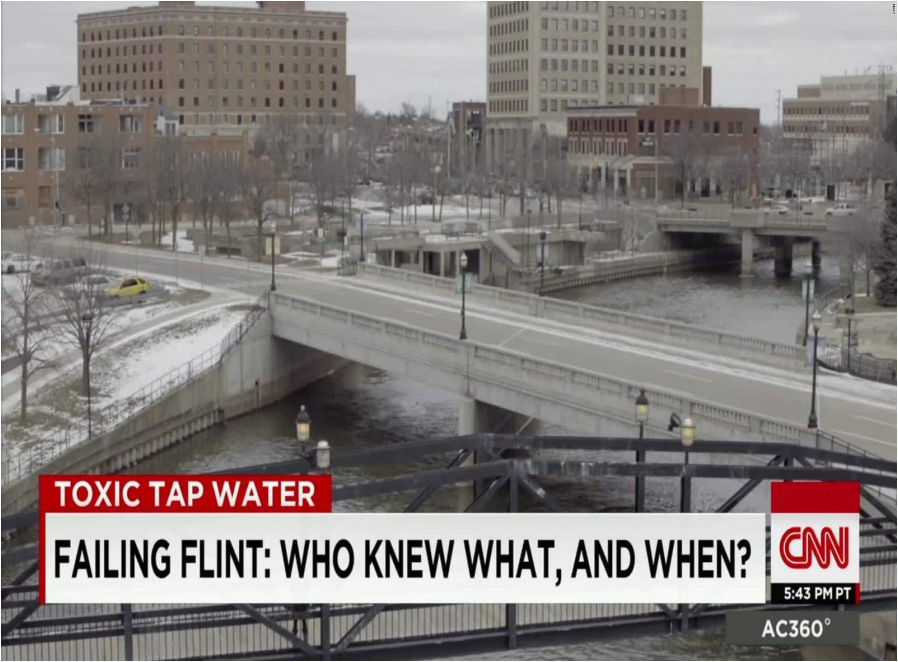
Comparison

Attribute					
Accuracy of Monitoring				✓	✓
Ease of Use	✓	✓	✓	✓	✓
No Technical Expertise	✓	✓	✓	✓	✓
Continuous Monitoring					✓
Pro-Active Alert					✓
Price	\$40+	\$25-\$40+	\$10-\$15	\$2000+	\$150

Business Model - Unit Economics



Main Marketing Strategy



Marketing: Social Media



[1]



[2]



[3]

[1] <http://www.cleanwateraction.org/states/national/blog>

[2] https://twitter.com/acs_sensors

[3] <https://twitter.com/techchange>

Marketing: Water Activist Organizations



Marketing: Trade Shows

Milwaukee Water Summit

Milwaukee, WI June 14, 2016 - June 15, 2016



Esri UC

San Diego, CA June 27, 2016 - July 1, 2016



The Water Expo

Miami, FL August 31, 2016 - September 1, 2016



Water District Partnerships



Laura Hidas, P.E
Water Production Manager
Alameda County Water District



*East Bay
Municipal
Utility District*

Dr. Rick Sakaji
Manager of Water Quality
East Bay Municipal Utility District

Real-Estate Partnerships



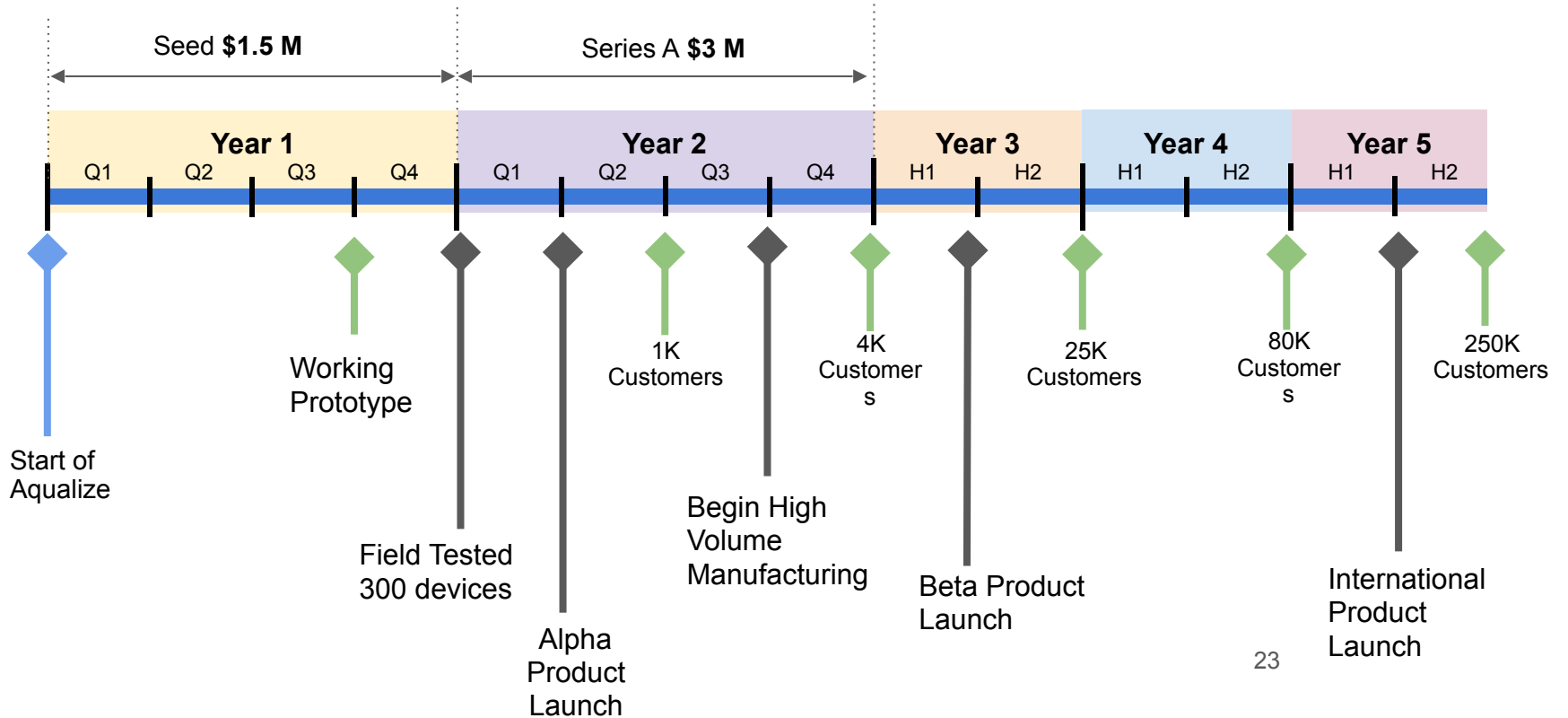
Ira & Carol Serkes
Berkeley Homes Real-Estate

5 Year Financial Projection

	Year 1	Year 2	Year 3	Year 4	Year 5	%*
Customers	300	4,400	28,333	91,854	279,633	
New Customers	300	4,100	23,933	63,521	187,779	
Hardware Sales	45,000	615,000	3,589,935	9,528,116	28,166,890	
Subscription Revenue	3,825	131,325	368,306	2,568,344	14,262,710	
Total Revenue	48,825	746,325	3,958,241	12,096,461	42,429,600	
Hardware COGS	18,000	246,000	1,435,974	3,811,246	11,266,756	
Subscription COGS	383	13,133	49,382	415,010	2,852,542	
Total COGS	18,383	259,133	1,485,356	4,226,257	14,119,298	
Gross Profit	30,443	487,193	2,472,885	7,870,204	28,310,302	67%
Expenses						
Research & Development	320,563	716,833	1,450,893	3,045,047	6,333,112	15%
Sales & Marketing	94,792	323,958	724,179	1,889,049	4,741,113	11%
General & Administrative	140,625	306,771	681,546	1,504,156	3,325,151	8%
Total Expenses	555,979	1,347,563	2,856,618	6,438,252	14,399,377	34%
Net Profit (EBIDTA)	(525,537)	(860,370)	(383,733)	1,431,952	13,910,925	33%

*Percent of 5th year value over Total Revenue

Timeline



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\$1.5M of seed funding

