Ideas Pitch Script

**Joshua:** Flow H2O: saving water, one drop at a time.

**Jefferson:** Have you ever used water before? I'm sure the answer to this question is yes for everyone, however, have you ever thought about how much water you've used in your lifetime? or this week? or even just today?

**Ankit:** We are in a crisis where only .007% of the water in the world is available for human use and that water is running out fast.

**Joshua:** We waste billions of gallons of water daily which leads detrimental consequences in the environment, economy, and society.

**Brian:** Statistically speaking, the average American uses 101.5 gallons of water daily when we only need 80 gallons. This translates to 2.5 trillion gallons of water wasted annually in the U.S.

**Sannidhya:** That wasted water means that each of the 120 million American families wastes 230 dollars per year on water.

**Joshua:** Environmentally this causes an increase in water scarcity which means more frequent droughts in California and West Texas. It also takes energy to filter water so the more water we use, the more energy we waste.

**Jefferson:** The root cause of these problems is ignorance. We've developed a solution called Flow H2O to provide awareness to conquer this ignorance so that we can solve these problems. Flow H2O tracks the amount of water that goes through your household and sends that information to the user so that we're more aware of our water usage. Brian is going to pour water into this pipe which will simulate the water that goes through a household. So, he's gonna go now. What’s happening is that the volumetric flow sensor sends the data to the Arduino board and then it uses a Bluetooth module to communicate with my computer. From here, we turn the data into a TXT file, which is read by a javascript program to create a chart that we display on a webpage, which we're going to pass around to the judges in a second. Let's take a look at the data that was generated. If you can see here on my computer, we have a graph that was generated based on amount of water flowing in a given time frame. On this page you're able to see not only the total amount of water that you use daily, you also can see a little tip about how to save water. You can also set a daily limit on your water usage and you’ll get a notification on your phone or on your computer when reaching that limit. I'm gonna let this go around and we're going to continue on with the presentation.

**Joshua:** How does our invention solve the problem? It makes people aware, because when people aren't aware of how much water they're wasting, people will waste even more water, but when people are aware of the amount of water that they're wasting, then they're more likely to stop themselves from wasting so much water.

**Brian:** The societal benefits of Flow H2O include replenishing dried up water sources, saving money on running water, and countless others.

**Sannidhya:** If every person saves just 6 gallons of water a day, we can save 700 billion gallons of water in the US alone.

**Ankit:** It takes $15-20 to manufacture a unit, but there are also other costs that factor in such as licensing fees, shipping fees, and starting manufacturing prices.

**Jefferson:** Of course, the profits will outweigh the costs of Flow H2O. With 75% margins, Flow H2O will be profitable within 1-2 years. However, with 150% margins, Flow H2O will be profitable in under a year.

**Joshua:** Flow H2O can potentially reach up to 126.22 Million people in the US, attracting smart-home owners, companies trying to keep track of water usage, and eco-friendly citizens.

**Brian:** The value of Flow H2O is immeasurable to customers because it’s a user-friendly way to view their water usage and it’s also valuable to investors because there is little competition in our market.

**Sannidhya:** Water available for emergencies.

**Ankit:** Maintain a green world.

**Jefferson:** Refill reservoirs.

**Brian:** 700 billion gallons of water saved.

**Joshua:** 28 trillion dollars preserved.

**Joshua, Brian, Jefferson, Ankit, and Sannidhya:** All with flow H2O.

**Jefferson:** Thank you for your time and we hope that you will endorse our product so that we can bring about a positive environmental, economic, and societal impact on the world. We'll now open this presentation for questions and answers.