

PROBLEM SOLUTION FIT

1.Customer Segment

Urban peoples
Industries

2.Problems/pains

Quality of waters,poor
sanitation
Water borne diseases

3.Triggers

Every
living
being
needs

4.Available solution

Reverse osmosis
Cut down on
chemicals

5.Customer limitations

Aging Infrastructure
Kidney failure
patients

6.Behaviour

Before -Dehydrated
and tired
After-Hydrated and feel
energetic and relaxed

7.Root/Cause of a problem

Water pollution
Changing weather
patterns

8.Your Solution

High water
Quality index
pH level