

## Hydrolink - Competition Report

### 1. Water.io

#### **\*\*Product Overview:\*\***

Water.io specializes in creating smart packaging solutions for bottled beverages. Their technology enables bottles to become connected devices that monitor and remind users about their hydration levels.

#### **\*\*Key Features:\*\***

- - Smart Bottle Technology: Integrates sensors directly into the bottle packaging.
- - Hydration Reminders: Sends reminders to drink water through a connected app.
- - Consumption Tracking: Monitors how much water has been consumed.
- - Refill Alerts: Notifies users when the bottle is empty and needs refilling.
- - Data Analytics: Provides insights into hydration habits and trends over time.

#### **\*\*Target Audience:\*\***

Health-conscious individuals, fitness enthusiasts, and those looking to improve their hydration habits with the help of technology.

#### **\*\*Price Range:\*\***

Varies based on partnerships with beverage companies and specific implementations of the technology.

### 2. HidrateSpark

#### **\*\*Product Overview:\*\***

HidrateSpark offers smart water bottles that track water intake and sync with a hydration app to ensure users stay properly hydrated. The bottles feature LED smart sensors that remind users when to drink water.

#### **\*\*Key Features:\*\***

- - LED Smart Sensor: Glows to remind users to drink water at regular intervals.
- - Hydration Tracking: Syncs with the HidrateSpark app to monitor daily water intake.
- - Bluetooth Connectivity: Connects to smartphones to provide real-time hydration data.
- - Customizable Goals: Allows users to set personalized hydration goals based on various factors like weight, age, and activity level.
- - Multiple Models: Offers various models with different capacities and features, including stainless steel and plastic options.

**\*\*Target Audience:\*\***

Tech-savvy individuals, fitness enthusiasts, and those looking to improve their daily water intake with smart technology.

**\*\*Price Range:\*\***

Prices range from approximately \$59.99 to \$89.99 depending on the model and features.

### **3. LARQ**

**\*\*Product Overview:\*\***

LARQ creates self-cleaning water bottles that use UV-C LED technology to purify water and clean the bottle's interior. The bottles are designed to eliminate up to 99.9999% of harmful bacteria and viruses.

**\*\*Key Features:\*\***

- - UV-C LED Technology: Uses ultraviolet light to purify water and sanitize the bottle.
- - Self-Cleaning: Automatically activates the cleaning process every two hours to keep the bottle clean.
- - Long Battery Life: Rechargeable battery lasts up to one month on a single charge.
- - Double Wall Insulation: Keeps drinks cold for up to 24 hours and hot for up to 12 hours.
- - Durable Design: Made from BPA-free stainless steel.

**\*\*Target Audience:\*\***

Travelers, outdoor enthusiasts, and individuals looking for a convenient and effective way to ensure clean drinking water.

**\*\*Price Range:\*\***

Prices typically range from \$95 to \$118 depending on the model and capacity.