

HydroLink

Ned Bitar

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Hydrolink

identified need

- **Problem:** people forget to drink water regularly, leading to dehydration.
- Hydrolink provides a smart, convenient, and cost-effective solution to monitor and remind consumers to get hydrated.
- more than 500,000 people are hospitalized in the US each year, 10,000 of which die in the hospital (2% of the hospitalized)

our solution

- A smart **water bottle lid** with the following features:
 - LED/Phone notification reminders
 - ultrasonic water level sensor
 - web application GUI
- **Benefits:**
 - Maintained hydration
 - customizable and affordable
 - enhanced existing reusable water bottles

competition

- LUCY Smart Cap: \$129.00
- HidrateSpark: \$64.99
- Water.io: \$99.99

advantages

- offers same core features, web application
- universal compatibility with popular water bottle brands
- lower price point (\$35) compared to competitors

personas

- **Harry Malyan:**
 - 24 years old, pre-med Public Health major
 - health-conscious, busy schedule, needs automated hydration tracking
- **Gali Kechichian:**
 - 20 years old computer science student
 - tech-savvy, forgets to drink water, needs convenience reminders
- **Sarkis Bozikian:**
 - 34 years old computer engineer, not a direct user but advocates for wife
 - values practicality and affordability

customer feedback

- conducted interviews with potential users to gather insights

key takeaways

- positive reception to the product concept
- emphasis on the need for reminders and ease of use
- suggestions for improvements in design and functionality
- negative responses helped us re-direct target audience

monetization

- **pricing**
 - initial MVP: \$35
 - future version: \$50 – \$60
- **profit Margin**
 - MVP: 85.97%
 - future version 0: 75.18% – 79.32%
- **CAC:** \$20
- **LTV:** \$35 – \$60
- **strategy:** social media marketing, influencer partnerships, targeted online ads

future work

- Short-Term Goals
 - Improve design
 - Collect user data
 - Conduct user testing
- Long-Term Goals
 - Develop advanced model with UV-C filtration
 - Expand product line
 - Partner with fitness and wellness brands

identified need

problem

- people forget to drink water regularly, leading to dehydration.
- more than 500,000 people are hospitalized in the US each year, 10,000 of which die in the hospital (2% of the hospitalized) – Source: <https://www.everydayhealth.com/dehydration/>

solution

Hydrolink provides a smart, convenient, and cost-effective solution to monitor and remind users to stay hydrated

solution

product



smart water bottle lid

key features

- LED ring reminders
- Ultrasonic water level sensor
- Web application integration

benefits

- Maintained hydration
- customizable and affordable
- enhanced existing reusable water bottles

competition



LUCY Smart Cap
\$129.00



HidrateSpark
\$64.99



Water.io
\$99.99

👤 Hydrolink advantages

- Offers same core features, web application
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competition

	Water.io	HidrateSpark	LUCY	Hydrolink
automated tracking	●	●	●	●
App	●	●	●	●
UV-C cleaning	×	×	●	●
adapts to existing bottle	×	×	×	●
most affordable	×	×	×	●
	\$99.99	\$64.99	\$129	\$35 – \$60

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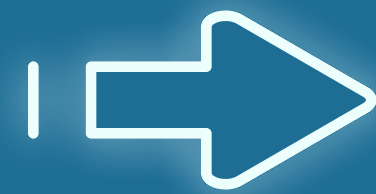
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monetization

pricing

Initial MVP	\$35
full version	\$50 – 60

profit margin

Initial MVP	85.97%
full version	75.18%

customer acquisition cost (CAC) \$20

lifetime value (LTV) \$35 – \$60

strategy

- social media marketing
- influencer partnerships
- targeted online ads

future work

short-term goals

- Improve design for better usability and durability
- Collect user data for further dashboard functionality
- Conduct extensive user testing for feedback

long-term goals

- Develop advanced model with UV-C filtration
- Expand product line to cater to different customer needs
- Partner with fitness and wellness brands