



Waterwize

Know your water, Know your safety

'An innovative, instantaneous, digital water testing device'



New Enterprise Development BAA1003
Assignment 4 Business

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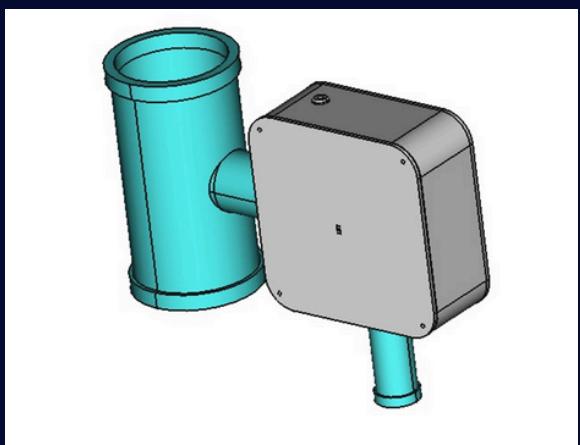
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Executive Summary

"Know your water, know your safety."

WaterWize is a Dublin-based start-up on a mission to make water safety smarter, faster, and more reliable. Through innovation, we have created a real-time digital water testing device that instantly detects harmful bacteria in large-scale water systems, such as Legionella. Using advanced biosensor technology partnered with microcontrollers and Bluetooth connectivity, our device provides users with instant results via a user-friendly mobile app.



Our product fills a critical gap in the market. Right now, many facilities still rely on slow, outdated manual water testing methods, methods that take days to return results, incur high costs, and frequent errors. WaterWize is changing that, we are giving facility managers instant, accurate results in their water systems, empowering them to ensure water safety, regulatory compliance, and peace of mind.

We're especially focused on places that serve vulnerable people, like hospitals, care homes, leisure centres, and hotels, places where water safety is critical. With a clear B2B focus, our product stands out as a practical, tech-forward solution that's both reliable and easy to integrate.



Our device is durable, affordable, and fits right into existing plumbing systems. The app not only provides real-time alerts for any dangerous bacteria like Legionella, but also tracks temperature, stores past results, and helps with compliance reporting. It's fully aligned with EPA and HSE guidelines, giving users peace of mind and making audits easier.

WaterWize was founded by a passionate team of entrepreneurs from different backgrounds- analytics, marketing, finance, and hr- who've shaped the product to continuous research, customer feedback, expert advice, and marketing campaigns. Our market research shows strong demand, 61% of surveyed facility managers said they'd invest in our solution at a price point over £2000. We are currently raising €351,000 to complete product development, support go-to-market execution, and scale manufacturing and staffing in year one

With a clear go-to-market strategy, a scalable business model, and a growing market around water safety. WaterWize is ready to change the game, making larger facilities safer, more compliant, and better prepared for the future.

Introduction

WaterWize is an Irish start-up stepping up to solve a growing public health issue, unsafe water reservoirs in large buildings.



Founded by five students with a shared passion for innovation and keeping people safe, we've created a smart, real-time legionella detection device using advanced biosensor technology. Our product can be easily connected to existing plumbing and send water quality updates straight to a mobile app without any delay. Facility managers can spot risks instantly and act, saving lives and giving comfort.

Diseases like Legionnaires', caused by the Legionella bacteria, are on the rise, and they're dangerous. While the general fatality rate is around 10%. It's even higher for hospital patients, care home residents, and those with weakened immune systems (HC Info, 2023). According to the World Health Organization, delays in diagnosing Legionella can be fatal, especially for at-risk groups. With no vaccine available, prevention is the only protection we have.



Right now, facilities must have strict temperature control or chemical treatment to prevent Legionella from spreading, keeping hot water above 50 degrees and cold water below 20-25 degrees (World Health Organization, 2022). These methods aren't reliable and are difficult to monitor, especially in large buildings with complex systems.

With rising pressure to meet strict regulations and growing public awareness, there's a real need for a smart solution. That's where WaterWize comes in.

Our real-time, automated water testing takes the guesswork out of water safety. It helps hospitals, hotels, care homes, and other public buildings prevent instantly fatal waterborne diseases such as Legionella. WaterWize stays compliant with all regulations and, most importantly, protects lives.

Promoters, shareholders and board

WaterWize is an early-stage start-up funded by its 5 co-founders, each bringing essential skills to the core functions of the business. The company is structured as a privately held enterprise with internal equity distribution and early-stage investment from an angel investor.

NAME	No.shares	% Shareholding	Cash Investment
Laeeq Ur Rehman	9,500	19%	10,000
Nicholas Zacchaeus	9,500	19%	10,000
Aoife Tobin	9,500	19%	10,000
Eoin Reilly	9,500	19%	10,000
Shona Sheridan	9,500	19%	10,000
Angel Investor	5,000	5%	100,000
Total	52,500	1000	150,000

Each co-founder holds an equal 19% share in the business, reflecting active involvement and ownership of the company's growth. The remaining 5 % of equity has been allocated to an angel investor in exchange for £100,000. This funding has been essential in building the MVP (minimum viable product), app development, and early market research.

All 5 founders sit on the board of directors and participate in major strategic decisions. The board will expand in the future to include advisory members from engineering, legal, and regulatory backgrounds.

Advisors

To support our growth and ensure we keep up with changing market demands, regulatory and technical accuracy, we plan to bring on the following external advisors:

► Biosensor Engineering technician /consultant

- To guide us in R&D, sensor calibration, and integration.



► Regulatory Compliance Advisor

- To ensure we comply with HSE, EPA, and EU directives around water safety.



► Financial Advisor

- To assist us with cash flow planning, funding applications, and valuation strategies



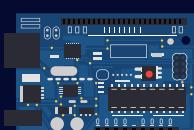
These advisors won't be compensated with equity; they will be paid based on deliverables and consultation hours.

Products and Services



Core product-Smart Water testing device

- Biosensor-based testing unit
- Bluetooth-enabled
- Microcontroller-controlled solenoid valve
- In-app temperature readings & compliance logs



Mobile App Features

- "Start Test" button
- Historical logs with timestamps
- Temperature display
- Reminders & scheduling
- FAQs, safety guidelines, and regulations





Service Model

- Installation & training
- 24/7 emergency support
- Optional subscription (updates & maintenance)



Future Plans

- Detect E. Coli, Salmonella & more
- AI-powered water quality predictions

Long term objectives



WaterWize's long-term goal is to become Ireland's leading brand for water safety systems. Within five years, we aim to:

- Expand internationally across the EU with multilingual product support
- Partner with public health agencies and NGOs
- Offer a product line covering a range of waterborne threats
- Integrate predictive analytics to alert clients before contamination occurs
- Become the go-to water compliance solution for public facilities across Ireland and Europe



We see WaterWize as a mission-driven company committed to public health, sustainability, and innovation.



Objectives for year 1 & year 2

Year 1	Year 2	Year 3
Finalize MVP and begin pilot installation in 5 large facilities	Begin full-scale production and B2B rollout	Expand into growing EU markets(Germany, Spain, Sweden)
Refine product design based on customer feedback	Partner with industry bodies(HSE , Nursing home Ireland and EPA)	Introduce multi-pathogen versions of the product
Secure £100,000 investment	Hit £250,000 in sales	Reach £1M in profit
Launch digital presence and initial awareness campaigns	Full-time Biosensor engineer acquired	Begin development of predictive AI

SWOT ANALYSIS

STRENGTHS

- Real-time, fast and accurate water testing
- Eliminates lab delays and human error
- Strong founding team with cross-functional skills
- One-time installation with long-lasting durable materials

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OPPORTUNITIES

- Rising public health focus on water safety
- Government investment into water infrastructure(Uisce Éireann)
- High scalability across EU via EVFTA.
- Potential for strategic partnerships (HSE, EPA and NGO's)

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WEAKNESSES

- High upfront production and R&D costs
- Lack of in-house biosensor expertise (Need to hire someone)
- Unknown brand, need water safety market education
- App development outsourced

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THREATS

- Biosensor solution might be stolen by competitors
- changing regulatory frameworks may slow roll out
- Reliance on imported PET plastics and silicon materials
- Economic downturns can affect B2B purchasing budget

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Target Market



Initially, the target market for WaterWize will be facilities with large water supplies, such as hospitals, hotels, leisure centres, factories and care homes. These facilities require strict water safety measures due to regulatory and operational demands; they face significant risks associated with legionella bacteria contamination leading to health hazards, reputational damage, and legal penalties. Over time, we will expand into industries such as schools, universities, spas, and other public buildings where there are large water supplies. The scalability of our device ensures its adaptability across various sectors, giving us a broad market reach.

Water safety no doubt is one of the biggest concerns, especially in environments where vulnerable people, such as the elderly, children, and hospital patients are present. The facilities involved in these sectors require continuous and accurate water testing to ensure the maximum level of safety.

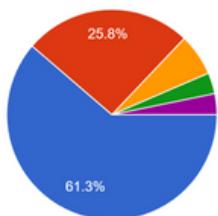
Compliance with regulatory frameworks, including those set by the Environmental Protection Agency (EPA), the Health Service Executives (HSE), and Uisce Eireann, therefore it is essential in public health concerns. Recent investments by Uisce Eireann have been made in water quality infrastructure highlighting the importance of identifying water concerns (Uisce Éireann, 2020). These measures are vital to prevent outbreaks of waterborne diseases such as legionella. Additionally, the likes of the HSE have established guidelines on regulatory water quality checks, emphasizing the importance of mitigating health risks timely and effectively

Data from our google forum



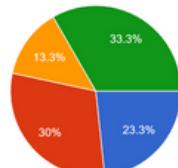
How would you feel about a device that could test water for harmful diseases using an app, allowing you to check water safety whenever and however you need it?

31 responses



- Very interested, I think it would be extremely helpful
- Somewhat interested, it could be useful in certain situations
- Neutral, I'm not sure if I'd use it
- Not very interested, I don't see the need
- Not interested at all

If such a device were available, how much would you be willing to spend for its installation
30 responses



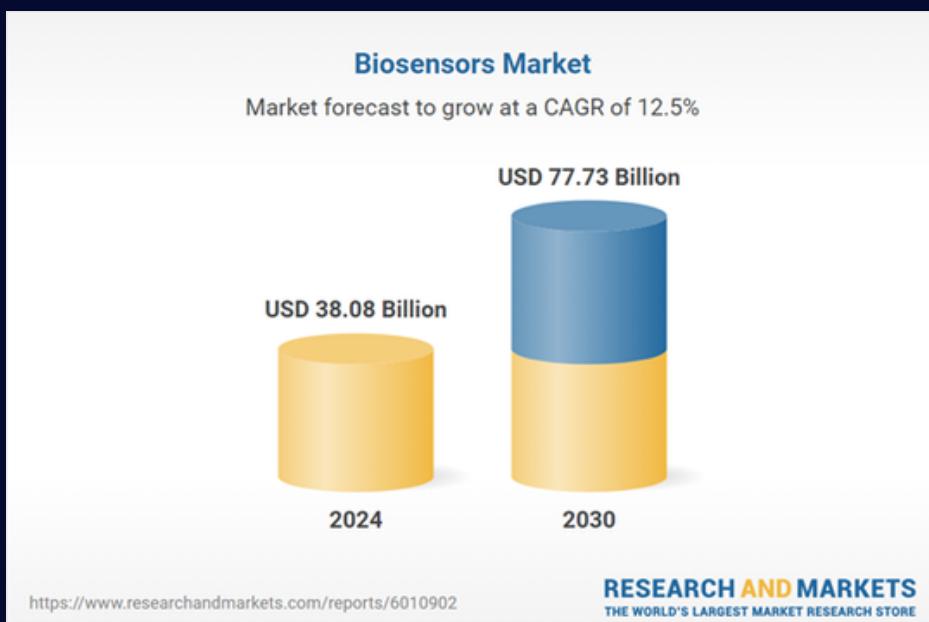
- Up to €2000
- Between €2000 and €3500
- Between €3500 and €5000
- I wouldn't be willing to spend this amount

Target Market Valuation

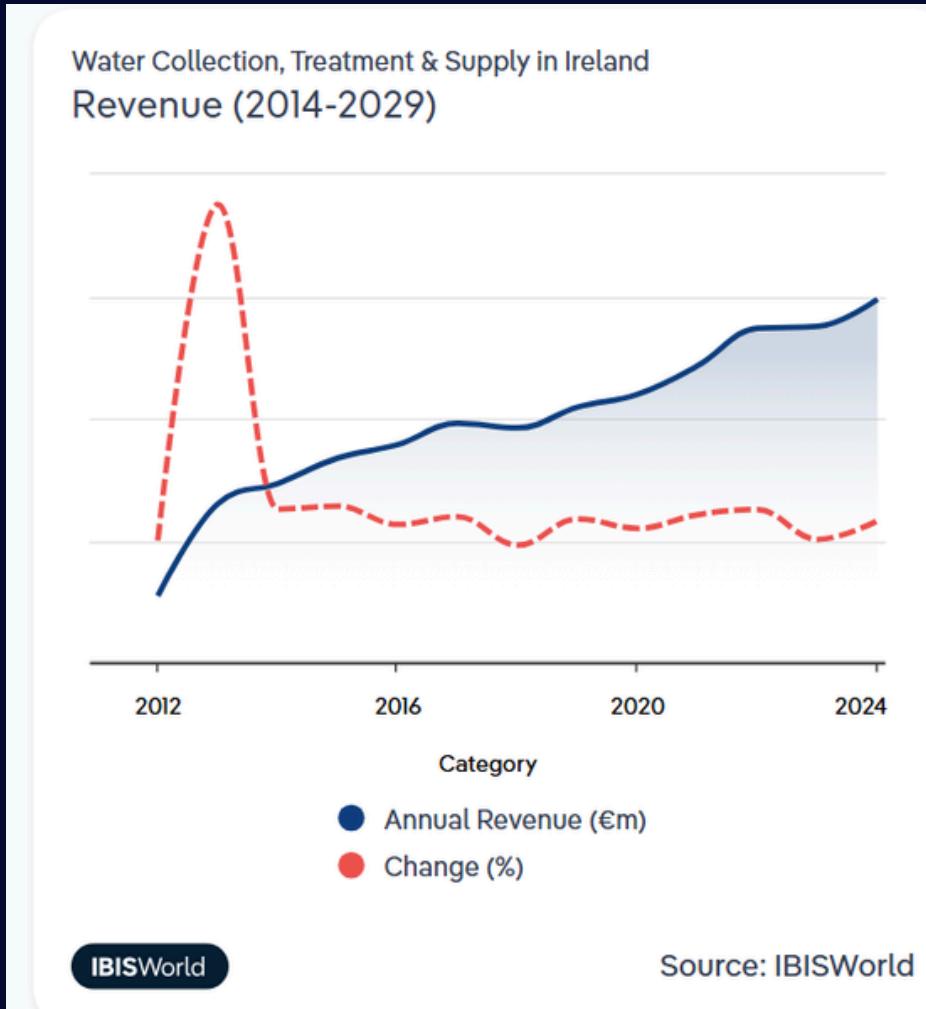
- The Global water testing market grew from being worth 9 billion U.S. dollars in 2023 to 10 billion U.S. dollars in 2024. It is expected to grow at a compound annual growth rate of 7.3% reaching 15 billion by 2030 (Research and Markets, 2024).



- The Global Biosensor Industry is also showing prominent signs of growth having grown from being worth 33 billion dollars in 2023 to 38 billion dollars in 2024. It is expected to grow at a compound annual growth rate of 12.5 reaching 77 billion by 2030 (Research and Markets, 2024).



Targeted share



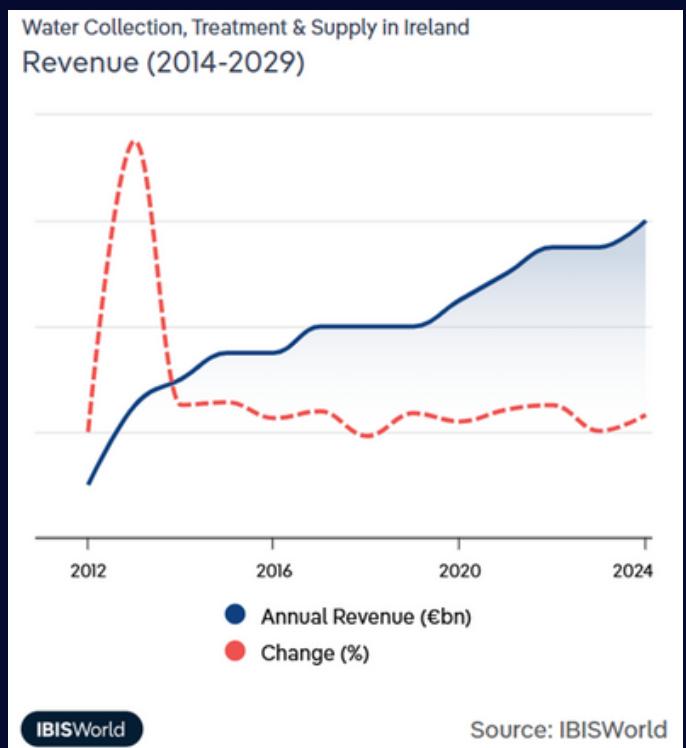
WaterWizes entry into the water testing and biosensor industry aligns with the growing demands for real time instantaneous and accurate water testing practices. By focusing on targeting the Irish market during our launch in 2026, specifically Leisure centres, hospitals and schools, we plan on establishing a strong foothold in the outdated Irish water testing marketing by leveraging our unique technological advantages compared to the current practices. Our targeted share based on our projected growth in our financial statements is 0.5% of the Irish and United Kingdom water testing industry by year 2.

Market Trends



Both the Water testing industry and Biosensor industry has grown exponentially in recent years. This projected growth is a result of many different factors such as the increasing contamination of water sources due to industrial, agricultural, and urban activities requiring more rigorous and frequent testing (Research and Markets, 2024) as well as the rising awareness of public health issues related to water quality which is driving the demand for reliable and accurate water testing solutions.

- In Ireland, Revenue for Irelands water collect, treatment and supply industry has maintained a compound annual growth rate of 7.3% from 2019 through to 2024 (with an estimated revenue growth of 8.1% in 2024). Revenue was estimated at 1.2 billion euro for 2024 (IBIS World, 2024). This is only projected to increase over the next few years with uisce Eireann reporting that due to population growth, economic growth and climate change, Ireland will need 34% more water by 2024 (Uisce Eireann, 2024).



Funding for water safety in Ireland

- Uisce Éireann's Strategic Funding Plan allocates approximately €5.3 billion for water services from 2020 to 2024 (Strategic Funding Plan | Uisce Eireann, n.d.).
- The government launched the "Water Action Plan 2024" aiming for multi-billion euro investments to improve wastewater systems and water quality (Minister Noonan Launches Overarching National Plan to Improve Water Quality and Restore Freshwater Habitats, 2024).

Ireland has become increasingly aware of their water quality as in 2022 one in 30 private water supplies failed to meet the drinking water standards (Drinking Water Quality in Private Group Schemes and Small Private Supplies , 2022). Therefore, WaterWize will be breaking into a market that is valuing the quality of their water more than ever.

Competitor Profile

Traditional Lab Tests



Our biggest competitor in Ireland is the most commonly used practice for water testing which is traditional lab tests such as the Lovibond, which Sean (Leisure Centre manager) during our interview gave us a demonstration of how it works and highlighted the pain points involved with its use. Lovibond's headquarters is in Wiltshire in the United Kingdom and has specialised in manufacturing analytical products for water quality and colouring for over 130 years and offers testing solutions to over 160 countries (Lovibond,2025). Traditional lab tests is the current regulatory standard for water testing in Ireland implemented by the HSE and Uisce Ireland (HSE,2025). We believe this practice is outdated and the water testing industry in Ireland requires an overhaul which adapts to modern technology to increase efficiency.

Clearwater Technology Limited



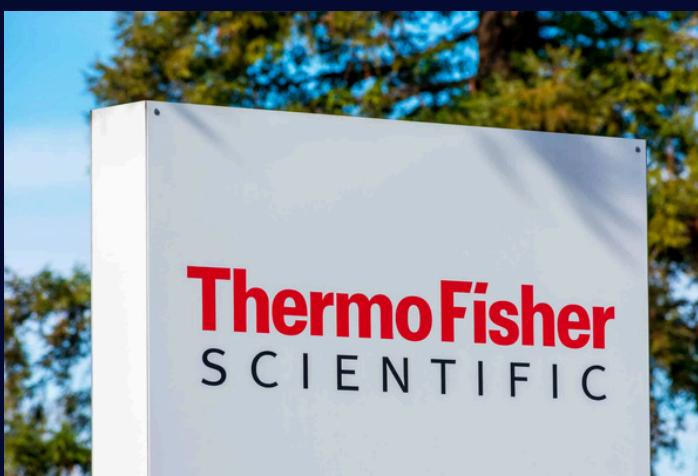
Clearwater Technology Limited is a market-leading Irish company committed to continued marketing and the supply of world class, cost effective water treatment solutions. It has been in the industry for over 30 years having been established in the 1990's specisaling in providing a wide range of productions such as water treatment solutions, pulp and paper solutions, de-icer and manufacturing chemicalsas well as oil and gas soltutions to industry and municipal authorities (Clearwater Technology LTD, 2025)

Hach Company



Founded in 1933, Hach company is a global competitor of WaterWize based in Colorado, USA. Hach Company specialises in water analysis. It's products can be found globally in a wide ride of lab, field and in process uses in municipal and industrial facilities. They supply portable water testing kits and have began using real-time biosensors but for more chemical parameters like PH, chlorine, nitrates and conductivity (Hach Company, 2025)

Thermo Fisher Scientific



Thermo Fisher Scientific was founded in 2006 in Massachusetts, USA. Thermo Fisher Scientific supplies a range of scientific instruments, equipment, software, services and consumables to empower scientists to solve complex analytical challenges in pharmaceutical, biotechnology, academic, government, environmental and industrial research (Thermo Fisher, 2025)

Competitive Analysis

	WATERWIZE	LAB TESTS	CLEARWATER TECHNOLOGY LTD	HACH COMPANY	THERMO FISHER SCIENTIFIC
Product/Service	Legionella water tester device using a biosensor	Taking physical water sample and sending to lab	Water treatment solutions	Range of water testing devices, using both chemical based methods and sensors.	Scientific Instrument and Biosensor Market
Market Position	Start up	Established	Established, Niche Market	Industry Leader	Global Leader
Pricing	Subscription based	Expensive, reoccurring costs	Mutiple different pricing strategies such as tiered and premium pricing	Tiered, premium, subscription pricing etc	Premium, tiered and competitive pricing
Strengths	Instantaneous real-time results, efficiency, long term cost benefits	Highly accurate results, regulatory compliance	Specialised expertise in water solutions	Established Industry leader, large range of products/services	Diverse product portfolio
Weaknesses	Initial high installation costs, competitive industry which is constantly adapting	Long wait for results, inconvenience, high costs, reactive not proactive.	Low market recognition	High prices	Complexity of products, Difficult to use post purchase such as the Lovibond water tester
Customer Reviews	Initial feedback positive	Pain of collecting samples, sending off to lab and awaiting results	Mixed, some negative reviews about long waits for results (up to one week)	Mixed, complaints of prices and functionality of products	Mixed, Good Service
Opportunities	Niche product which modernises the current water testing techniques, improving efficiency and reliability.	digital integration	Strategic partnerships and acquisitions with larger, more established water treatment solutions	Increasing Demand for water quality monitoring	Expansion in emerging markets
Threats	Larger more established companies, highly competitive industry, convincing consumers of the benefits associated with WaterWize	Real time water biosensors	Intense Competition	Economic downturns with the advancement of new technologies could entice customers to switch to more cost effective methods	rapid innovation in biosensors gives opportunity to new competitors

Benefits to clients

1

Instantaneous real-time detection:

At WaterWize we pride ourselves on being a proactive rather than reactive water testing solutions in comparison to our competitors. This alleviates the stress for Health and Safety managers of the long wait times for results and being unaware if dangerous pathogens such as legionella and E.coli are in their water.



2

Cost Saving:

WaterWize Provides a one-time installation costs alongside the subscription package. In the long run we save our clients money as we eliminate the fixed expenses for companies on individual testing kits and outbreak controls.

3

Peace of Mind:

Our 24/7 monitoring with instant notifications to our WaterWize app provides peace of mind to clients that they can ensure safety to their customers. This both reduces the manual testing workload and minimises the risk of liability were an outbreak to occur in their facilities.



4

Regulatory compliance:

WaterWize is designed to simplify compliance with the EU water Directive, HSE Legionella control guidelines and Uisce Eirean Regulations. Our WaterWize App stores data in a secure digital format, which allows Health and Safety managers to easily access their testing history to ensure they are complying with these regulations, it also alleviates the need for excessive paperwork filling out regulation forms.



Marketing Strategy

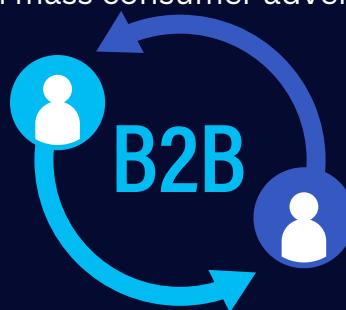


The overall goal of our marketing strategy at WaterWize is to attract and retain business customers, by building brand awareness, establishing trust and clearly communicating the value of our product. We will focus on high risk sectors where water safety and regulatory compliance are crucial, using a mix of digital outreach, targeted marketing campaigns and strategic partnerships. Our marketing strategy is designed to generate high quality leads, support sales growth and position WaterWize as the trusted go-to solution for water safety and compliance.

Business model overview



WaterWize will operate on a business to business (B2B) model, targeting organisations who operate large water systems and must adhere to rigorous water safety measures. This market includes facilities such as factories, hospitals, hotels, leisure centres, care homes, schools and universities. By focusing on these sectors, we aim to provide an innovative solution which enhances water safety and compliance within these facilities. The primary decision makers within these companies are health and safety managers, who are responsible for safety protocols, staff training and compliance with regulatory guidelines. By focusing on a B2B model, the marketing strategy and sales approach will prioritise targeted brand awareness and generating customer leads, rather than mass consumer advertising.



What sectors will be targeted first and why?

The primary target sectors of our marketing strategy will include hospitals, hotels, factories and leisure centres in Ireland. These organisations have been selected as they operate in high-risk environments, where compliance with strict health and safety regulations set by the Environmental Protection Agency (EPA), the Health Service Executives (HSE), and Úisce Eireann are essential. These businesses generally have dedicated health and safety personnel which will allow for targeted outreach.

Once traction is gained in these core sectors, our strategy will expand to include our secondary target market such as schools, universities, and care homes. These organisations also face regulatory pressures regarding waterborne diseases, making them a natural progression for WaterWize's growth. Further down the line, we will look to employ a B2C model that will target households. We plan to adapt our product offerings to be feasible for households, both through the products capabilities and pricing.



Differentiation

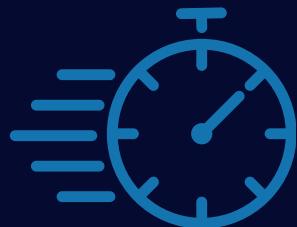


The differentiation strategy at Waterwize will be built around the products unique features which include; instant on-site results, biosensor technology, a mobile companion app, one-time installation and ease of use. The products features aim to directly address the current pain points faced by health and safety managers using traditional water testing methods. Current pain points include long turnaround times, high costs, human error and third party dependence.

Below we outline how each feature sets Waterwize apart and solves real operational challenges:

Instant on-site results

The WaterWize device is designed to provide instantaneous results on site at the click of a button, unlike traditional testing methods which require lab processing. This eliminates the long delays associated with traditional Legionella testing methods which can take between 5 to 15 days (D. Eble, November 2021). This time savings allows for faster decision making and efficient risk management.



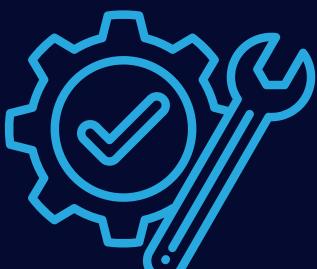
Biosensor Technology



Unlike traditional culture based testing methods which involve collecting water samples, concentrating the bacteria, and growing them on selective culture media in a laboratory setting, WaterWize uses biosensor technology to deliver fast, real-time and reliable results. The use of biosensor technology ensures reliability and accuracy, by eliminating the need for manual sampling and reducing the risk of human error associated with traditional testing methods. The system achieves over 98% accuracy, even detecting contaminants at levels significantly lower than international safety standards (Connected, 2024).

Mobile Companion App

The WaterWize app allows users to instantly view results, access historical data and generate water test reports. This feature supports regulatory reporting and reduces administrative workloads. Additionally FAQs, live chat and troubleshooting guidelines are available so our users are supported 24/7.



One-time Installation

WaterWize requires a one-time installation process and is designed to be easily integrated with existing water systems. This ensures low maintenance and long term-efficiency, eliminating the need for third party testing.

This differentiation strategy ensures that WaterWize is set apart from its competition on the market, as the faster and more accessible water testing solution.



Positioning



At WaterWize we aim to create a brand that is synonymous with reliability, innovation and water safety. WaterWize was created to revolutionise the current water testing industry, where we deliver an innovative, all-in-one water quality monitoring system that possesses modern technology. Our product ensures precision, reliability and convenience for our users. We aim to position WaterWize as the trusted, go-to innovative water testing solution, setting a new standard for water safety and compliance.

Our below positioning statement aims to clearly define WaterWize's position in the market and communicate our core benefits to our target audience (health and safety managers).



Positioning Statement

"WaterWize positions itself as the trusted, go-to, innovative solution for proactive water testing, driven by cutting edge biosensor technology and real time results. WaterWize is future proofing decision making and regulatory compliance for health and safety managers in both public and private sectors. Unlike traditional testing methods, WaterWize leverages instant, on-site testing to speed up the water testing process, mitigating risk through faster response times and data driven insights. This allows for a forward thinking approach to water safety management, empowering industries such as hospitals, hotels, factories and leisure centres, to detect and respond to the risk of Legionella before it escalates. WaterWize supports industries in safeguarding public health, ensuring regulatory compliance and enabling long term operational efficiency."

Market Development Plan



WaterWize will grow in the market through a focused phased approach that will build early traction through the use of strategic partnerships, education campaigns and targeted digital marketing. Our initial growth will come from targeted outreach to health and safety managers in hospitals, hotels, factories and leisure centres, where regulatory compliance is essential. We will leverage a combination of direct sales and website sales to communicate directly with our target customers, ensuring they understand the unique value proposition of our product in addressing operational challenges in their industry. We will build credibility and foster trust through the use of customer testimonials, industry endorsements and partnerships with regulatory bodies such as the EPA and Úisce Eireann.

From year 3 onwards we hope to leverage revenue sharing partnerships with water safety consultants to drive expansion into our secondary target of schools, universities and care homes, further increasing our network. Additionally we hope to adopt a B2C model where we adapt our product offerings to be feasible for households, creating a new revenue stream and increasing our impact on water safety.

Marketing team



Marketing activities at WaterWize will be done in-house and led by our CMO Aoife. The team will be responsible for shaping the overall marketing strategy, developing campaigns and creating content. This team will work closely with external partners such as Úisce Eireann and the EPA to ensure WaterWize is aligned with regulatory standards. Our sales manager will work alongside the marketing team to ensure communication is consistent during direct outreach and client meetings. Ongoing maintenance of the WaterWize website will be managed by the marketing team to deliver a seamless customer experience and ensure our digital presence remains up to date.



Sales Strategy



WaterWize will adopt a focused B2B sales approach which targets health and safety managers within hospitals, hotels, leisure centres and factories. Given the technical nature of our product and the importance of trust and reliability in compliance related sectors, it is crucial we engage with customers directly to create strong relationships from the outset. WaterWize will use a combination of direct sales and website sales in years 1 and 2 as the key sales channels. In year 3, once we have gained market traction we will introduce revenue sharing partnerships as an additional sales channel to further expand our market reach.

Direct Sales

Direct sales will form the foundation of WaterWize's market entry and will serve as our primary sales strategy. Direct sales will involve one to one selling between our internal sales team and potential customers (Peterson, et al., 1989). This sales approach will allow the business to establish strong relationships with clients and clearly communicate WaterWize's value proposition within each industry.

Direct sales is a highly effective method for B2B sales, enabling us to communicate directly with health and safety managers within our target industries. The costs involved with this method will include sales training, CRM tools, travel expenses and demo kits. Additionally, direct sales will allow us to maintain full control over the price and presentation of our product, ensuring consistency and alignment with our overall marketing strategy.

Website Sales



Selling through the WaterWize website will be the second part of our sales strategy. Our website will serve as both an educational hub and e-commerce platform where potential customers can go to learn about and purchase our product. As 33% of all buyers prefer no in person sales rep interaction in a B2B purchase setting, it is important we utilise our website as a self-serve platform where potential customers can independently explore and purchase our product (Albers, 2022). The website will feature detailed information on the products features, tiered prices and subscription plans, as well as case studies and customer testimonials to build trust and transparency. To ensure we cater to businesses at various stages in the buying process, an option to request demos, generate quotes or complete online purchase will be available. The website will be optimised for lead generation and conversion allowing us to reach a broader audience beyond just in person sales.

Selling directly through the website will enable us to maintain full control over the products pricing and positioning. This method will require ongoing investment in web development, maintenance and digital marketing. Additionally, payment processing fees and shipping costs will be factored into the overall cost. The website integrates with our marketing strategy as its ability to capture customer data will allow for targeted marketing campaigns in the future.

Revenue Sharing Partners



In year 3, once WaterWize has established a strong market presence with a solid customer base, we plan to introduce revenue sharing partners as an additional sales strategy. This would be a low cost but highly scalable approach, enabling WaterWize to reach new customer segments effectively. Partners will be provided with training and branded materials to ensure our messaging remains consistent. These partnerships enhance the value of the innovator's own product in a market with network effects, allowing for increased visibility and trust through greater adoption (Erzurumlu, 2010).

Pricing strategy

The pricing at WaterWize has been designed to reflect the products operational value for businesses. Our pricing approach was influenced by key factors such as production costs, competitors pricing, feature functionality and the perceived value of instant on-site results. WaterWize will generate income from two core revenue streams, product sales and monthly app subscriptions. This approach will allow for a strong up front revenue, but also creates a recurring revenue stream. Each component of WaterWize's revenue stream will be based on a tiered pricing model to accommodate different budgets and customer needs.

The below pricing is based off estimated figures. Final pricing will be determined post pilot phase to reflect real-world feedback.



Product Sales



The Waterwize device will follow a tiered pricing approach which is VAT inclusive. Each product tier offers increasing levels of diagnostic capabilities.

Basic: The basic WaterWize model will be sold for €2,500 per unit and offers Legionella testing only.

Standard: The standard WaterWize model will be sold for €3,500 per unit and offers Legionella and E Coli testing.

Premium: The premium Waterwize model will be sold for €4,500 per unit. Premium WaterWize devices offer Legionella, E Coli, and Salmonella testing, with a full analytics dashboard.



App subscriptions



The WaterWize app will also operate a tiered pricing model, based on monthly app subscriptions. Each subscription tier offers different features which include real-time diagnostics, custom alerts, historical logs and maintenance reminders. App subscription tiers must match the hardware tier purchased to ensure full compatibility and access to all device features.

Basic: Basic app subscriptions will be priced at €40 per month.

Standard: Standard app subscriptions will be priced at €60 per month.

Premium: Premium app subscriptions will be priced at €80 per month, enabling user access to all app features.

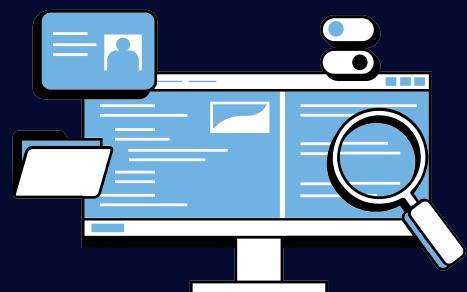
Marketing communications

Communications Strategy

WaterWize's marketing communications strategy will combine a mix of advertising, public relations, direct marketing, internet marketing, tradeshows and word of mouth to promote our product. The marketing communications will focus on generating awareness, building credibility and generating leads within our target industry. The messaging in our communications will be tailored to our B2B audience, targeting health and safety professionals.

Website & Internet Marketing

The WaterWize website will be central to our digital strategy, designed as a comprehensive resource for health and safety professionals to learn about our product. Research suggests that a company's website in a B2B context is the most important element of their digital marketing, acting as a hub for all online activities (Miller, 2012). Key features on the website will include product information, educational content, case studies, customer testimonials and registry for webinar events. The site will also provide resources on regulatory compliance and water quality laws, highlighting how the WaterWize device can improve compliance. The WaterWize website will be supported by SEO, for key terms such as "Legionella testing", "on-site water testing" and "instant results" to drive traffic. In addition, targeted Google ads and LinkedIn posts will be utilised to further increase traffic to the website.



Direct Marketing

Direct email marketing will be used to promote both our product and educational webinars. We will run targeted email campaigns to health and safety professionals in hospitals, hotels, factories and leisure centres, to raise awareness of WaterWize and its benefits. These emails will include product information, customer testimonials and invitations to our free educational webinars. These sessions will focus on regulatory compliance and demonstrate how WaterWize can help mitigate Legionella risks. Each webinar will include a Q&A, providing attendees expert advice and direct engagement with our team. Through our direct email marketing efforts we aim to increase product interest, generate leads and solidify our position as a trusted expert in water safety.



Public Relations

WaterWize's public relations will focus on building credibility and industry recognition through the use of strategic partnerships. We will partner with regulatory bodies such as Úisce Eireann, EPA and water-safety organisations to ensure WaterWize is aligned with national compliance standards, but to also create greater brand awareness and stronger associations (Kalafatis, et al., 2012). We will seek endorsements from these organisations including, accreditations and certificates to enhance consumer trust and credibility in our safety standards. The EPA often highlight successful collaborations with water companies through their published case studies online. We intend to follow similar efforts by using these partnerships to increase our brand visibility, positioning WaterWize as a leader in water safety.



Advertising



Print advertising will be used to target health and safety professionals through trusted trade magazines and publications. We will place ads in outlets such as the health and safety times, focusing on the unique benefits of the WaterWize device. Our digital advertising will include target campaigns across Google Ads and LinkedIn to support webinar sign-ups and drive traffic to the WaterWize website. Our LinkedIn ads will allow us to directly communicate with health and safety professionals, while Google ads will allow us to precise targeting based on keywords such as "Legionella testing", "water testing" and "on-site water testing" (Söilen, 2024).

Word of mouth

WaterWize will leverage customer testimonials as the word of mouth communication. Testimonials will be displayed on our websites, in our email campaigns and on LinkedIn to build trust and showcase real customer success stories.



Together these marketing communication tools will ensure WaterWize effectively reaches our target audience, builds trust within the industry and generates leads for potential sales.

Advertising and Promotion

To: Healthandsafetyireland@gmail.com
Cc:
Subject: WaterWize - Know your water know your safety
From: Hide My Email WaterWize@gmail.ie

WaterWize

Ensuring water safety and staying compliant doesn't have to be complicated or time consuming.

With WaterWize you can detect Legionella on-site using our advanced biosensor technology and mobile companion app.

Why WaterWize?

- Real time results.
- 98+ % accuracy.
- Easy to use.
- Mobile companion app with custom alerts and history tracking.
- Fully aligned with EPA, HSE and Ulus Eireanns water safety guidelines.

What Our Customers Say.

"The WaterWize device is a game changer. Quick, reliable and really easy to use. Highly recommend." John D, H&S Manager

"Our water testing process has gone from 10 days to minutes with WaterWize. This device should be essential for facilities water safety" Mary G. Hotel Safety Officer

Ready to see action, request your demo today [Request a Demo](#)

LinkedIn Post

Targeted posts on LinkedIn will allow us to communicate directly with business professionals. Our LinkedIn ad will highlight WaterWize's core product feature of real-time, on-site water testing. The ad also showcases the WaterWize app to highlight the products ease of use. Through this advertisement we aim to build brand awareness and drive interest in our innovative water testing solution.

in Search

Home My Network Jobs Messaging Notifications

WaterWize Sponsored

Attention health and safety professionals: Discover our innovative water testing solution!

WaterWize

Revolutionise your water testing

Fast. Accurate. On-Site.

LEARN MORE

LEARN MORE

Ad • www.waterwize.com

Legionella Testing | On-Site Instant Results

Fast and accurate on-site water testing with biosensor technology. Prevent Legionella outbreaks with real-time data.

On-Site Testing

Real-Time Results

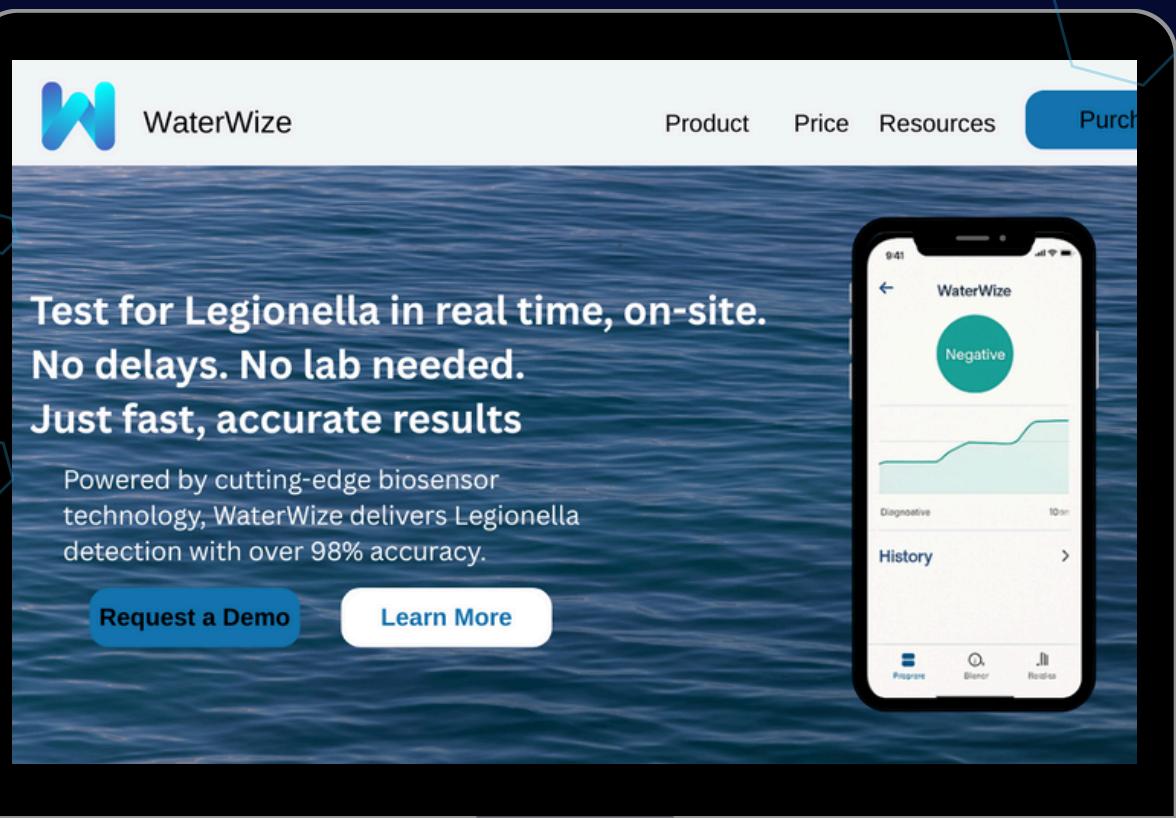
For Hotels, Hospitals, Factories, & More

Direct email marketing

Our email marketing campaigns will target health and safety professionals within our key target industries (hotels, hospitals, factories and leisure centres). The emails will contain an overview of our product, customer testimonials and a direct link to our website. The email is designed to generate brand awareness, drive traffic to our website and to create high quality leads.

Google Ad

WaterWize will utilise Google ads, targeted at health and safety professionals looking for an innovative water testing solution. With keywords such as "on-site testing", "instant results", and "real-time data", the ad will drive high purchase intent clients to our website. These adverts aim to increase product visibility, positioning WaterWize as the go-to water testing solution.



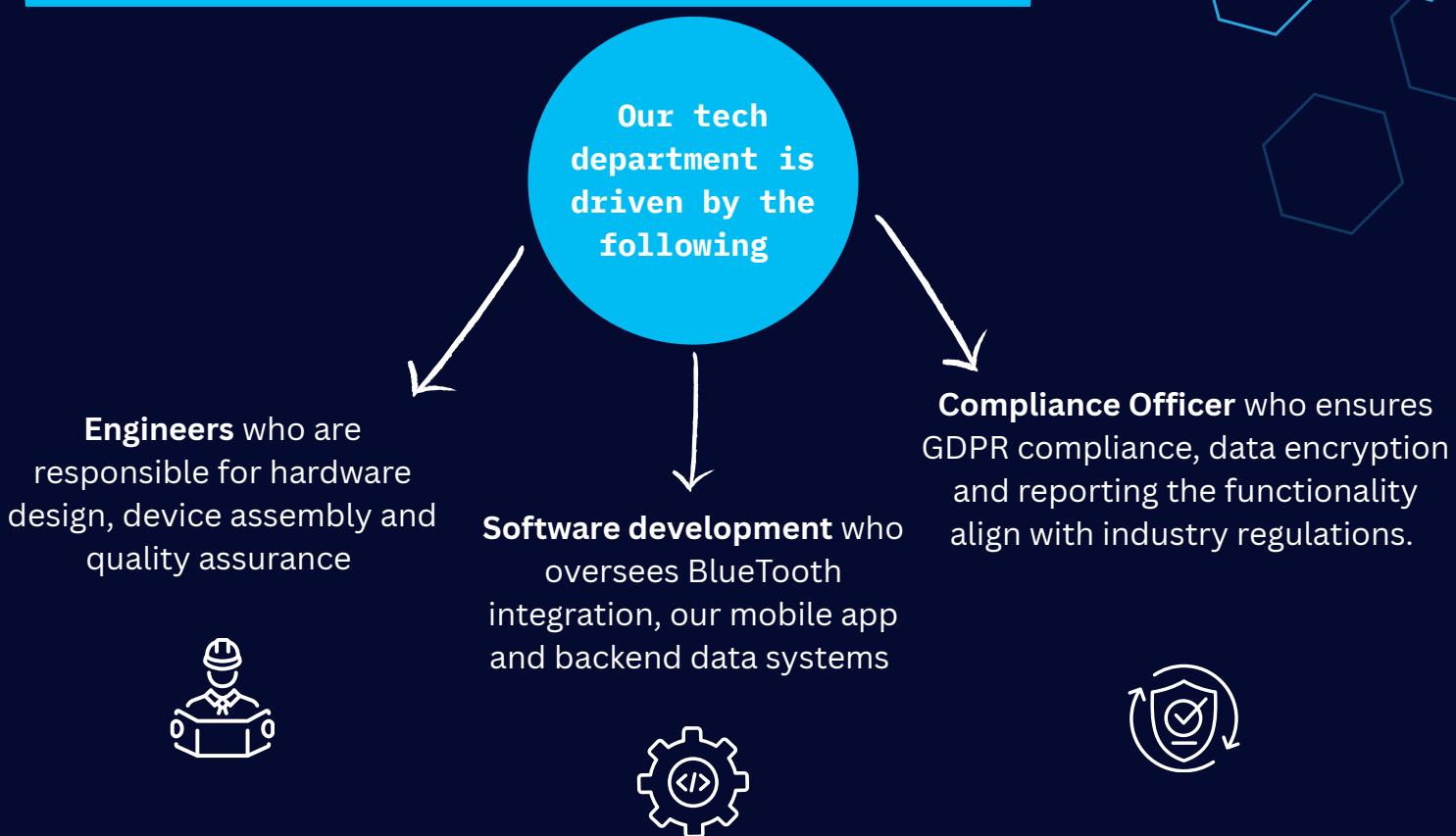
WaterWize Website

The WaterWize website will act both as an ecommerce platform and an educational hub, providing detailed information on our products features, pricing, case studies and customer testimonials. The aim of the website is to build trust with our customer, whilst allowing them to explore the benefits of our solution independently. The website will be supported by SEO and digital advertisements to generate leads and increase conversion rates.

Tradeshow Information Leaflets

Printed leaflets will be distributed at trade shows to provide attendees with an informative overview of WaterWize. The leaflets will highlight the products key features, its benefits and use cases, as well as the pricing, and customer testimonials. The leaflets will contain contact information and links to our online platforms so attendees know where to find us after the event. Designed to complement our interactive booth, the goal of these leaflets is to reinforce our brand recognition, generate leads and encourage demo requests or purchases after the event.

Research and Development



We are embracing a flexible, user-driven development process that allows for continuous iteration and swift responsiveness to insights gathered from real-world testing, a strategy proven to improve innovation outcomes and reduce development risk (Blank, 2013).

R&D Cycle

- **Discover & Validation**
- **Rapid Prototyping**
- **Field testing with B2B Partners**
- **Iterative Updates and Optimisation**

We begin with discovery and validation, identifying unmet industry needs through engagement with facility managers and water safety professionals. This is followed by rapid prototyping, where we develop the models that allow for early-stage testing and feedback. These prototypes are deployed in real-world environments through field testing with B2B partners. This allows us to gather data under true operating conditions. Insights from these trials will aid into the iterative updates and optimisation ensuring the final product is at the upmost standard. An agile and iterative approach balances innovation and flexibility (McConnell, 2006).

Product & Service Development

Enhanced Hardware

Enhanced Sensor Lifespan & Durability - New coating and housing materials to make the device resilient in harsh conditions like high-temp boilers or chlorinated systems.



AI Driven Predictive Maintenance

AI water system mapping - The device will learn and map the buildings water system patterns, identifying high-risk zones. This can be shown in our App.



Product Line Extensions

Portable Rapid-Test Units - Handheld devices for on-site technicians who need to test individual pipes during inspection.

IoT-Compatible System Integration - Make WaterWize compatible with broader facility IoT systems (e.g. building automation, HVAC systems) to provide a streamlined view of water quality.

B2C



WaterWize Home

At WaterWize we hope to branch into B2C market at some point in the future. This is how we are going to pursue this...

- A compact, more affordable version of the biosensor designed for domestic hot tubs, home water tanks etc.
- A simplified app for non-technical users, with simple test results and recommendations for action.
- Strategic Partnerships with home improvement retailers and e-commerce platforms.
- Target Market - Landlords, property managers, health-conscious individuals,



Patents

Utility patent - For the biosensor that identifies waterborne diseases with high specificity and accuracy

Design Patent - protecting the physical design of the WaterWize testing unit, including its compact and ergonomic hardware.

Software Algorithm Protection -Filing to protect unique algorithmic methods that allow seamless Bluetooth communication and real-time data interpretation.

To protect our innovation, WaterWize will work with a certified IP law firm to secure both a utility patent for our biosensor-integrated system and a design patent for the physical form of the device. While we are launching in Ireland, we will file under the Patent Cooperation Treaty (PCT) to preserve future international rights. We will also trademark our brand name and slogan under class 9 and class 42, covering both the device and its companion software. This follows WIPO's guidance for start-ups to secure both the technical and aesthetic aspects of their products, building a strong IP portfolio that enhances competitiveness, and attracts investors (WIPO, n.d.).

Copyrights

All original content and digital assets created by WaterWize are copyrighted, including:

- Mobile application user interface and software code.
- Educational materials (e.g., webinars, guides, training manuals).
- Website content
- Marketing collateral such as videos, brochures, and presentations.

These copyrights protect our digital presence and marketing initiatives from replication or misuse by competitors.

Trademarks

Company name

WaterWize™

Logo

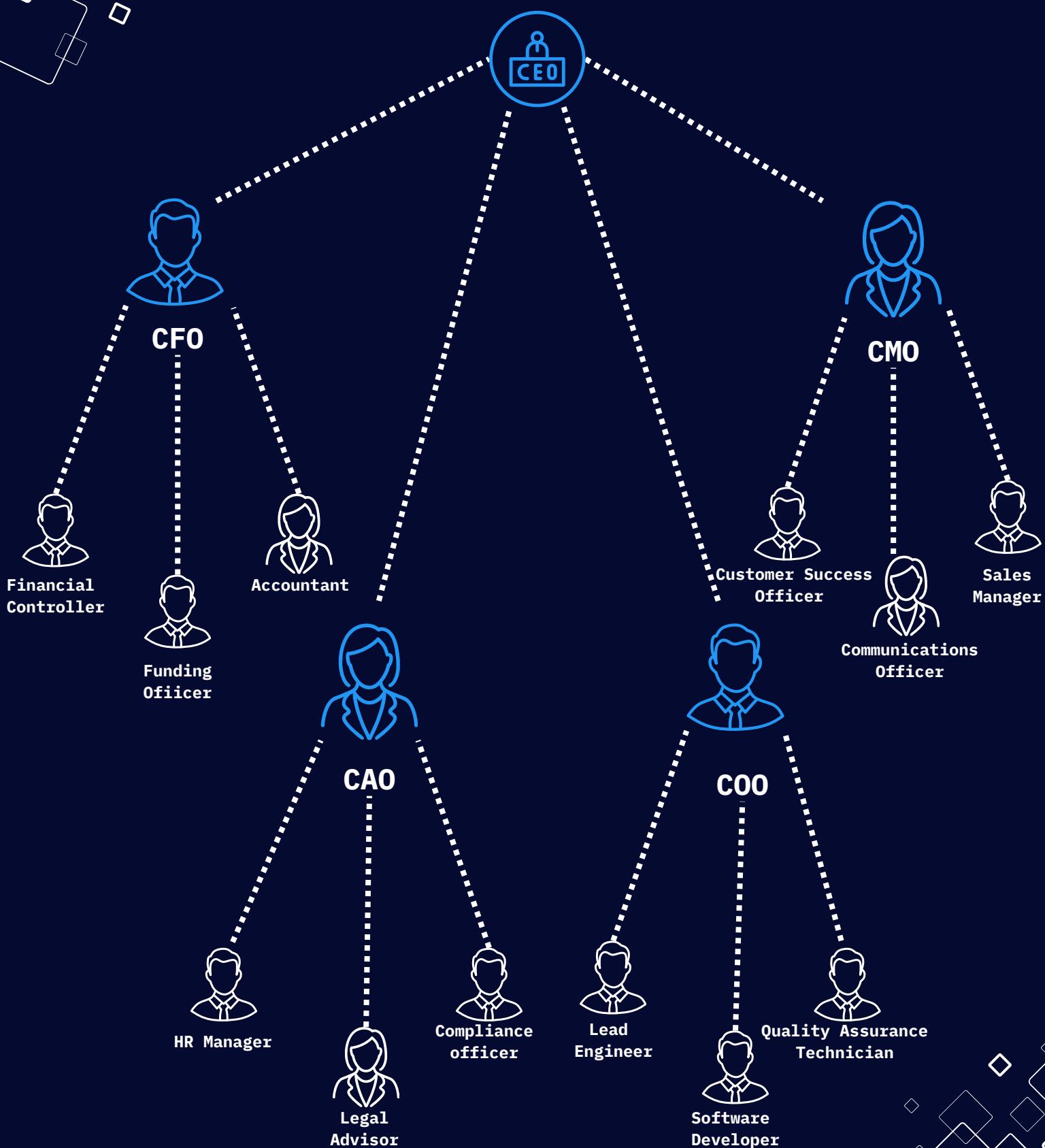


Slogan

Know your water, Know your safety

These trademarks ensure exclusivity in branding across all jurisdictions where we operate, preventing imitation and solidifying brand trust with partners and customers.

Meet the team!



CEO

Laeeq is our Chief Executive Officer who brings a strong engineering background that is instrumental to the technical foundation of WaterWize. His entrepreneurial spirit, combined with a creativity- and innovation-driven mindset, made him the natural choice to lead the company. Laeeq fosters a culture of collaboration within the team, ensuring alignment through his clear vision and proactive leadership. His ability to bridge technical expertise with strategic thinking positions WaterWize for long-term success.

CAO

Shóna serves as the Chief Administration Officer at WaterWize, overseeing the day-to-day administrative operations that keep the company running smoothly. With strong management and communication skills, she ensures that processes across all departments are efficient, coordinated, and customer-focused. Shóna is also responsible for handling customer orders, managing invoicing, playing a vital role in maintaining operational integrity and client satisfaction.

COO

Eoin is our Chief Operations officer. Eoin possesses excellent customer service and problem-solving skills giving him the necessary skills to deal with customer queries and concerns. Eoin will take responsibility to ensure production is operating smoothly, with constant communication between our internal and external stakeholders to ensure the reliability and accuracy of our testing device.

CFO

Nicholas is our Chief Financial Officer. Nicholas is well equipped in managing all financial aspects of WaterWize, which will include preparing financial statements for each period end, forecasting future performance of the company and highlighting areas where we can be more efficient in our spending. Nicholas will provide us with regular reports of the company's financial performance in comparison to the market and our main competitors.

CMO

Aoife leads the marketing efforts at WaterWize with a strong combination of strategic and organisational expertise. She is responsible for developing and executing marketing campaigns that connect with our target market. Aoife conducts in-depth market research to inform campaign direction and ensure messaging is aligned with industry needs. Her role includes managing brand development and overseeing key initiatives such as our LinkedIn campaigns, industry webinar series, and event marketing.

Personnel needed

Location of our office

Dawson Street, Co. Dublin

WaterWize has an office space for admin, sales, finance and customer support staff.

Engineering and development staff have a small lab and tech room for calibration and testing.



Technical staff

- ▶ Lead biosensor engineer - designs and maintains the complex detection system ensuring technical accuracy.
- ▶ Software Developer (mobile and product) - develops the Bluetooth-enabled app.
- ▶ Quality assurance technician - Monitors product reliability, safety testing and calibration

Sales and Marketing

- ▶ Sales Manager - Attract new B2B clients, attends trade shows and manages sales pipeline
- ▶ Communication Officer - created content LinkedIn campaign etc. Supports brand visibility and outreach

Support and Compliance

- ▶ Customer support - assists clients with onboarding, technical queries and user training.
- ▶ Compliance advisor - ensures the product meets EU standards, advises on accreditation and partnerships.

▶ It's important to note that our staff are part-time or temporary

Finances

- ▶ Financial controller - Oversees budgeting, cash flow and payroll. Prepares monthly financial reports.
- ▶ Accountant - Manages bookkeeping, invoices and accounts payable/receivable.
- ▶ Funding Officer - Identifies and applies for funding opportunities. Prepares funding proposals

Training and L&D

Organised by our HR manager



Customer experience

- Focused on client onboarding.
- Included training on CRM tools.
- Role-play scenarios for handling possible issues.

Water Safety Training

- Covers water safety regulations - HSE EPA, UISCE Ireland
- Led by external consultants

Technical product training

- In depth training on biosensor functionality. Bluetooth integration and troubleshooting.
- Live demos and simulations.

Data Protection

- GDPR training and data security, especially around data storage.
- Updates on legislation and app development.

Training Plan for WaterWize

Objectives	Priority	Duration	Trainer	Format	Learning Outcomes
Company induction & Brand Values in	Medium	2 hrs	CEO/CAO	In-person	Understanding WaterWize's mission and brand
Product knowledge - Biosensor	High	Half-day	Lead Engineer	Workshop & Demo	Understanding how the sensor works
App Integration	High	3 hrs	Software Developer	Tutorial	How to navigate the app and understand data syncing
Regulatory & Water Safety	High	3 hrs	Compliance Consultant	Online	Understand key water safety laws
Customer Experience & Support	Medium	Full day	CMO	Roleplay session	Handle client onboarding and issue resolution
Cybersecurity & GDPR	Medium	2 hrs	External trainer	Online	Understand data privacy

Operations

Production

Vietnam emerged as the optimal choice for the manufacturing location. Both in Microcontroller and Biosensor technology, Vietnam is an emerging market, with companies like Samsung investing heavily (ASEAN Briefing, 2024). Other factors also played a role including, relatively low labour costs, and Vietnam's involvement in the EU- Vietnam Free Trade Agreement (EVFTA) that eliminates 99% duties and tariffs, which was signed in 2019 and implemented in 2023 (European Commission)



Logistics & Supply Chain

We maintain close relationships with our logistic partners. WaterWize's device is lightweight making it cost efficient to ship and easy to scale across borders. We plan to maintain a minimum of two months inventory of essential components at all times. as supply chain diversification and inventory buffers are widely recommended to mitigate disruptions, especially in technology-based operations (Harvard Business Review, 2020).



Quality Assurance

Each unit undergoes quality checks. Our biosensors are calibrated by our tech team to meet regulatory standards.



Customer support

We offer structured onboarding and customer support through FAQs on our online platforms and the App. We provide a helpline. As part of the L&D, internal support staff receive regular training.

IT & Data Infrastructure

WaterWize uses secure cloud infrastructure to manage sensor data, user accounts, and compliance reports. Our system is encrypted end-to-end and GDPR compliant. The app is regularly updated for security and performance.



Financial Projections

The following assumptions underpin the financial projections outlined in this plan. These are based on finalised forecasts and realistic expectations for WaterWize's first three years of operation.

Revenue Assumptions:

Product Pricing (VAT-inclusive):

- **Basic:** €2,500
- **Standard:** €3,500
- **Premium:** €4,500

Subscription Pricing (Monthly):

- **Basic:** €40
- **Standard:** €60
- **Premium:** €80

VAT Policy: WaterWize will be VAT-registered before launch. To remain competitive, VAT (23%) is absorbed within the listed prices rather than charged on top.



WaterWize could possibly be eligible for a reduced VAT rate if sought out, as it is not aiming to be a luxury offering

Sales Forecast:

Units are sold across three tiers with an assumed Year 1 sales mix of:

- ▶ 50% Basic
- ▶ 30% Standard
- ▶ 20% Premium

- 
- ▶ Total projected product revenue (Year 1): €1,046,341
 - ▶ Subscription revenue (Year 1): €101,920
 - ▶ Subscriptions begin from the time of delivery and are assumed to continue for at least 12 months, subscription is completely tied to product, churn on subscriptions would assume that consumer has discarded use of product/service completely.

Cost Of Goods

COGS per unit:

- ▶ Basic: €770
- ▶ Standard: €950
- ▶ Premium: €1,150

- COGS includes biosensors, electronics, motor system, waterproof casing, packaging, and an amortised portion of app development costs.
- Total COGS in Year 1: €257,400



Customer Assumptions

- ▶ Subscription usage is mandatory for all customers, as the app is essential for interpreting biosensor readings and accessing alerts, diagnostics, and water quality history.
- ▶ Customers activate their subscription immediately upon system installation.
- ▶ All devices are sold with an expected 12-month active subscription period.
- ▶ Subscription pricing is tiered to match the hardware tier (Basic, Standard, Premium).
- ▶ Churn is not expected in Year 1, given the product's functional dependence on the software.
- ▶ In Years 2–3, customer retention and renewal metrics will be tracked to inform future projections.



App Maintenance

Cloud infrastructure and app maintenance are budgeted at €500/month, covering

- Hosting
- Software updates
- Monitoring and uptime



Staffing & Wages

A lean staffing model is used in Year 1, relying on part-time contractors in:

- Operation
- Technical support
- Marketing

- Monthly staffing cost: €5,000

- Under the assumption that founders (CEO, CFO, etc.) are unpaid in Year 1 and fill executive roles internally while business gets on its feet.



Operating Costs

Major setup and fixed costs occur in Q1:

- App development
- Domain purchase: €3,000
- Legal/IP consultation: ~€3,000
- Initial branding and launch marketing

- Marketing ramps up in line with sales: €500/month initially, increasing to €5,000+/month by Q4



Funding & Financing



- WaterWize begins operations with a core capital base of €300,000, which covers setup, staffing, technology development, and operational needs in Year 1.
- In addition, the business secured a €51,000 loan, strategically taken to increase liquidity during the critical ramp-up phase. This loan was not required to complete the setup, but provided financial flexibility as the company scaled its sales and marketing activities.
- The loan is repaid in full in December 2026, and no further external funding is required under the current financial plan.
- The business is forecasted to be cash-flow positive by Q3 of Year 1 and fully self-funded from Year 2 onward.

P&L 2026

Profit and Loss Forecast 2026

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Sales													
Sales Revenue (€)	€ 13,415	€ 26,829	€ 40,244	€ 53,659	€ 67,073	€ 80,488	€ 93,902	€ 107,317	€ 120,732	€ 134,146	€ 147,561	€ 160,976	€ 1,046,341
Subscription Revenue (€)	€ 280	€ 840	€ 1,680	€ 2,800	€ 4,200	€ 5,880	€ 7,840	€ 10,080	€ 12,600	€ 15,400	€ 18,480	€ 21,840	€ 101,920
COGS (€)	€ 3,300	€ 6,600	€ 9,900	€ 13,200	€ 16,500	€ 19,800	€ 23,100	€ 26,400	€ 29,700	€ 33,000	€ 36,300	€ 39,600	€ 257,400
Gross Profit (€)	€ 10,395	€ 21,069	€ 32,024	€ 43,259	€ 54,773	€ 66,568	€ 78,642	€ 90,997	€ 103,632	€ 116,546	€ 129,741	€ 143,216	€ 890,861
Expenses													
Marketing (€)	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 39,996
Wages (€)	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 60,000
Rent & Utilities (€)	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 18,000
Insurance & Legal (€)	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 6,000
Loan Interest (€)	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 2,544
Depreciation (€)	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 3,750
App Maintenance (€)	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 39,000
Total Expenses (€)	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 14,108	€ 169,290
Result													
Net Profit (€)	-€ 3,713	€ 6,962	€ 17,916	€ 29,151	€ 40,666	€ 52,460	€ 64,535	€ 76,890	€ 89,524	€ 102,439	€ 115,633	€ 129,108	€ 721,571
Corporation Tax (€)	€ -	€ 870	€ 2,240	€ 3,644	€ 5,083	€ 6,558	€ 8,067	€ 9,611	€ 11,191	€ 12,805	€ 14,454	€ 16,139	€ 90,661
Net Profit After Tax (€)	-€ 3,713	€ 6,092	€ 15,677	€ 25,507	€ 35,582	€ 45,903	€ 56,468	€ 67,278	€ 78,334	€ 89,634	€ 101,179	€ 112,970	€ 630,911

P&L 2027 & 2028

Category	Year 1 (€)	Year 2 (€)	Year 3 (€)
Sales Revenue (€)	€ 1,046,341	€ 1,307,926	€ 1,569,511
Subscription Revenue (€)	€ 101,920	€ 137,592	€ 171,990
Total Revenue (€)		€ 1,445,518	€ 1,741,501
COGS (€)		€ 244,530	€ 232,304
Gross Profit (€)		€ 1,200,988	€ 1,509,197
Marketing (€)		€ 47,995	€ 57,594
Wages (€)		€ 72,000	€ 82,800
Rent & Utilities (€)		€ 18,900	€ 19,845
Insurance & Legal (€)		€ 6,300	€ 6,615
Loan Interest (€)		€ -	€ -
Depreciation (€)		€ 3,750	€ 3,750
App Maintenance (€)		€ 48,750	€ 60,938
Total Expenses (€)		€ 197,695	€ 231,542
Net Profit Before Tax (€)		€ 1,003,293	€ 1,277,655
Corporation Tax (€)		€ 125,412	€ 159,707
Net Profit After Tax (€)		€ 877,881	€ 1,117,948

Cashflow Forecast 2026

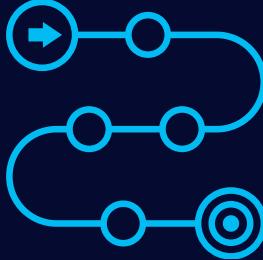
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Starting cash position	€300,000	€70,287	€77,248	€ 76,652	€105,803	€146,468	€152,647	€217,181	€294,070	€309,545	€411,983	€527,616	
Incoming													
Cash sales	€ 10,732	€21,463	€32,195	€ 42,927	€ 53,658	€ 64,390	€ 75,122	€ 85,854	€ 96,586	€107,317	€118,049	€128,781	€ 837,074
Accounts Receivable	€ 2,683	€ 5,366	€ 8,049	€ 10,732	€ 13,415	€ 16,098	€ 18,780	€ 21,463	€ 24,146	€ 26,829	€ 29,512	€ 32,195	€ 209,268
Subscription Revenue	€ 280	€ 840	€ 1,680	€ 2,800	€ 4,200	€ 5,880	€ 7,840	€ 10,080	€ 12,600	€ 15,400	€ 18,480	€ 21,840	€ 101,920
Total	€ 13,695	€27,669	€41,924	€ 56,459	€ 71,273	€ 86,368	€101,742	€117,397	€133,332	€149,546	€166,041	€182,816	€1,148,262
Outgoing													
Fixed costs													
Marketing	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 3,333	€ 39,996
Wages	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 60,000
Rent & Utilities	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 1,500	€ 18,000
Insurance & Legal	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 500	€ 6,000
Loan Repayment	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ 51,000
Loan Interest	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 212	€ 2,544
Depreciation	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 313	€ 3,756
App Maintenance	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 3,250	€ 39,000
Contingency Reserve	€ 10,000	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ 10,000
VAT Payment	€ -	€ -	€ 18,512	€ -	€ -	€ 46,281	€ -	€ -	€ 74,049	€ -	€ -	€ -	€ 240,659
Start-up Costs	€216,000	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ -	€ 216,000
Variable costs													
COGS	€ 3,300	€ 6,600	€ 9,900	€ 13,200	€ 16,500	€ 19,800	€ 23,100	€ 26,400	€ 29,700	€ 33,000	€ 36,300	€ 39,600	€ 257,400
Total	€243,408	€20,708	€42,520	€ 27,308	€ 30,608	€ 80,189	€ 37,208	€ 40,508	€117,857	€ 47,108	€ 50,408	€ 206,525	€ 944,355
Result													
Change during month	-€229,713	€ 6,961	-€ 596	€ 29,151	€ 40,665	€ 6,179	€ 64,534	€ 76,889	€ 15,475	€102,438	€115,633	-€ 23,709	
Closing cash position	€ 70,287	€77,248	€76,652	€105,803	€146,468	€152,647	€217,181	€294,070	€309,545	€411,983	€527,616	€503,907	

Cashflow Forecast 2027 & 2028

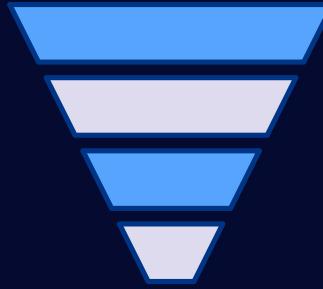
Category	Year 2 (€)	Year 3 (€)
Cash Sales + Receivables (€)	€ 1,307,926	€ 1,569,511
Subscription Revenue (€)	€ 137,592	€ 171,990
Total Inflows (€)	€ 1,445,518	€ 1,741,501
Marketing (€)	€ 47,995	€ 57,594
Wages (€)	€ 72,000	€ 82,800
Rent & Utilities (€)	€ 18,900	€ 19,845
Insurance & Legal (€)	€ 6,300	€ 6,615
Loan Interest (€)	€ -	€ -
Depreciation (€)	€ 3,750	€ 3,750
App Maintenance (€)	€ 48,750	€ 60,938
COGS (€)	€ 244,530	€ 232,304
VAT Payment (€)	€ 300,753	€ 361,563
Total Outflows (€)	€ 986,180	€ 1,178,467
Net Cash Flow (€)	€ 459,338	€ 563,034
Corporation Tax (€)	€ 125,412	€ 159,707
Net Cash flow After Tax (€)	€ 333,926	€ 403,327

Balance Sheet 2026, 2027 & 2028

Category	Year 1 (€)	Year 2 (€)	Year 3 (€)
ASSETS			
Current Assets			
Cash	€ 503,907	€ 837,833	€ 1,241,160
Accounts Receivable	€ 32,195	€ -	€ -
Total Current Assets	€ 536,102	€ 837,833	€ 1,241,160
Fixed Assets			
Equipment	€ 25,000	€ 25,000	€ 25,000
Less: Accumulated Depreciation	-€ 3,750	-€ 7,500	-€ 11,250
Net Fixed Assets	€ 21,250	€ 17,500	€ 13,750
TOTAL ASSETS	€ 557,352	€ 855,333	€ 1,254,910
LIABILITIES			
Current Liabilities			
Total Liabilities	€ -	€ -	€ -
EQUITY			
Share Capital	€ 300,000	€ 300,000	€ 300,000
Retained Earnings	€ 257,352	€ 555,333	€ 954,910
TOTAL EQUITY	€ 557,352	€ 855,333	€ 1,254,910
TOTAL LIABILITIES & EQUITY	€ 557,352	€ 855,333	€ 1,254,910



Sales Pipeline



1. Lead Generation

Our goal is to generate awareness among health and safety professionals in high-risk facilities

WaterWize begins the sales process by creating awareness and generating leads through targeted marketing efforts such as LinkedIn campaigns, webinars, and strategic partnerships with industry bodies. These efforts are designed to attract health and safety managers, facility operators, and compliance officers who are actively seeking smarter solutions for water safety.

2. Lead Qualification

Our goal is to identify leads who have real need, authority, and budget.

Once initial interest is shown, leads are evaluated based on their sector, facility size, compliance requirements, and purchasing timeline. This step helps us prioritise prospects who have a need, the authority to make decisions, and a realistic budget.

3. Demonstration

Our goal is to show the product in action and tailor its value to the clients needs.

Qualified leads are offered a live demonstration of our biosensor device and app interface. These sessions are tailored to the prospect's showing how WaterWize simplifies compliance and reduces risk. Consultations also address specific challenges in the client's current water testing practices.

4. Negotiation

Our goal is to deliver tailored pricing and packages based on tiered hardware and subscription models.

Following a successful demo, a formal proposal is sent outlining pricing, installation, subscription plans, and support services. We offer tiered packages based on facility requirements.

5. Closing the Deal

Our goal is to secure commitment and finalise terms.

Clients are provided with all necessary documentation, installation timelines, and assigned a support contact. We maintain contact through customer success check-ins and product updates. Clients are offered upgrade options. This stage focuses on long-term relationship building, subscription renewals, and turning satisfied customers into brand advocates and referral sources.

Funding requirements



- ▶ WaterWize requires **€351,000** in total funding to successfully complete product development, launch its first sales cycle and support operational needs. This ensures that all setup costs, staffing and technology developments are executed effectively to bring out product to the market

The funding sources to date are:

- ▶ **€250,000** equity funding from five co-founders and an angel investor
- ▶ **€51,000** loan for liquidity support (repayable end of 2026)
- ▶ **€50,000** required to strengthen cash buffer or scale marketing faster than projected.



Use of Funds



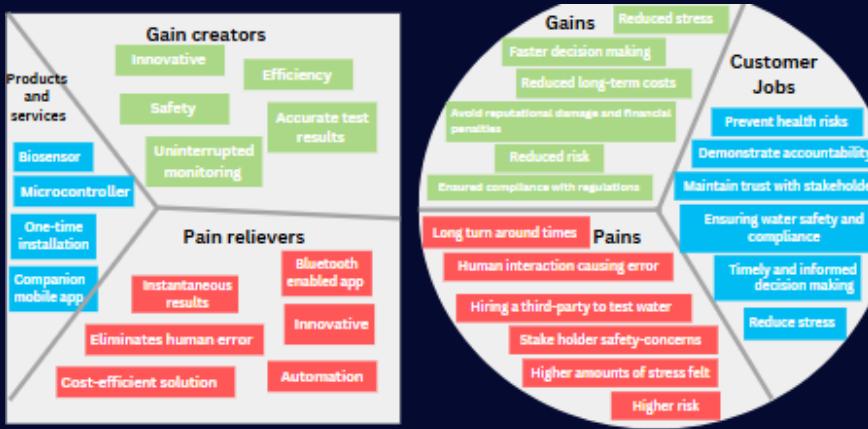
- Product development (MVP + testing) - 50,000
- App development & hosting - 15,000 (500/month)
- Manufacturing & COGS (first batch) - 257,400 (Year 1 total)
- Legal/IP registration - 3,000
- Branding & marketing (launch + Q1–Q4) - 30,000
- Staffing & contractor wages - 60,000 (5,000/month)
- Misc. setup (domain, insurance, admin) - 5,000
- Loan reserve (short-term liquidity) - 51,000

Total Required
€351,000

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Appendices



Customer Empathy Map



Pains

- Long turnaround times
- Strict regulatory guidelines
- Third Party Testing
- Expensive costs

Gains

- Instant results
- On-site Testing
- Results on app
- Reduced Long term costs

INTERVIEW 4

Gareth Francis - worker for Clearwater company

How often do you test water and what are you testing the water for?

It depends on the customers requirements , I take samples of water from hospitals mainly, and what they need to have tested on a monthly basis each site will have a minimum of 1 visit over 12 months of the year most of our customers will have a minimum of 2 drinking water samples from kitchens this is 1 500ml bottle each kitchen tested is for TVC between 22 Celsius and 37 Celsius Ecoli total coliform and Ps.aeruginosa also the customers will require 4 random legionella samples from 2 hot and 2 cold taps this will be collected in 1000ml bottles . Every bottle are sterile dosed with 180mg/ of sodium thiosulfate to neutralise chlorides in water collected before testing at labs.

What devices do you use to test water?

For us, the water is tested and completed by a 3rd party. In the past companies that test the water can falsify results to resample sites for profit so not much companies that collect the samples actually test them. It is always sent to a lab.

How long does it take to test water?

1 sample tested for TVC between 22c and 37c E Coli Total Coliform and Ps.aeruginosa will take 5 days once labs receive the sample. The sample once collected needs to be tested within 24 hours or it will be rejected by labs. 1 sample tested for legionella once sample is collected you have 48 hours to get this to the labs for testing once labs have received this will take 10 days for results.

What are the pain points in current testing methods?

I think for us it is the different amount of tests, the ones I mentioned are standard food factories tests that are done on a monthly basis. It is also the length of time it takes for test results as I said if the samples aren't sent to the lab in time they are rejected.

Our product is a mechanism to test water by using a biosensor that sends the result of the water to your phone via Bluetooth. Do you think this would be a useful product?

This would be a great product if the results were faster.

Interview 5 with Yigit Elmas a retired bio-sensor engineer.

What are the basics of biosensor technology and its potential affects for water safety? Biosensors is analytical devices that test for specific compounds by combining biological sensing elements such as enzymes antibodies or micro microbes and the transducer they're extremely effective in water quality monitoring for identifying contaminants like bacteria.

That's brilliant from a feasibility standpoint what are the key challenges of integrating biosensors into a consumer device like water-wise?

One main thing which could affect your device could be balancing sensitivity and durability biosensors are quite sensitive but they're biological components then great can degrade over time, especially in various environmental conditions, such as warmer climates and colder climates could affect the biosensor. Another issue is the cost of biosensors need to be precisely manufactured which can drive up the price of the device because you would need a specific biosensor engineer who will interface your device for you and the last thing would be biosensors need to be calibrated frequently.

if we proceed are there any types of biosensors we should use?

Yeah for sure you should look to use electrochemical biosensors they're quite reliable and cost-effective and they're very good for detecting ions and contaminants in water.

What materials would you say would be the best for the outside of our device?

I say you should look towards Polyethylene Terephthalate(PET), it's lightweight, durable, and cheap
Finally, I'd like to ask what advice you would give us on the future of the project?

I would say prioritize scalability and focus on user experience like a high-performing device won't succeed if it's too expensive or even if it's hard to use I say invest your time in prototyping and testing.

Interview 3

Andrew Rice - Facility Manager at ANORD Mardix Dundalk.

Which water diseases do you currently test for and how often do you test for them?

We currently test for Legionella in our water, and we conduct water testing every 3 months.

Is the water testing done in house or is it outsourced?

We outsource the water testing to a plumber.

What are the main pain points of this testing method?

Trying to get a plumber in to do the testing is one of the main pain points with testing the water. The second pain point is that it is quite a long process, as once we get the plumber in he has to take different water samples and send them to a lab for testing. Once he gets the results back if there is any anomalies in results or high levels of activity of the legionella disease, so if it is detected, the plumber will then have to come in and do a treatment on the water. Waiting on the results can also have a risk impact where the water might have contaminated water but won't find out until a week or two when we get the results. So they would be the biggest pain points and if there was anything we could do in house that would be great.

How long does it take to get the results from this method?

It could take a couple of weeks all together for the whole process to go through. With the different steps involved of collecting the samples, sending them to the lab, waiting for results and then they send them back to us and if treatment is needed it can take longer.

How would you feel about a device that will allow you to test the water instantly yourself and results are reported on an app?

It would be great, especially if it was lifetime calibrated it would help us to save a lot of time.