



PITCH DECK

● PROJECT PRESENTATION



SLIDE 2: INTRO

-
- App Name: WaterWise
 - Tagline: "Track, Save, Sustain."
 - Hindu Koech
 - September 2024



SLIDE 3: PROBLEM STATEMENT

- Issue:

Increasing water scarcity and rising utility costs.

Many households lack awareness of their water consumption.

- Statistics:

Average household uses X gallons of water per day.

Wasted water accounts for X% of total usage.

SLIDE 4: SOLUTION

- App Overview:
 - WaterWise tracks household water usage and provides personalized recommendations to reduce waste.

- Key Features:
 - Real-time tracking of water consumption.
 - Customizable goals and reminders.
 - Tips and tricks for reducing water usage.

SLIDE 5: MARKET OPPORTUNITY

- Target Audience:
 - Families looking to save on utility bills.
- Market Size:
 - Estimated X million households in [your target region].
- Trends:
 - Growing awareness of sustainability and conservation.

SLIDE 6: PRODUCT FEATURES

Real-Time Tracking:

Monitor daily/weekly/monthly usage with visual graphs.

Personalized Recommendations:

Tailored advice based on usage patterns (e.g., shorter showers).

Community Challenges:

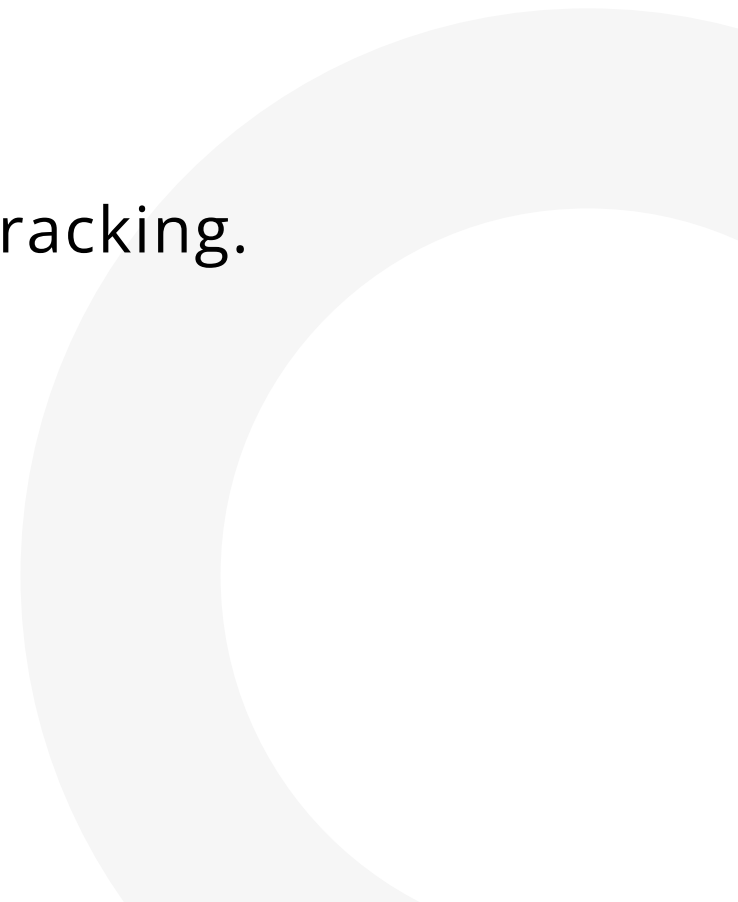
Gamify water-saving efforts with community leaderboards.

Notifications:

Alerts for excessive usage or upcoming conservation tips.

SLIDE 7: TECHNOLOGY STACK

- Framework:
 - Built with Dart and Flutter for cross-platform capability.
- Backend:
 - Cloud-based database for user data management and analytics.
- APIs:
 - Integration with smart meters for accurate tracking.



SLIDE 8: USER JOURNEY

- Onboarding Process:
Easy setup with account creation and household information input.
- Daily Usage Tracking:
Users receive daily insights and recommendations.
- Long-term Engagement:
Weekly summaries and ongoing challenges to encourage continued use.

SLIDE 9: COMPETITIVE ANALYSIS

- Competitors:
Existing apps in the market (e.g., WaterSmart, Dropcountr).
- Differentiators:
Unique focus on personalized recommendations.
Community features and gamification.

SLIDE 10: MARKETING STRATEGY

User Acquisition:

- Social media campaigns targeting eco-conscious groups.
- Collaborations with local governments and environmental organizations.

Retention Strategies:

- Regular updates, user feedback loops, and community engagement.

SLIDE 14: CONCLUSION

- Call to Action:
 - Opportunity to ask any questions.
- Contact Information:
 - email : hindukoech@gmail.com