



WATER SUSTAINABILITY SOLUTION

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Introduction



THE PROBLEM

- Global water shortage projected to increase by 30% by 2050.
- Recent droughts impacting food prices globally.
- Provide sustainable and efficient water solutions to combat the impending water shortage.
- Addresses production, preservation, filtration, and transportation.



PRODUCT OVERVIEW

WATER GUARD PRO

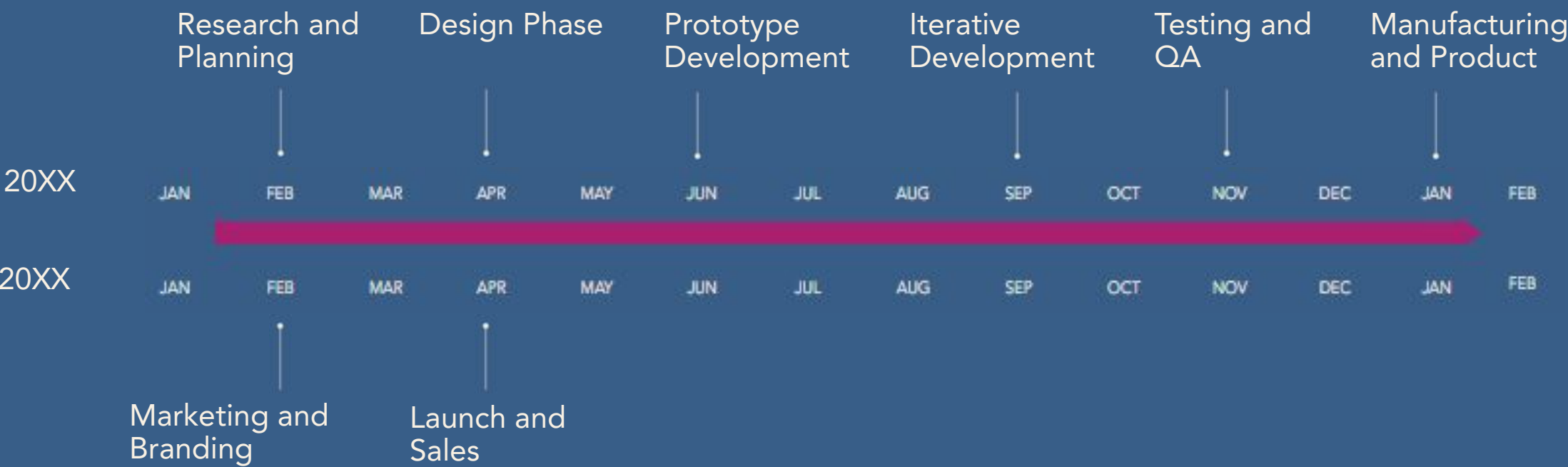
HARDWARE

- Filtration Units
- Preservation Systems
- Transportation Modules
- Smart Irrigation System
- Leak Detection Device

SOFTWARE

- AI algorithms
- Intuitive User interface
- Alert System

14 MONTH ACTION PLAN





Marketing

MARKETING PLAN

Target Market

- Residential homeowners
- Commercial property managers
- Farmers

Unique Selling Points

- AI Integration
- Real-time leak detection

Why just WaterGuard Pro?

- All-in-One Advantage
- AI with a Purpose

Positioning: Smart Water Management Solution

- It's an innovative, environmentally responsible approach to water conservation.



MARKET OVERVIEW

Content Marketing Through Internet

Blogs and Videos

- Educational Value
- SEO Optimization

Social Media Ads (Facebook, Instagram, etc)

- Widespread Reach
- Real-time engagement

Offline Marketing

- Sponsoring agriculture trade shows
- Advertising in local newspapers
- Partnerships and Collaborations with NGOs and government organizations



Sales and Budget



BUDGET ALLOCATION

Category	Total Amount
Research and Planning	\$287,500
Design and Development	\$675,000
Testing and Iteration	\$337,500
Manufacturing and Production	\$200,000
Marketing and Sales	\$150,000
Launch and Post-launch Support	\$100,000



SALES

Key Initiatives

- Direct sales team development
- CRM implementation
- Post-sale engagement

Key Tactics

- Incentives
- Partnerships
- Customer education

Market Based Approach

- Residential Homes
- Commercial Buildings
- Agricultural Sector

SALES

Targets

Year 1: Establish a strong customer base in the residential sector; secure at least two commercial contracts; introduce the product to the agricultural market.

Year 2: Increase residential market penetration by 25%; expand commercial contracts by 50%; solidify presence in the agricultural sector with tailored solutions.

Lead Conversion Rates

Starting Conversion Rate: 5% (typical of early stages without brand recognition).

Targeted Improvement: Increase to 10% by Q4 of the first year as sales strategies refine and brand presence grows.



Conclusion



ENDING STATEMENT

- WaterGuard Pro is at the forefront of providing innovative and sustainable solutions water scarcity
- The team is motivated by the goal of wise and efficient water management to secure its availability for the future.
- The company advocates for responsible water management to ensure sustainability for upcoming generations.

An abstract geometric design on the left side of the slide. It features a dark blue background with various geometric shapes and patterns. A white circle is positioned near the top left. Below it, a light blue semi-circle is visible. To the right of the semi-circle, there is a pink triangle with diagonal lines. Below the semi-circle, there is a pink square with a pattern of concentric lines. To the right of the square, there is a light blue triangle. Below the square, there is a pink triangle. To the right of the triangle, there is a dark blue triangle. The overall design is modern and minimalist.

THANK YOU