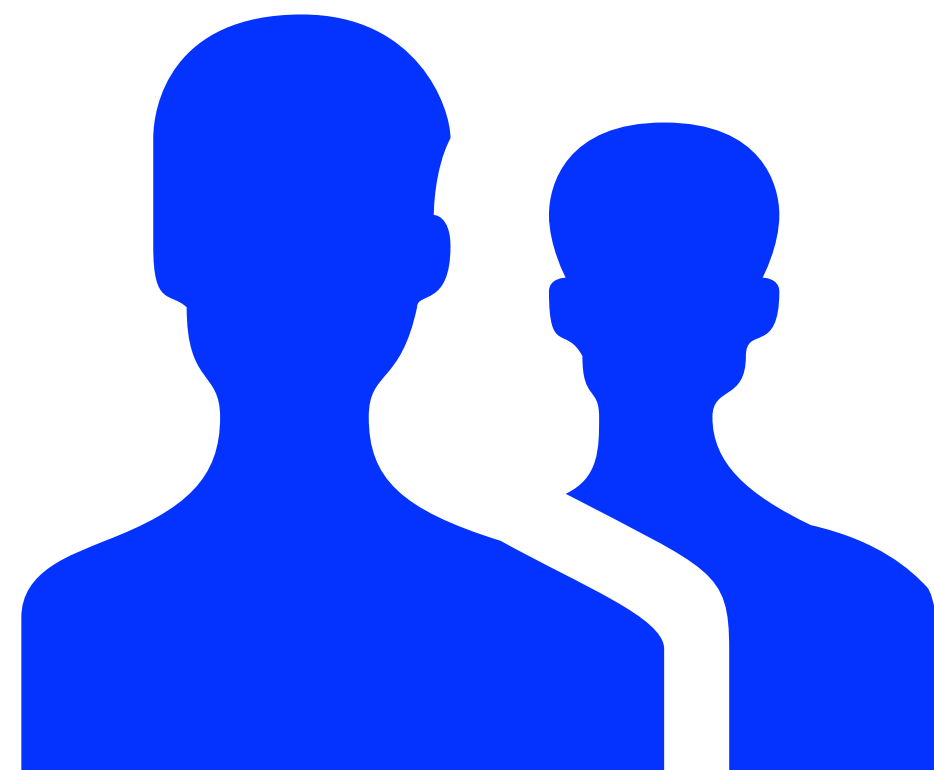




The best way of saving water

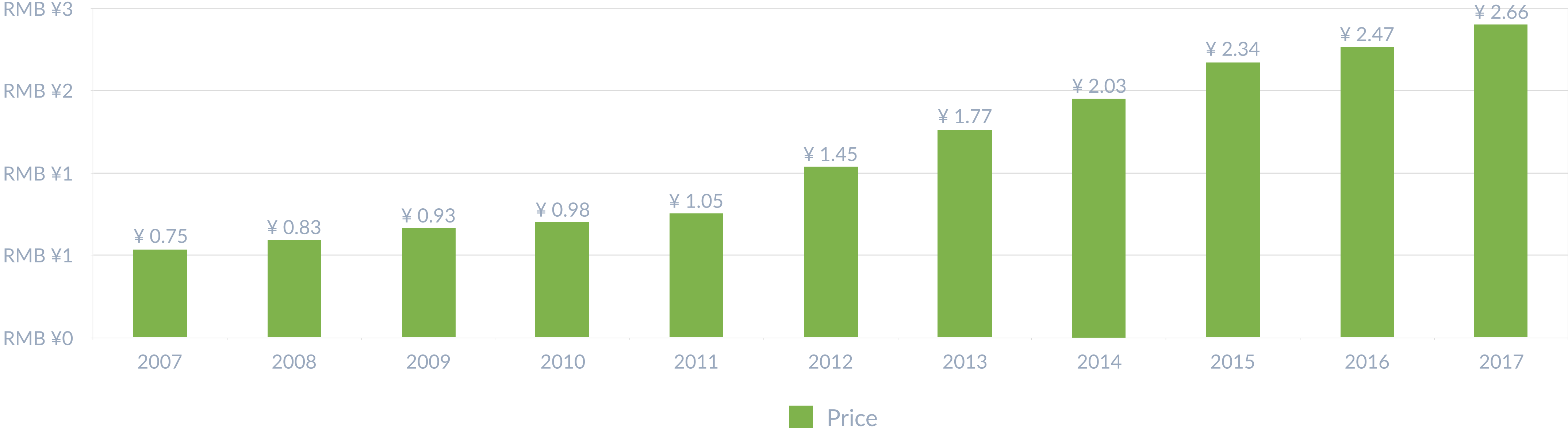
Here we are



“SOURCE SAVED IS SOURCE
PRODUCED”

Average price of a bottle of water

How the water is much more valuable



Increasing Rate per year

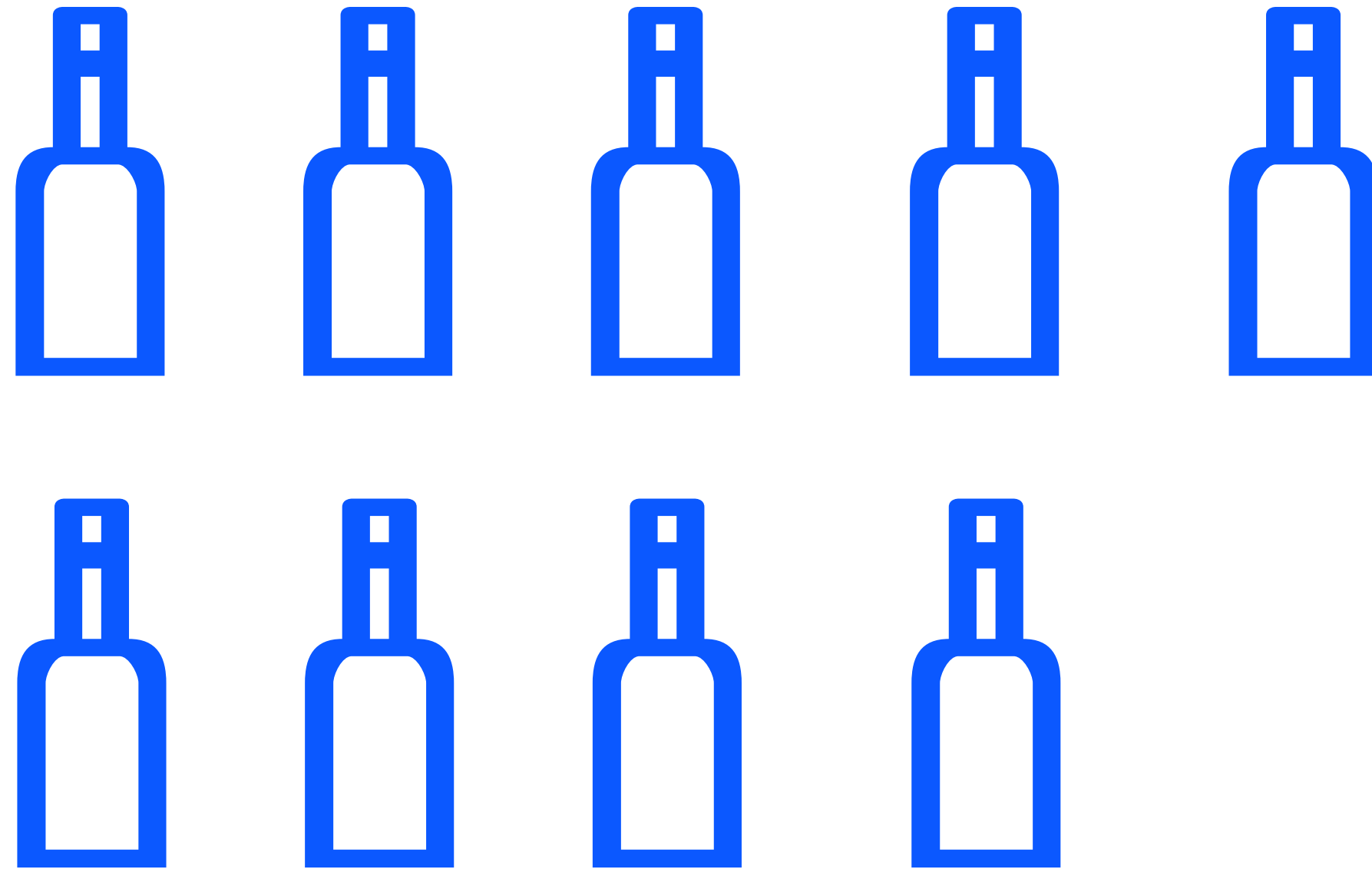


Increasing

WATER IS MUCH MORE VALUABLE

Did you notice ...?

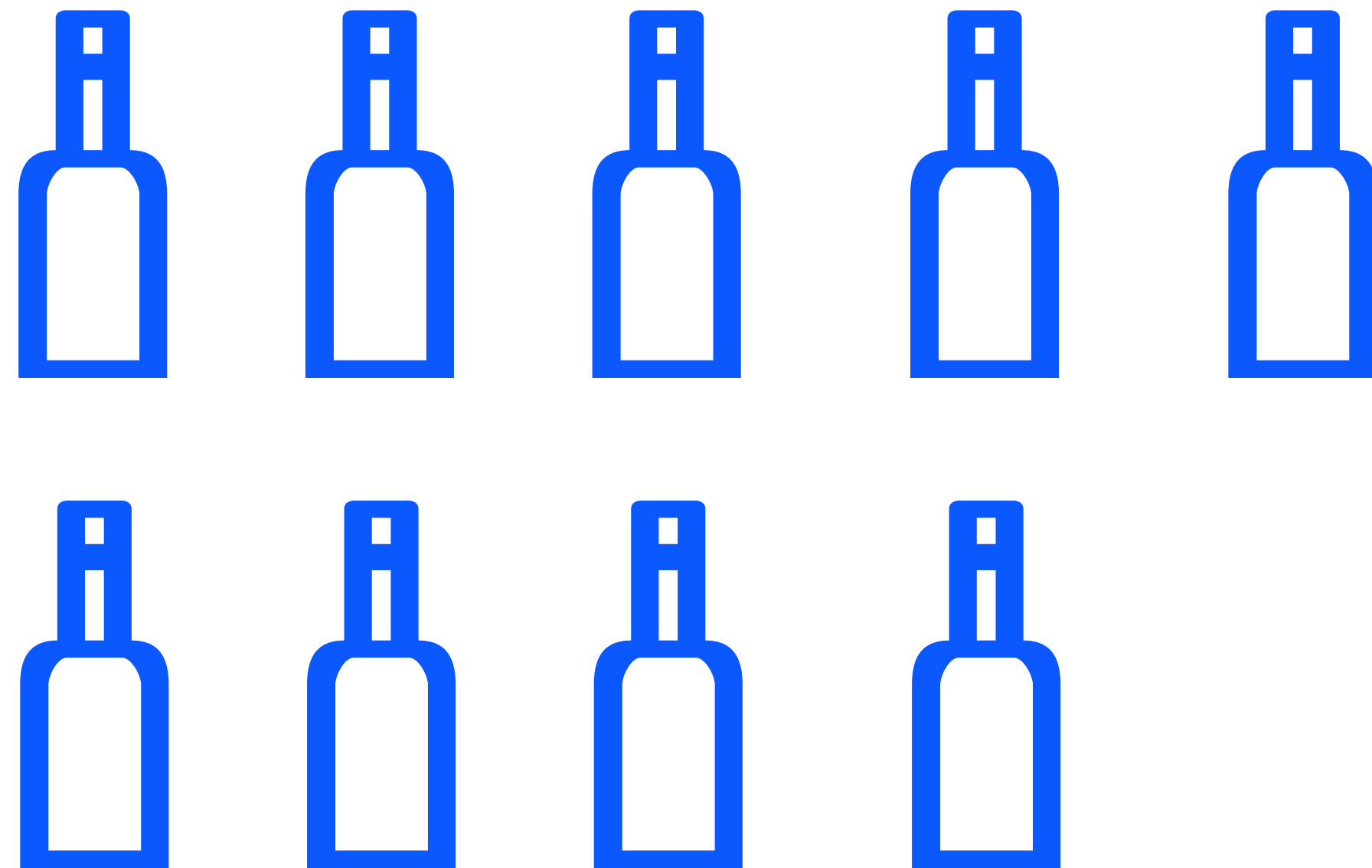
4.5 L



Did you notice ...?

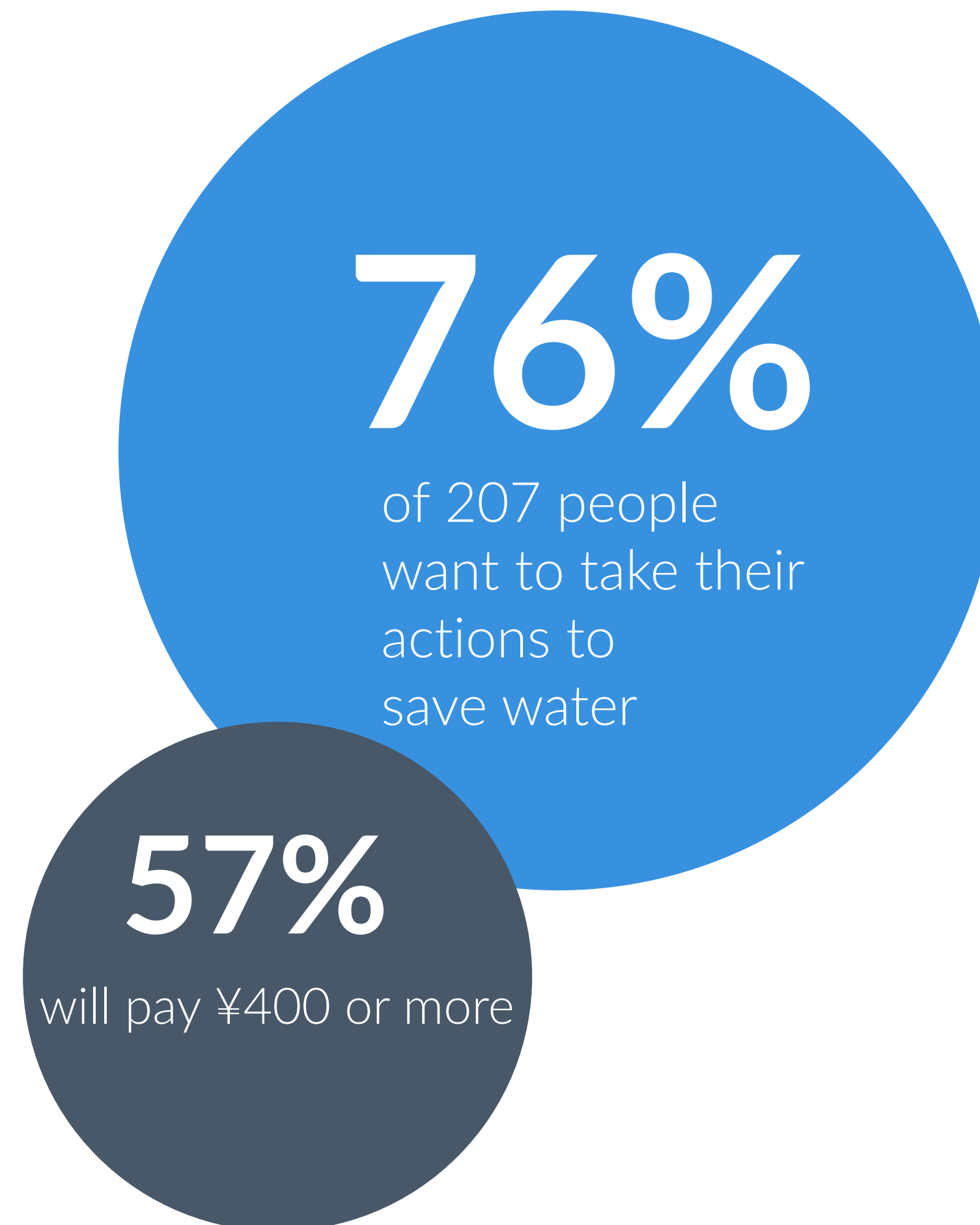
6

4.5 L



= ¥ 23.94

Who will need it?



Compare Competitors

COMPETITOR 1



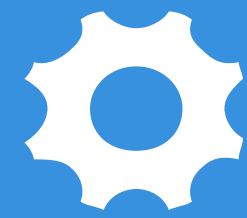
COMPETITOR 2



Five Features



money saving



easy to install



eager to buy



widely affected



customize

v1.0

to Consumer



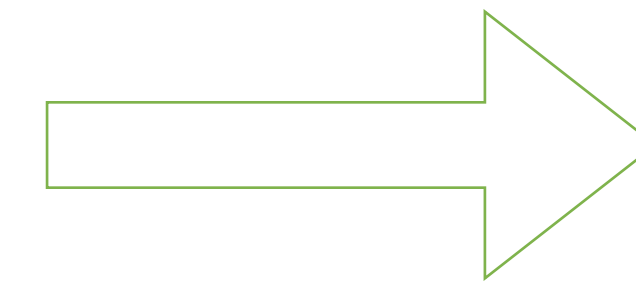
Feasibility !

10



A Tap

A Tube



¥ 19.90

A bottle

	Aesthetic	Easy to use	Desire to buy
USER 1	★ ★ ★ ☆ ☆	★ ★ ★ ★ ☆	☆ ☆ ☆ ☆ ☆
USER 2	★ ★ ☆ ☆ ☆	★ ★ ★ ★ ★	★ ★ ☆ ☆ ☆
USER 3	★ ★ ★ ☆ ☆	★ ★ ★ ☆ ☆	★ ★ ☆ ☆ ☆
USER 4	★ ☆ ☆ ☆ ☆	★ ★ ☆ ☆ ☆	★ ☆ ☆ ☆ ☆
USER 5	★ ★ ★ ☆ ☆	★ ★ ★ ★ ☆	★ ★ ★ ★ ☆

INSIGHTS

Improvement on aesthetic

Less space and more volume

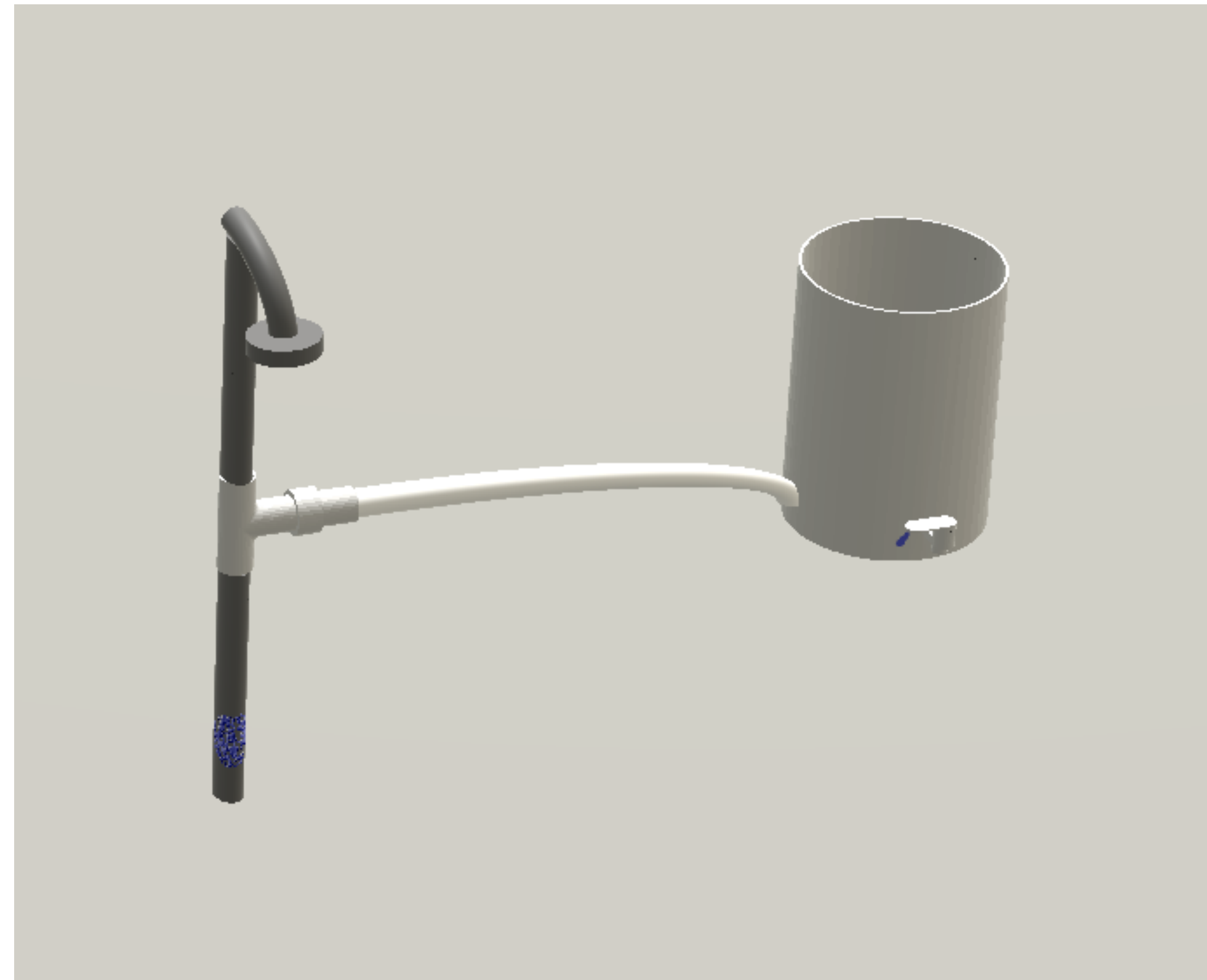
Excitation mechanism

v1.1
to Consumer



Feasibility !

13



Profit model

14

...



What We Need Now

15

...



Professional guidance on Technology

Market Feedback

Group 4

THANK YOU

