WATER DAMAGE

$13 Billion

Per year in the US

WATER LOSS

1 Trillion

gallons of water

Problem

14,000 Americans experience water damage emergencies daily

Water damage/freezing claim costs about $10,900 per year

Inability to detect water pipe failure that could lead to severe building damage

WATER BENDERS

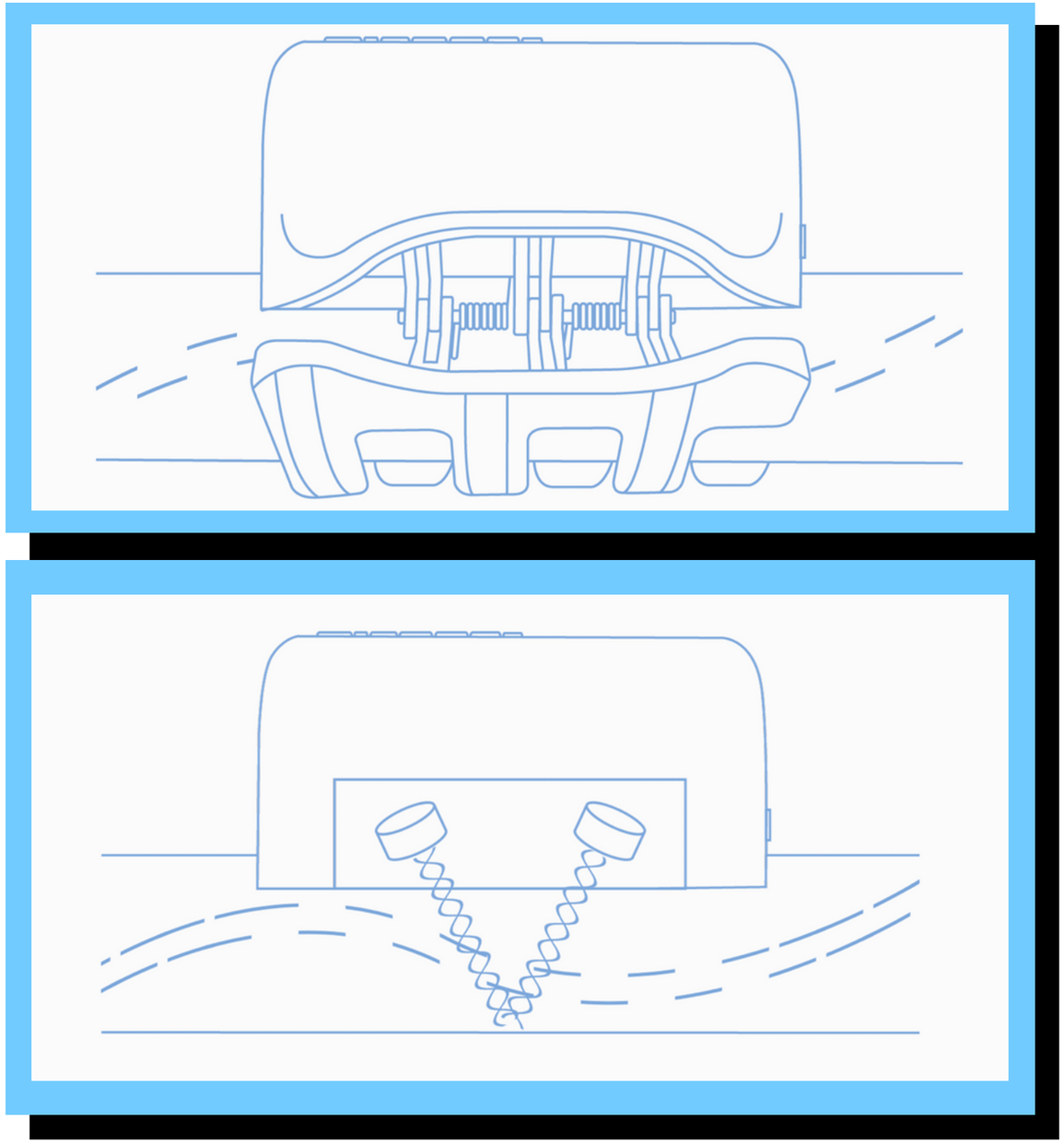
Smart water solution

Solution

Monitor the condition of pipes to prevent severe water damages and minimize maintenance costs

Sensors

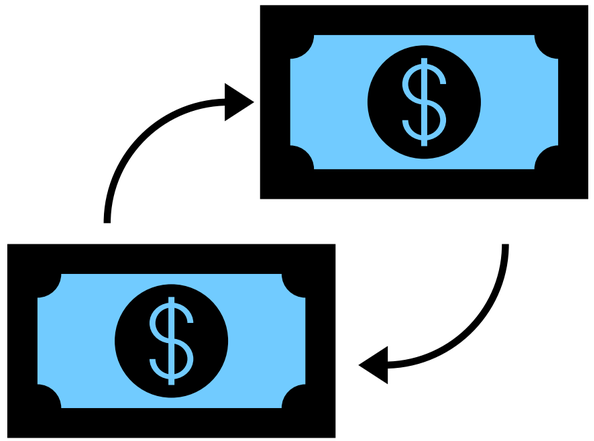
- Ultrasonic water flow assessment
- Easy to apply
- Connected through Wi-Fi
- Integrated Thermometer
- **Predictive ML Algorithm integration**



Mobile App

- Simple to use
- Consumption insights
- Leakages alerts
- Probability of pipe freezing
- Customer service

Revenue Model



Ultrasonic sensors and a service subscription

All the monitoring services - Free

Predictive maintenance insights - Paid

Pricing Plan

		Free	$6.99	$12.99
Reactive	Notifications of Leakage	✓	✓	✓
	Notifications of Frozen Pipes	✓	✓	✓
Predictive	Health Status		✓	✓
	Predictive Alerts		✓	✓
	Automatic Emergency Contact		✓	✓
Extra Features	Extra sensors discount			✓
	Customizable Alerts			✓

Purchase w/Membership

60K Sales

5k Members

$4.7M Revenue

Break-Even at the Middle of Year **Two**

Five-Year Projection

Competitors

Direct

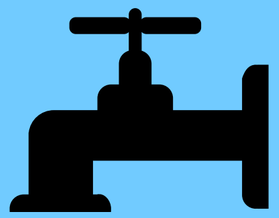
bluebot

Indirect

Opportunities

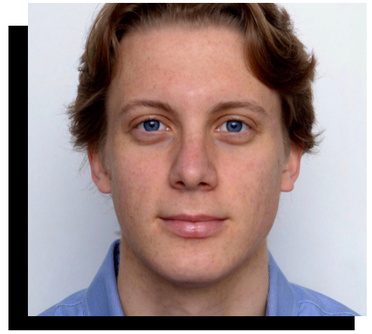
Partnerships with Home Insurance companies to get subsidies

Integration with smart speakers to enhance user experience (Alexa, Google Home & Siri)



Collaborate with plumbing individuals or companies to offer the services through the app

The Team



Marcello (CEO)

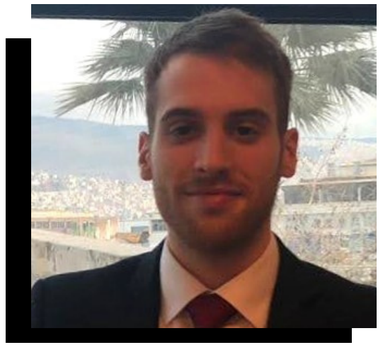
Rodrigo (CFO)

Tecnológico de Monterrey

Maria Andrea (CDO)

PONTIFICAL AND royal UNIVERSITY OF SANTO TOMAS, MANILA 1611

PSSLAI PUBLIC SAFETY SAVINGS AND LOAN ASSOCIATION, INC.



Nicola (CTO)

Bocconi

LOCCIONI

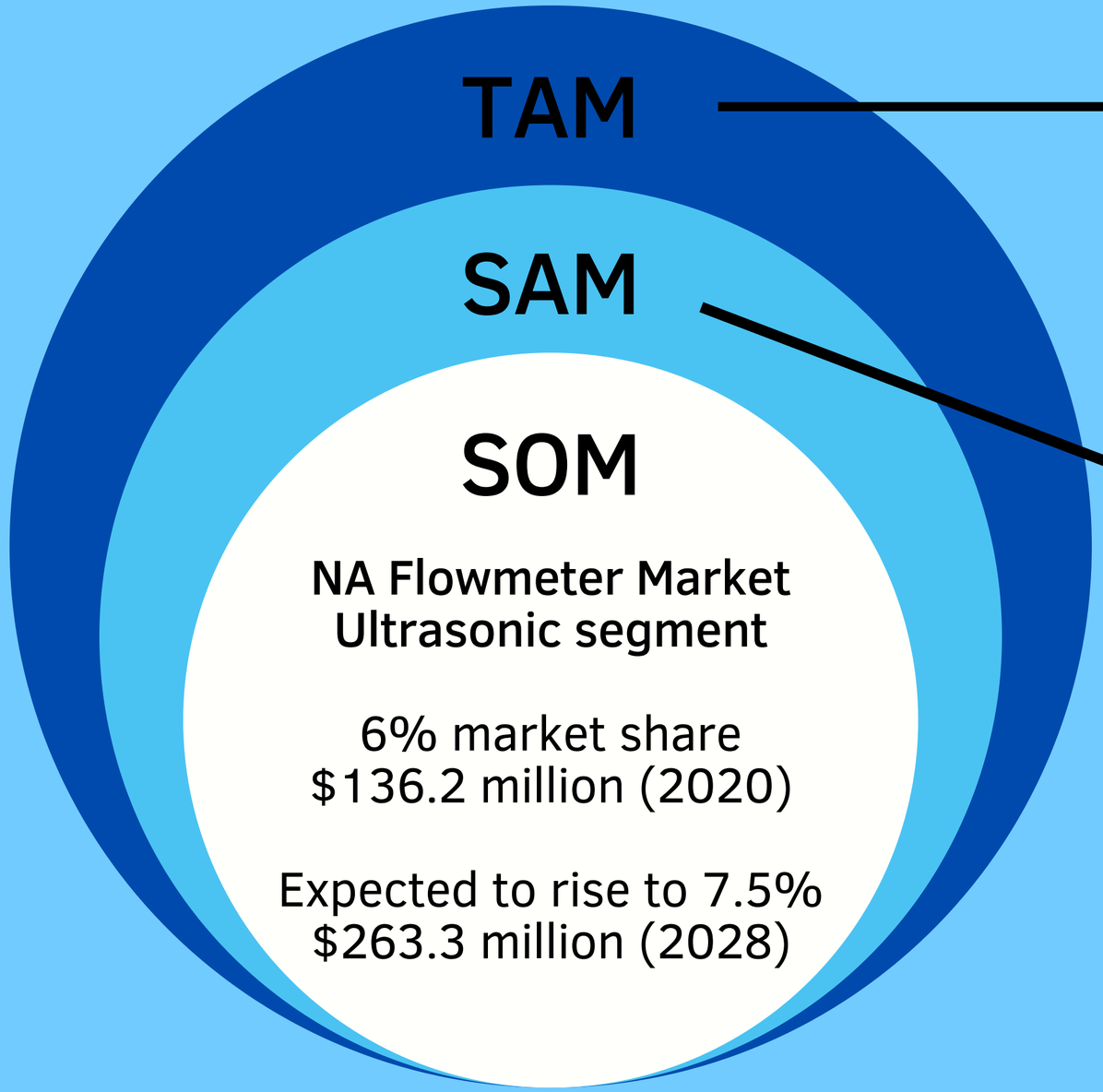
Raafi (CMO)

HULT INTERNATIONAL BUSINESS SCHOOL

Upped Events

THANK YOU!

MARKET



Global Flowmeter Market

$8.28 billion (2020)
5.7% CAGR
$13 billion (2028)

NA Flowmeter Market

27% market share

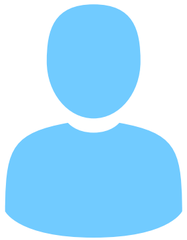
$2.27 billion (2020)
6% CAGR
$3.51 billion (2028)

Source: Grand View Research (2021)

Competitive Advantages

bluebot	WB
Clamp-on ultrasonic flowmeter	Clamp-on ultrasonic flowmeter
Mobile app that features consumption insights and alerts	Mobile app that features consumption insights, trends, real-time status, alerts and integration with virtual assistants
-	**Sensor and app is integrated with a predictive machine-learning algorithm that detects leaks and freezing pipes from historical data**
Priced at $399 each	Priced at $99 each Subscription at $79/yr

Customer Persona



	Description	Numbers (in thousands)
Background	• Mid-Senior level employee • Bachelor's and above	• 36000 (New/established)
Demographics	• New/established homeowner • Either male/female • >$140k/household, ~1 child • Millennials (25-40 yrs)	• Millenials (67%) • Education (38%) • HH Income (50%) • Identifiers (included)

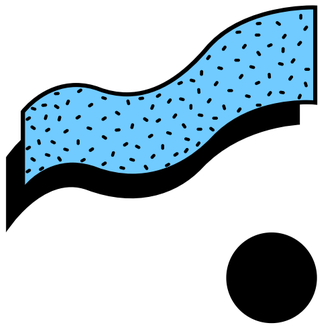
Identifiers	• Independent, tech-savvy,
	• In-control, sustainable, pro-privacy
		• Average (52%)
		  ○ 18,720 (SOM)
		  ■ ~6% of US pop

Source: American Housing Survey (2015) via Brookings

Rollout Plan

One Year Target from Development to Launch

Multiple controlled groups and scenarios tested



Product Development

Sensor, Algorithm & App

Seek Feedback

Study Groups

Look for Investors

MVP and More Exploration

Final Touches

Purchase with Subscription