MISSION \*

Synthesize the objectives into an all-encompassing yet simple and elegant sentence. Maximum text length: 250 characters.

Mission: Providing a foot-controlled water saver valve suitable to be installed to current water taps to convert them into hands free green taps. / spreading the culture of efficient water use

VISION \*

Envision your accomplishments in the medium-long term. What would you like to reach? Maximum text length: 250 characters.

**Vision**: Saving Egypt, Jordon and Lebanon drinking water resources being under the water poverty line starting from Alexandria and Cairo which also alleviates sewage impact on the Mediterranean Sea.

OBJECTIVES \*

Describe the objectives of your project. Maximum text length: 450 characters.

**Customer**: To provide a water saver valve for low-income households reduces water bills by 50% to Alex and Cairo customers instead of conventional water tap handle valve. /**Environmental**: To save Mediterranean biodiversity indirectly by reducing excess sewage from uncontrolled water use in houses. /**Social**: To provide a hygienic hands-free water tap to reduce toilet infection. /**Team**: To deploy the efficient green water tap project and make profit.

VALUE PROPOSITION \*

What value does the project offer to customers and stakeholders? What performance are you providing? What need are you satisfying? Maximum text length: 450 characters.

Your answer

Replacing the handle control valve of current taps only with a cheap hygienic hands-free foot-operated non-electric Water Saver one (Green) for Egypt households, schools and hospitals to save water by 50% during intermittent use which saves money and reduces toilet infection.

CUSTOMERS \*

Who are your potential customers (pay a certain price for the value they receive)? Segment them in separate categories if they differ substantially. Maximum text length: 450 characters.

Your answer

Households: While keeping water running 50% of the water is wasted without use. With increased water prices it costs more money. /Schools, Hotels: High infection rates are present in toilets due to direct contact with water taps, so they need a more hygienic way to reduce contact with taps. /Fishermen: During long sails, fishermen try to use water wisely to help them sail for the longest period and make more profit

KEY STAKEHOLDERS \*

Who are the main actors that are going to affect the project or can be affected by it? For example, team (founders and employees), partners, providers, media, local community, etc. Maximum text length: 450 characters.

Your answer

Households/ Schools/ Hospitals/ Fishermen/ Plumbers/ Raw Material Suppliers/ Online and Offline Retail Chains

Plumbing Competitors/ Advertising Companies/ Ministry of Environment/ Ministry of Health/ Public Societies/ investors/ Bank

CUSTOMER RELATIONSHIPS AND CHANNELS \*

How will you attract and engage your potential customers, seeking to achieve sales, but also to get feedback, spread the word, etc.? Which channels will be most suitable for so doing? Maximum text length: 450 characters.

Your answer

**Relationships: Clear value proposition of the innovative way to save water. / Customers can try a similar foot tap at retail chains./Fast and reliable technical assistance. / Sufficient studies to show the tap effectiveness in reducing infection supported with technical details. / Look for feedback.**

**Channels: Word of mouth/ Flyers/ Store/ Call Center/ Website**

KEY ACTIVITIES AND RESOURCES \*

What activities will you put in place to materialize the value proposition (products or services)? What resources (physical, human, financial ...) will those require? Maximum text length: 450 characters.

Your answer

**Activities: Molding the valve and the pedal/Research and development/Training Plumbers and sales force/Legal management/Negotiations with the nearest suppliers/Creating Sales network and e-marketing/Ensuring the stability of supply/Managing waste and recycling.**

**Resources: Founder, 3 workers and salesman/Rented Workshop and store/2 Casting Molds for the valve and the pedal/Hired Van/Website/Raw material/Investor Share/Kick starter funding.**

COST STRUCTURE \*##

What are the costs to set up and run your business? Check all you need and determine how much will it cost, and if possible estimate roughly. Maximum text length: 450 characters.

**Your answer**

**Cost in LE/Year:**

**Investment: 2 Casting molds for the valve and the pedal 50,000/Technicians and sales-force training 10,000/Website 5,000**

**Fixed cost: Workshop, warehouse renting 60,000/4 Employees Salaries 200,000/Office bills 10,000/Marketing for retail chain 40,000**

**Variable cost: Operating bills for the production (molding requirements) 60,000/Packaging 70,000/Raw material purchase 750,000/Van hiring 60,000**

**Total Cost 1,315,000LE=108,000USD**

REVENUE STREAMS \*

How much are your customers willing to pay? What is the pricing mechanism? How huge is your market? In which ways are you generating money? Maximum text length: 450 characters.

For the previous cost, estimated mass production is 50,000 units/year.

Revenue Streams: Selling the packaged valve for 40LE to online and offline retail chains in cash to reach the end customer at nearly 60LE which 'll be affordable./Recycling system components.

We are targeting 15 percent of the 8 Million Low Income households and 70 thousands schools and hospitals in the first three years.

Estimate Revenue per year is 2,000,000 LE

ENVIRONMENTAL VALUE OF THE PROJECT \*

Does the project generate added environmental value (e.g. solving environmental challenges)? Does it apply ecodesign principles? Please justify your answer. Maximum text length: 800 characters.

Your answer.

From Environmental Perspective, the water saver valve main focus is the environmental point of view: Saving drinking water resources through efficient use /saving sensitive biodiversity in the Nile and the Mediterranean Sea from excess sewage and untreated water from houses /Saving the sensitive ground water resources which are depleted so quickly

Regarding the manufacturing and the recycling process the product fulfill the points mentioned in the Ecodesign standards and after evaluation we got performance indicator based on the different Ecodesign strategies 93 out of 120.My goal is to make the design more efficient as I go

SOCIAL VALUE OF THE PROJECT \*

Does the project generate added social value? Does it have the potential to create jobs? Can the model be scaled and/or replicated in other areas? Maximum text length: 800 characters.

Your answer

Regarding the social value of the project: Minimizing toilet infection rates at schools, hospitals and other public places where germs and bacteria proliferate.

Creating new job opportunities for the youth/Empowering the society with new facilities and ways to achieve efficient water use./ Egypt, Jordan and Lebanon in the MENA region are under the water poverty line and they're trying to rationalize their water consumption and my product will help in their governmental plans to reach that goal.

ECONOMIC FEASIBILITY OF THE PROJECT \*

Is the balance between costs and revenues adequate? Does the project show a potentially good market acceptance? Please justify your answer. Maximum text length: 800 characters.

Your answer

Starting in Egypt

Starting in Egypt, 8 Million Low-income Egyptian households are suffering from increased water prices, 70 thousands hospitals and school toilets are lacking hygiene and we're planning to target 15 percent of the market in the first 3 years.

Estimated Production is 50,000 units/year which will be adequate with the expected market demand.

Revenue exceeds cost by nearly 700 thousands LE which equals half of the total cost in the first year. We have a breakeven point in 12 months and double investment revenue at the end of the first three years

Besides Egypt, I see good potential for other countries in the MENA and even further countries with water scarcity challenges so this means that i have a large potential market..

NOVELTY OF THE IDEA (INNOVATION) \*

Does it offer a unique value proposition? Does it bring new added value, compared to the competitors in the market? Please justify your answer. Maximum text length: 800 characters.

The water saver valve control valve depends on a simple mechanical control using foot pedal and tension wire to activate water flow on or off with no electricity at all and considering all the cases a user may encounter while using a faucet which is completely convenient and innovative.

While current controls use ultrasonic control to sense the user's hand and activate water flow which is considered unreliable because: It is too expensive, needs batteries and electrical devices are awkward when it comes to water leakage /It just activates water flow when it detects any object enters the sensor detection range (I.e. I may be rubbing my hand or scraping food from a dish without the need to operate water)/The sensor is bulky and has a delay time to stop water which wastes water too.

VIDEO PITCH \*

<https://vimeo.com/180594971>