

Business Plan

Splash Savers

DT 1



Splash/SHAD



Goal 1

Build a self-sustaining practical solution

Goal 2

Reduce amount of daily household freshwater usage

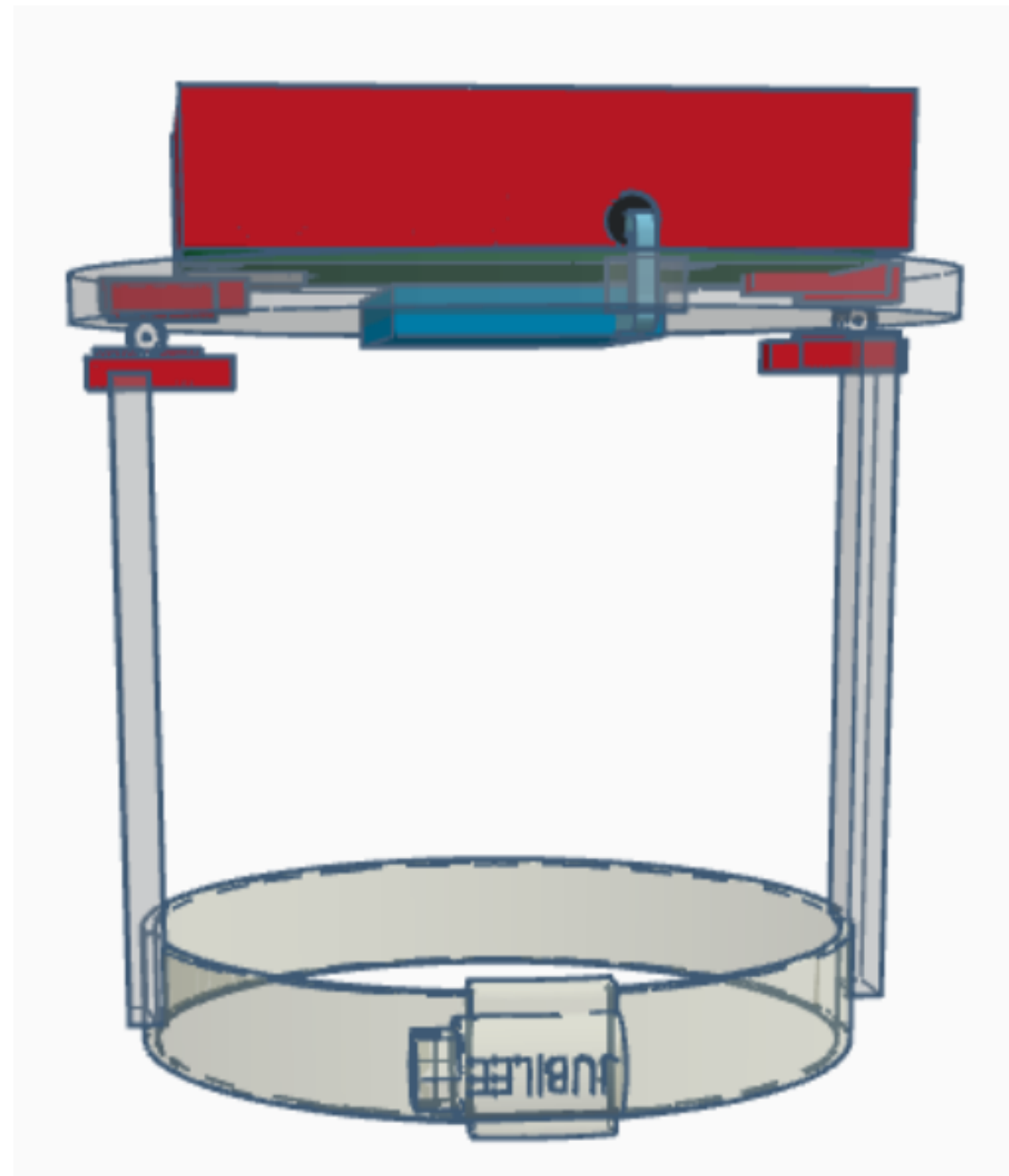
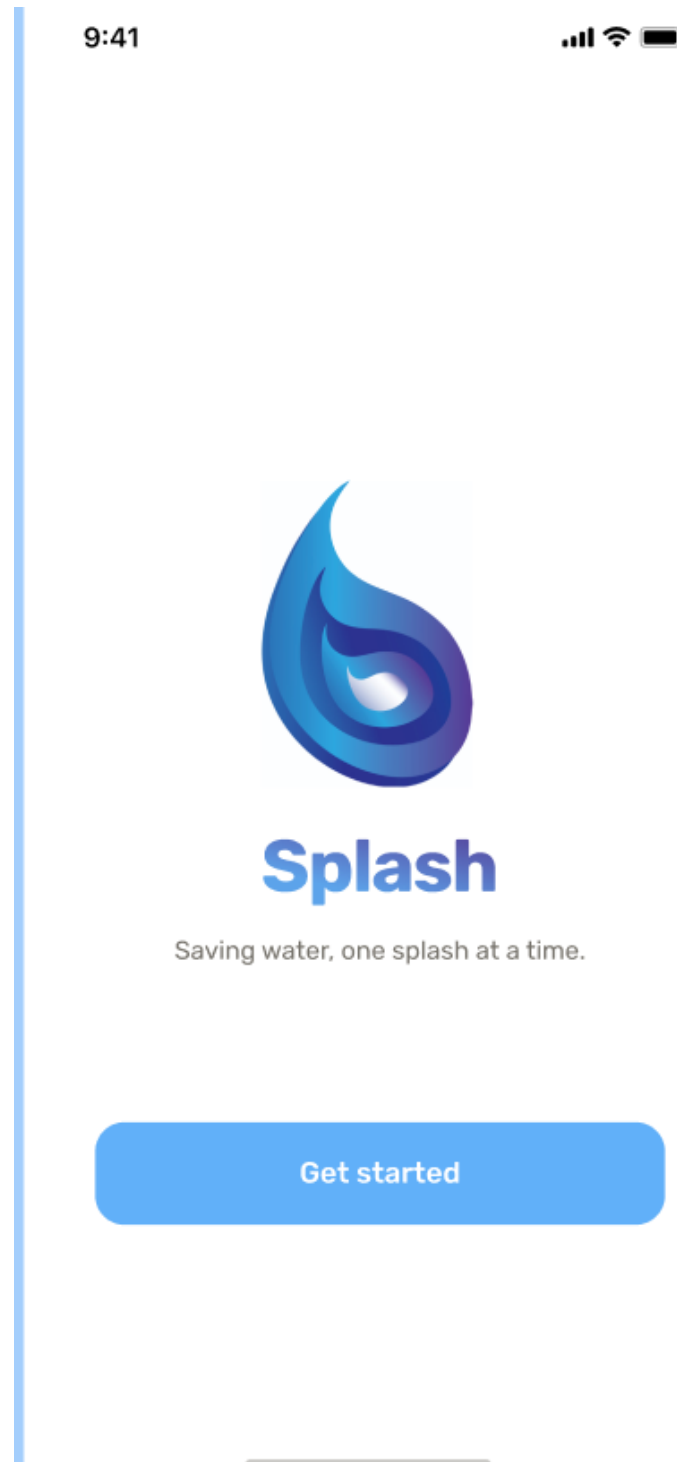
Goal 3

Help Canadian homeowners to adapt to better water-related habits in the long-term

Business Objectives



Product Pricing



\$24.99 CAD/unit

Cost of production per unit: \$19.54 CAD

Possible revenue streams:

- retail stores
- website

COMPETITIVE ANALYSIS

Our Strengths:

1

Uniqueness

2

Affordability

3

Accessibility

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Flume Smart Home Water Monitor

Flume is Changing the Way We Consume Water

Manage, monitor, and conserve the world's most precious resource.

- Self-install in under 10 minutes. No plumbing necessary!
- Detect leaks and get notified immediately.
- Monitor and manage your water use—indoors and out.

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Moen 900-001 Flo by Moen 3/4-Inch Smart Water Shutoff

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★★★★★ ▾ 429 ratings
| 18 answered questions

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instantly, plus up to 5% back for 6
months after approval for the
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Splash/SHAD



IMPLEMENTATION TIMELINE

1

2021 Q4
Meet funding requirements through internal and external sources of finance

2

2022 Q1
Mass marketing through social media and develop specialty e-commerce channel

3

2022 Q2
Adjust product based on customer response

4

2022 Q3
Break-even and have stable liquidity flows

5

2022 Q4
Introduce product to retail stores for indirect channels

6

2023 AND BEYOND
Expand beyond Canadian homeowners to combat the increasing freshwater usage on a global scale