

Our product is a one-of-kind installment that aims to solve two problems caused by the ever-increasing lack of access to clean water all around the world. However, before this point can be reached, it must first build a reputation. That is where our target market comes into play. The initial goal is to implement a reliable method of recycling water while also effectively and safely extracting waste, and at a much lower cost than traditional indoor plumbing competitors, who currently own most of this market. We plan on seeping our way into a small category at first, and eventually expanding if things go our way.

The market segmentation is split into two areas of concern: Demographic and Psychographic. As with many unique and new products, there is a specific mindset that the product is catered to, despite the seemingly unrealistic goal of everyone using it in their everyday lives. This niche is often referred to as the beachhead market, being the primary target. They are the ones who will certainly see potential in the product.

For our urine purification apparatus, the demographics are targeted towards primarily off the grid locations and rural areas, as well as campgrounds and nature reserves. This is because the product aims to provide an eco-friendly alternative to a traditional plumbing system used for handling hazardous waste, while also saving the consumers considerable amounts of money. These areas (namely rural and off-grid) are known to be more impoverished, and thus, a cheap and reliable alternative to indoor plumbing may even be the only option for “plumbing” at all for some people. Furthermore, the mindset that would typically find most interest in the product is one that prioritizes a green lifestyle, with a clean environment being among their greatest focuses. This lifestyle includes an importance for recycling, which is what our product is designed to do.

The market is ready for an innovative idea that will take it by storm. It's all a matter of gaining customer trust. After introducing our product, we may expand into an initiative that will not only recycle water, but also provide a supply of clean drinking water, should it be needed. This would be a steep approach, but nothing extraordinary, especially in today's world, where a considerable number of individuals do not have access to clean drinking water. Our aim is to provide this market with a solution. Assuming the effectiveness of our product can be represented through these methods, its name and idea will begin to popularize, along with its perceived potential.

The approach for product distribution is one that may require collaboration with field specialists. Since this market is so large, our best bet would be to work with companies that specialize in the distribution of portable toilets, such as [A Royal Flush](#). Because our design aims to be more effective than a traditional portable toilet, and compete with indoor plumbing systems, it would allow for the distributor to enhance their reputation by bringing a top-of-the-line product at an affordable price to customers. The promotion process may begin through social media, and online advertisements (such as video ads on wildlife YouTube videos) where we would be more likely to draw attention to our product. Installation would be similar to a portable toilet, simply requiring the apparatus and a brief setup period in a necessary setting where one would do their business. The plan is to make it seem like a stationary toilet, while allowing it to be portable.