


# Bubblem.

All in one for Healthy Living.

Contact information

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A laptop screen is shown, displaying a dashboard with a line graph and a pie chart. The line graph has a blue line and a green line, with a legend indicating 'New Visitor' and 'Returning Visitor'. The pie chart is divided into blue and green segments. The text 'Mission statement: We design water bottles that make our lives easier, healthier, and better.' is overlaid on the screen in white. The laptop keyboard is visible at the bottom.

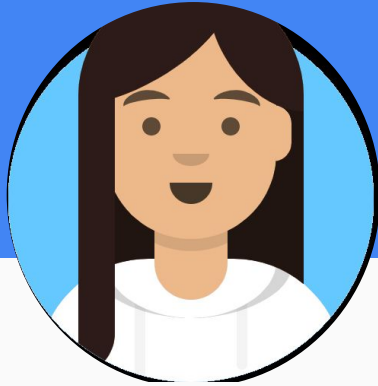
**Mission statement:**  
We design water  
bottles that make our  
lives easier, healthier,  
and better.

# The team



Sydney

Bottle designer



May

Bottle designer



Becca

Programmer



Calvin

Circuit designer

A lot of people around us use water bottles. (most people bring water bottles at school)  
→ can ask others' opinions, can observe...

# The problem

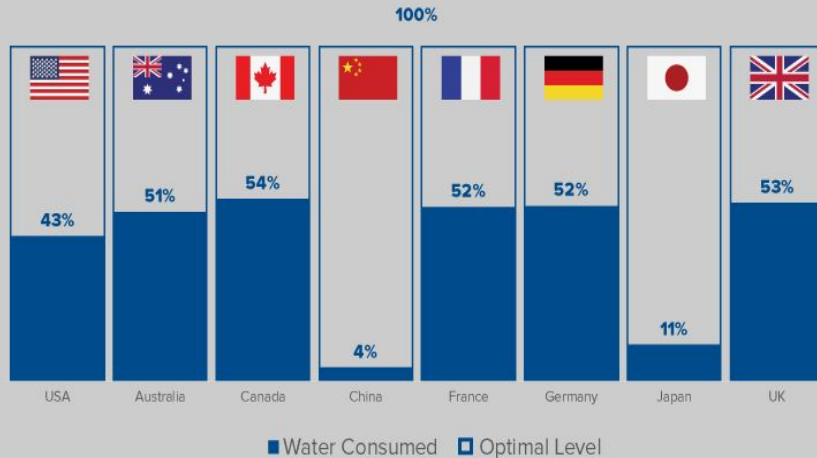
- People don't drink enough water./People never know when to drink water.
- People don't know the temperature of the drink inside the bottle

Most water bottles only hold water, but never tell you when to drink it.

However

Our water bottles help others drink water to stay healthy.

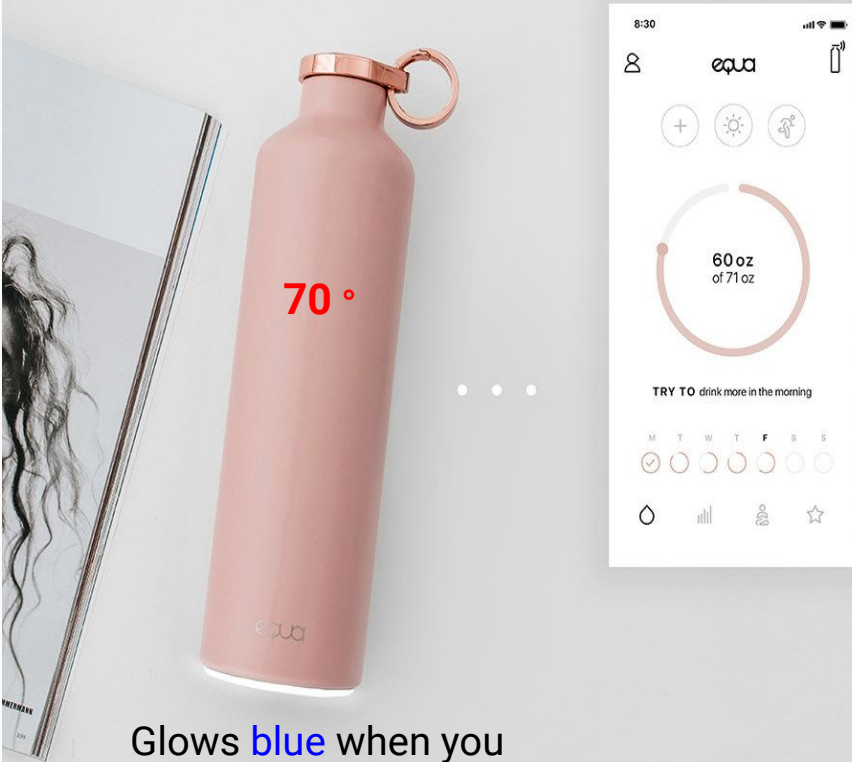
Water Consumption P/Day (Litres)



Health Issues Related to Dehydration



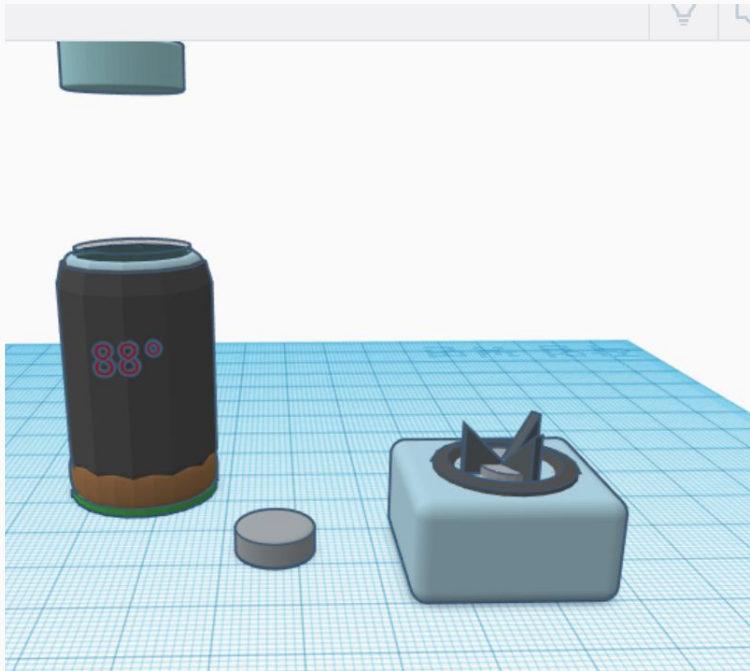
# Solutions



Glows **blue** when you need water and glows **red** if the air isn't safe.

1. Remind to drink water
2. Indicate air conditions
3. Indicate a water temperature.
4. Combined with a blender. → save time

# How it works/ Features



[Link to 3D Model](#)

An idea of what the Bottle might look like.

[Link to Circuit](#)

What the Programing/Circuit board looks like.

# How we plan to start this start up.

Ask and convince tech companies to help us made the product using 3D printer.

Once it works

Expand our market to stores such as Walmart...



- Start advertising on Instagram, and facebook.
- Putting up posters where many people use water bottles. (school, gym... )
- Have contracts with gyms and give 5 or 10% discounts

Online  
-based  
selling

With more customers and increased recognition of the brand

amazon.ca

# Business model

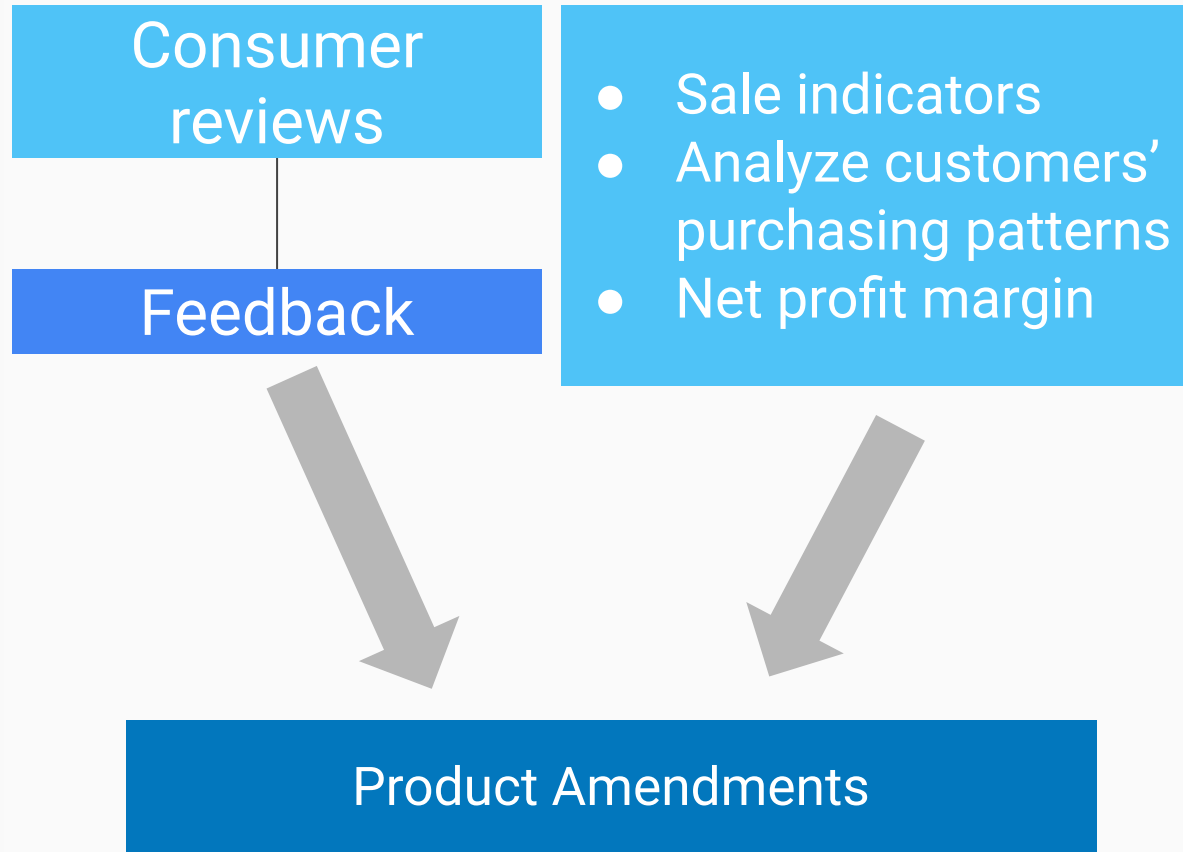
We will make money via:

Online store and stores such as Costco and Walmart.

Tracking how our customers like our product/website via Surveys and Questionnaires.

Putting ads on websites and using YouTube to advertise the product.

Selling for \$50.



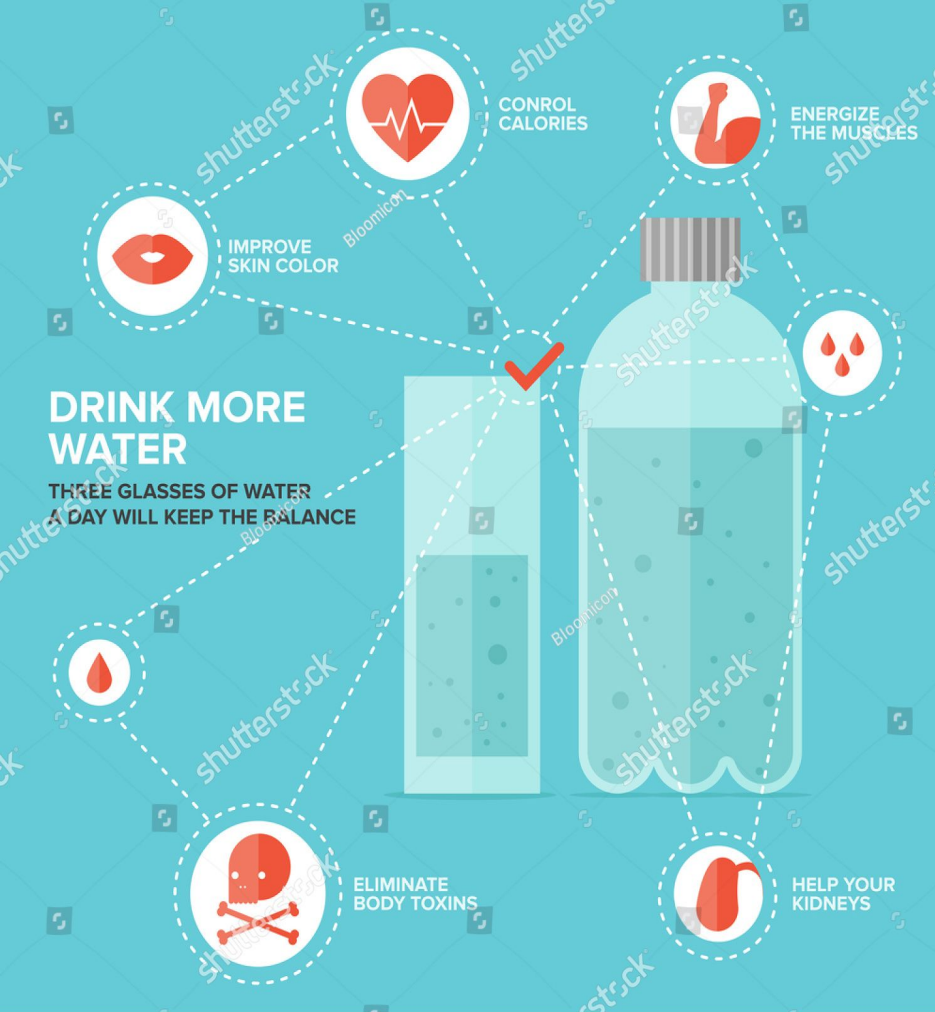


# Strategies

We plan on using a number of different strategies for our product to reach the market.

But these are our main strategies we plan on using.

- Combines different solutions into one efficient product.
- Marketing
  - Consider our main targeted customers  
  
: Gym goers, office workers, students, parents who have babies → can easily know right temperature for powdered formula
  - Make contracts with gyms or companies and give them discounts.
- Active Feedback



# Summary

- Our product : Improve health + convenience
  - Remind to drink water
  - Indicate air conditions
  - Indicate a water temperature.
  - Combined with a blender. → save time
- Low cost for a product with many utilities.
- Local for now. → International

Questions?

# Bubblet

All in one for Healthy Living.

# Thank you

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