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accenture

Real Skills

ACCENTURE TEAM TWO

OUR TEAM

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PRESENTATION
AGENDA

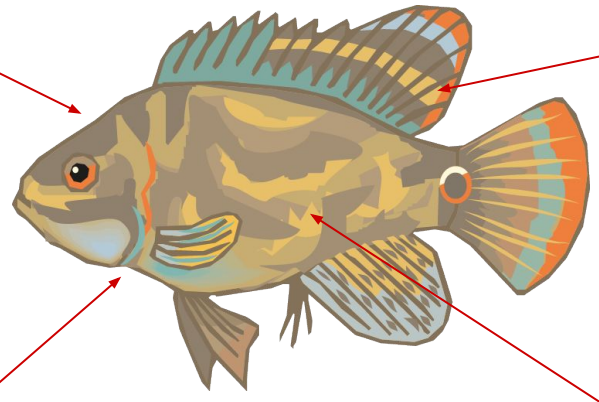
- Problem
- Solution
- Implementation
- Product Roadmap & Scalability
- Market Size
- Q&A

THE PROBLEM

Aquariums are **high maintenance** as the fish are incredibly **sensitive to water chemistry.**

Small amounts of NO3
- susceptible to disease
- weakens the immune system

Excess NO2
- reduces fish blood oxygen
- chronic, low-level exposure leads to rotting fins, white spot disease



Small amounts of NH3
- metabolic stress
- gill and internal organ damage

Improper pH
- strips the outer layer of fish
- chaps their skin and eyes

STATUS QUO

Currently, aquarium maintenance is **almost entirely manual.**

- Constantly monitor fish health as a proxy for assessing water quality
- Regular manual testing with kits
- Adjust feeding amount
- Adding aquarium salt mix
- Upregulate aeration of spray bars, bubblers
- Add nitrifying bacteria if necessary

Who has time for all this?

PAIN POINTS

Currently, aquarium maintenance is **almost entirely manual.**

MANUAL TESTING

Constant monitoring of fish health is required to prompt a manual chemistry test.

NO MONITORING PLATFORM

There is no central platform for fish owners to monitor the water quality, only manual, and lengthy water tests .

COMPLEXITY

It's often unclear why an aquarium is unhealthy. Steps required to fix issues often require lots of research.

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fish.ai

making aquariums simple

REAL-TIME MONITORING

Precisely monitors water chemistry pH, NO2, NO3 & NH3 levels in real time with awareness of critical thresholds.

EMAIL NOTIFICATIONS

Sends the user email notifications when water chemistry levels are abnormal with instructions on how to fix them.

CENTRALISED DASHBOARD

A single dashboard to monitor all water chemistry levels and historical data for easy diagnosis.

OUR TARGET AUDIENCE

Our target audience are aquarium owners with fish making up **18% of the pet market** as the third most popular pet.

As an fish owner, I should be able to...

01 Enjoy my aquarium without any excess **burden of maintenance.**

02 **Automatically** and **constantly monitor the water quality** in my aquarium.

03 Be **notified instantly** when **water chemistry is at dangerous levels.**

04 Get **actionable advice** on how to **immediately rectify** the situation.

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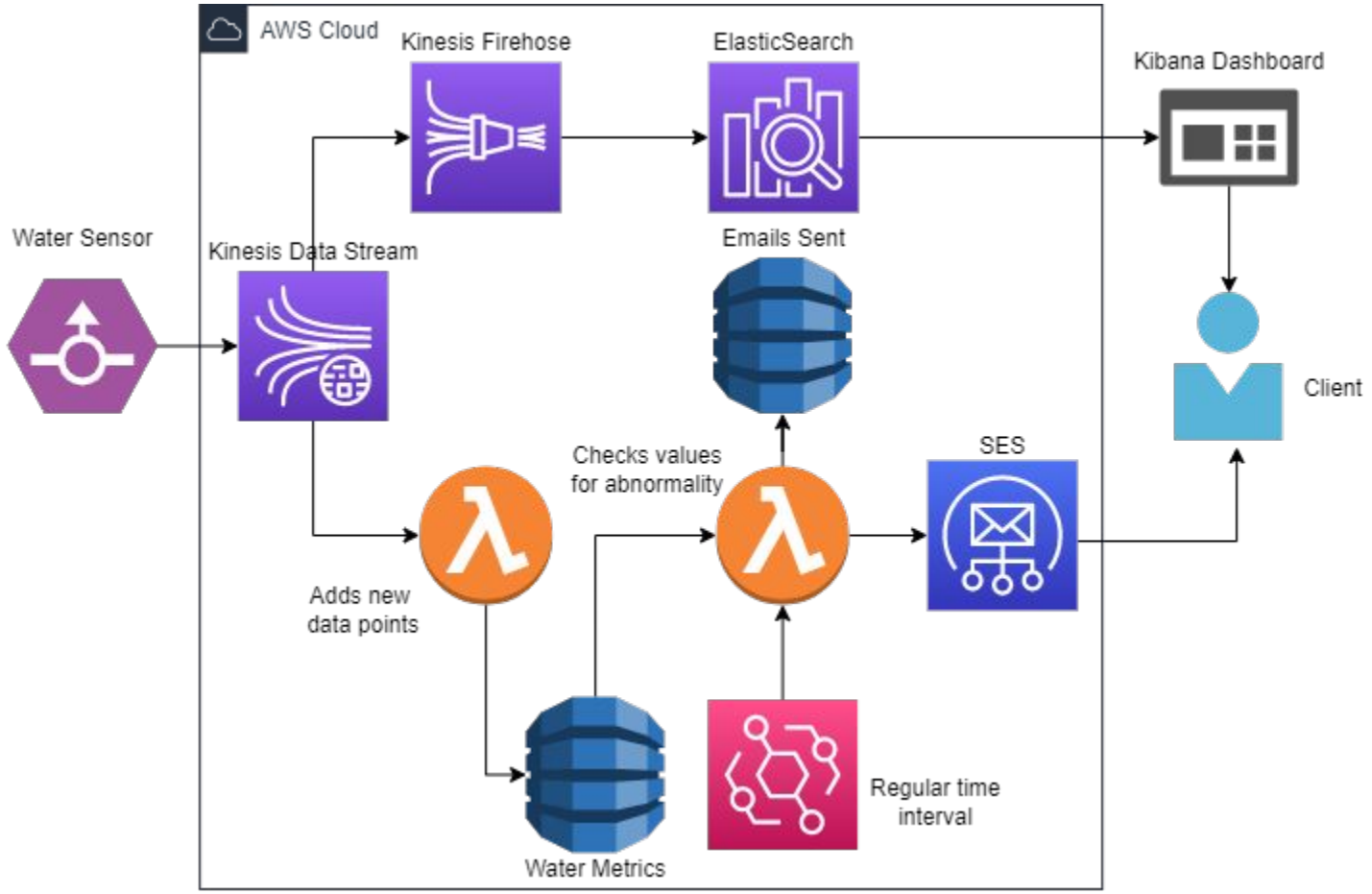
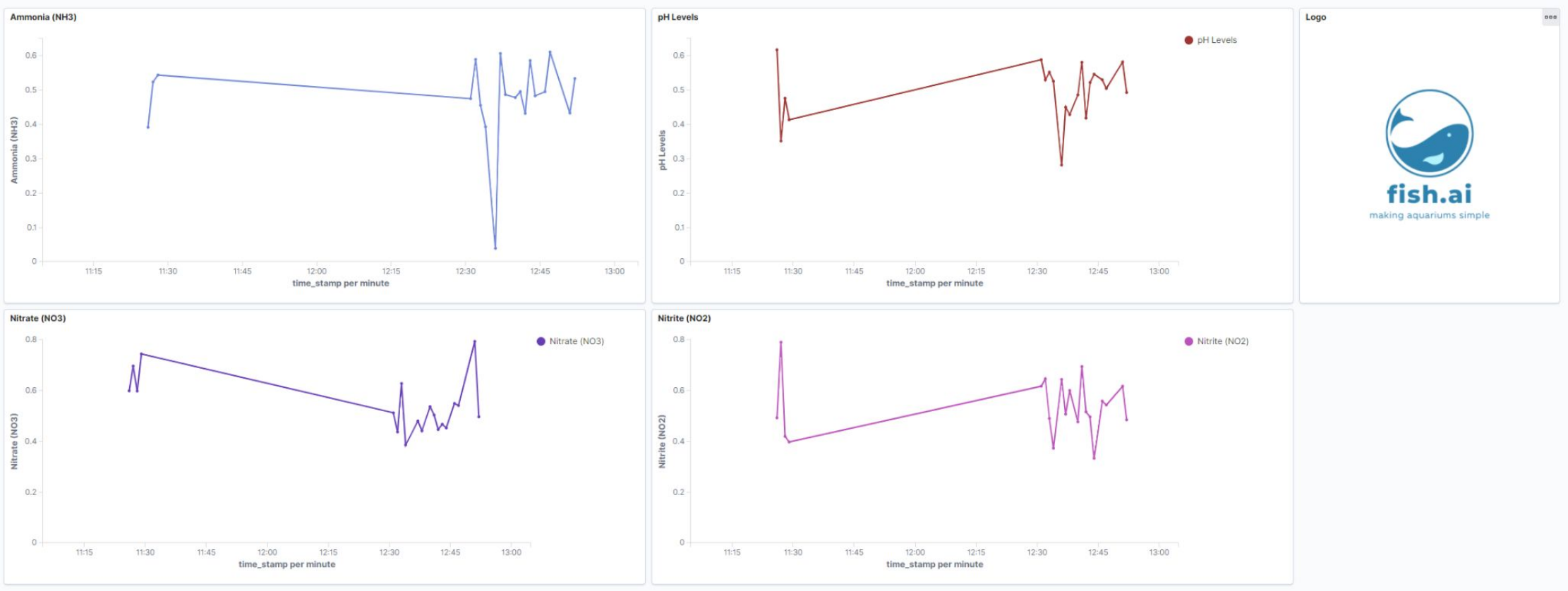
fish.ai Architecture (MVP)

fish.ai is built on **AWS serverless architecture.** CRON jobs are scheduled regularly for constant monitoring of water chemistry sensor data. Levels are automatically checked against safety thresholds and users notified if action is required.

AWS ARCHITECTURE



DASHBOARD DEMO



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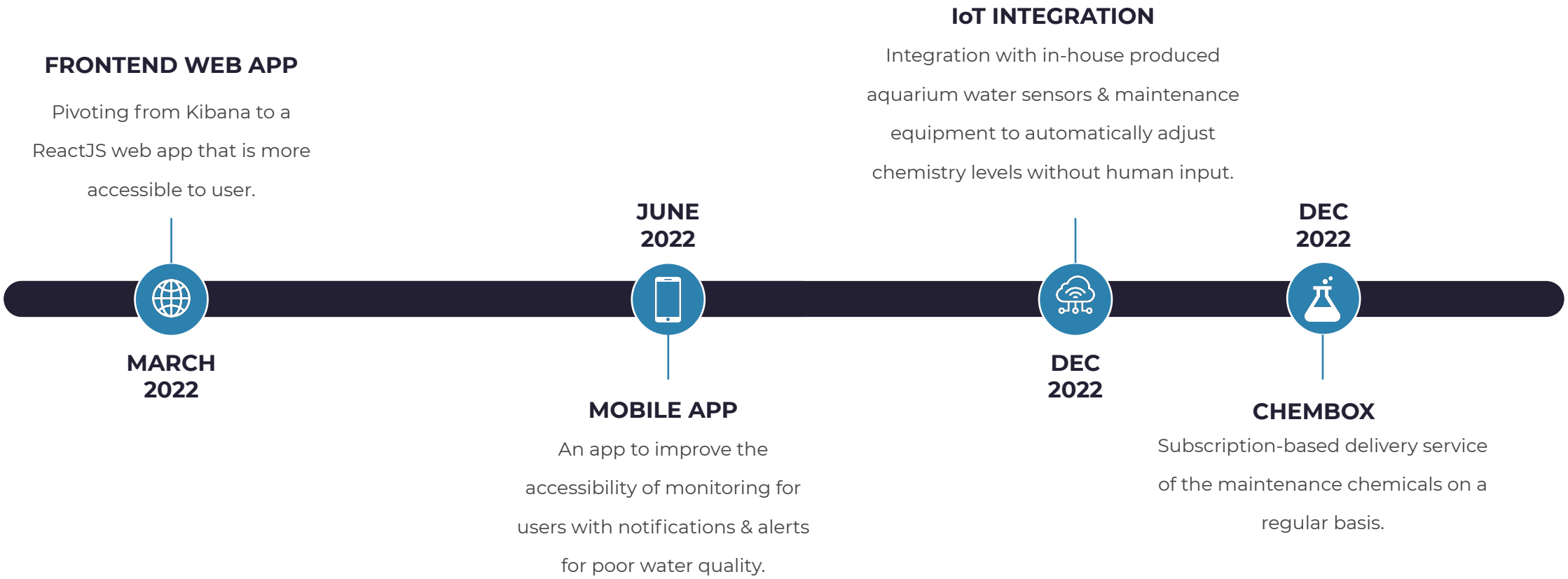
PRODUCT ROADMAP

The long-term vision for fish.ai is to be an entirely autonomous aquarium maintenance system.



ADDITIONAL FUNCTIONALITY

The long-term vision for fish.ai is to be an entirely autonomous aquarium maintenance system.

IN-APP NOTIFICATIONS + ALEXA

In-app notifications to quickly alert users of abnormal chemical levels. Integration with Alexa to check these chemical levels.

MAR 2022

JUNE 2022

CUSTOMISATION CAPABILITIES

Allow users to select their custom testing schedules and which levels they would like to monitor.

USER AUTHENTICATION

Users profiles allow them to monitor multiple fish tanks, and create custom profiles for different species of fish.

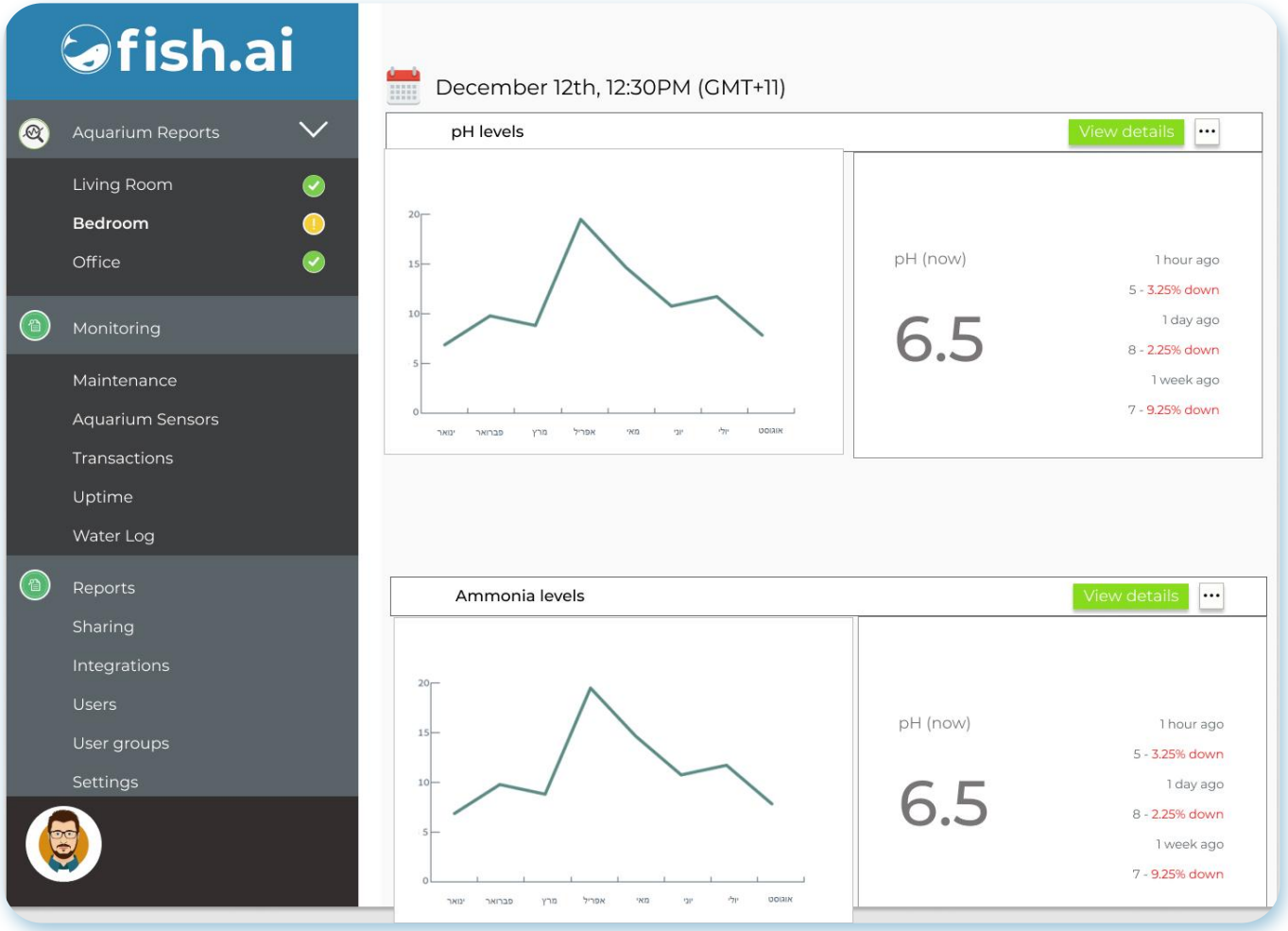
AUG 2022

DEC 2022

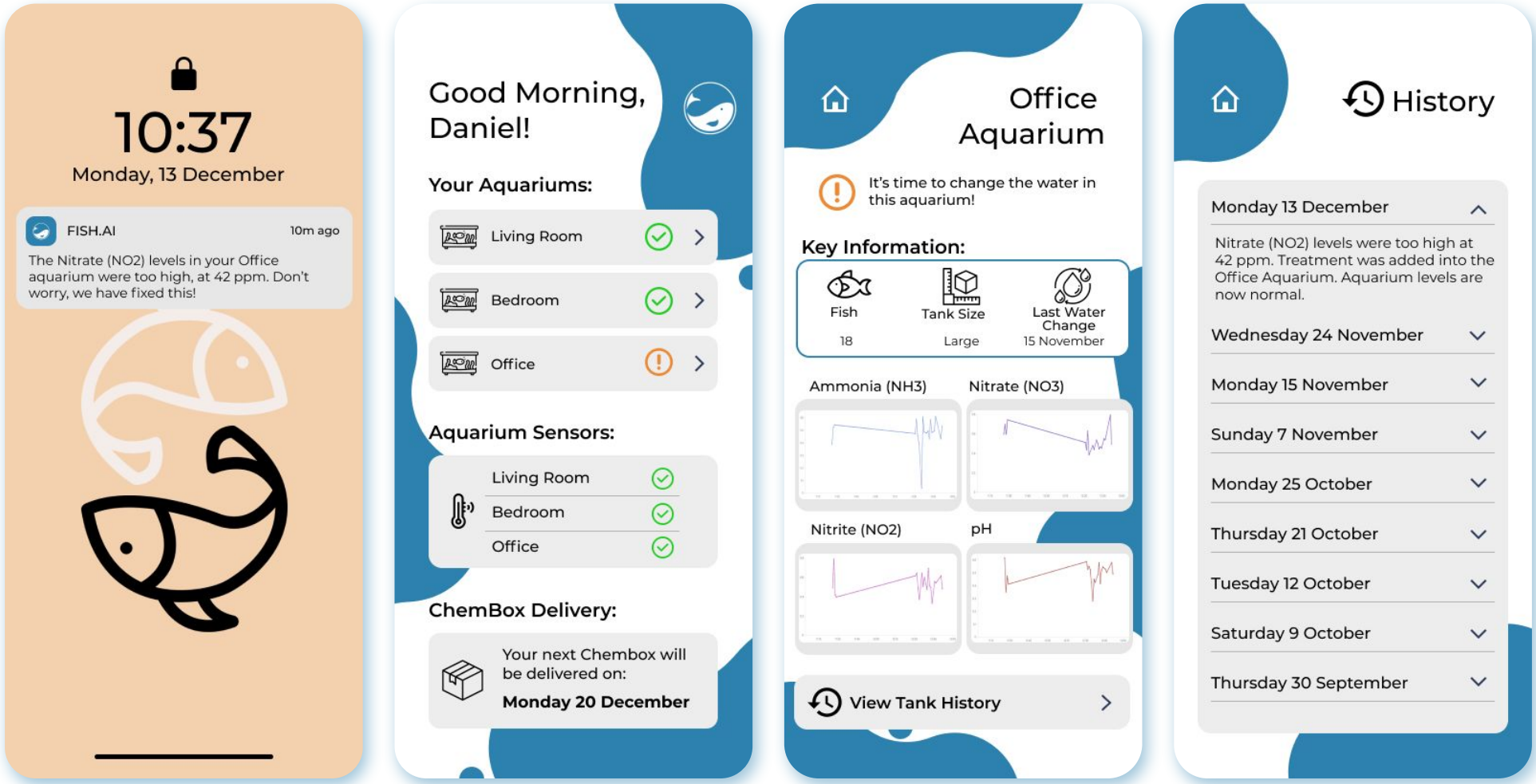
AUTOMATED WATER REGULATION

Automatically adjust water by connecting to auto feeders and in-house produced IoT chemistry dispensers. Predictive & preemptive actions; high NH3 → NO2

OUR VISION


fish.ai
Aquarium Reports
Living Room
Bedroom
Office
Monitoring
Maintenance
Aquarium Sensors
Transactions
Uptime
Water Log
Reports
Sharing
Integrations
Users
User groups
Settings
December 12th, 12:30PM (GMT+11)
pH levels
View details
pH (now)
6.5
1 hour ago
5 - 3.25% down
1 day ago
8 - 2.25% down
1 week ago
7 - 9.25% down
Ammonia levels
View details
pH (now)
6.5
1 hour ago
5 - 3.25% down
1 day ago
8 - 2.25% down
1 week ago
7 - 9.25% down

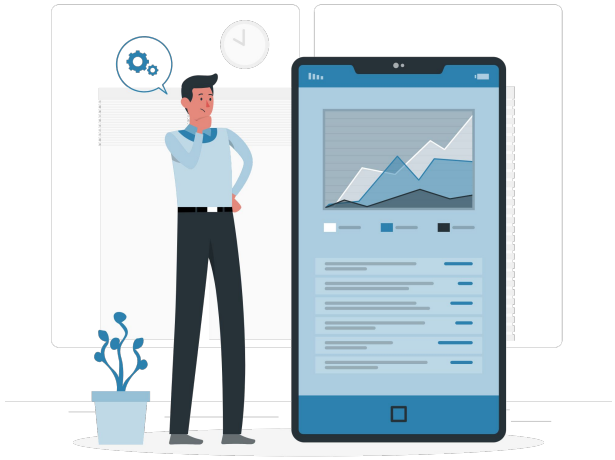
OUR VISION


10:37
Monday, 13 December
FISH.AI
10m ago
The Nitrate (NO2) levels in your Office aquarium were too high, at 42 ppm. Don't worry, we have fixed this!
Good Morning, Daniel!
Your Aquariums:
Living Room
Bedroom
Office
Aquarium Sensors:
Living Room
Bedroom
Office
ChemBox Delivery:
Your next Chembox will be delivered on:
Monday 20 December
Office Aquarium
It's time to change the water in this aquarium!
Key Information:
Fish
18
Tank Size
Large
Last Water Change
15 November
Ammonia (NH3)
Nitrate (NO3)
Nitrite (NO2)
pH
View Tank History
History
Monday 13 December
Nitrate (NO2) levels were too high at 42 ppm. Treatment was added into the Office Aquarium. Aquarium levels are now normal.
Wednesday 24 November
Monday 15 November
Sunday 7 November
Monday 25 October
Thursday 21 October
Tuesday 12 October
Saturday 9 October
Thursday 30 September

OUR PROFITABILITY

Subscription Model

Free



Monitoring

Integrate with existing sensors

Paid

Full Integration

- Integration w/ in-house produced IoT aquarium equipment.
- Monthly ChemBox for chemical refills.

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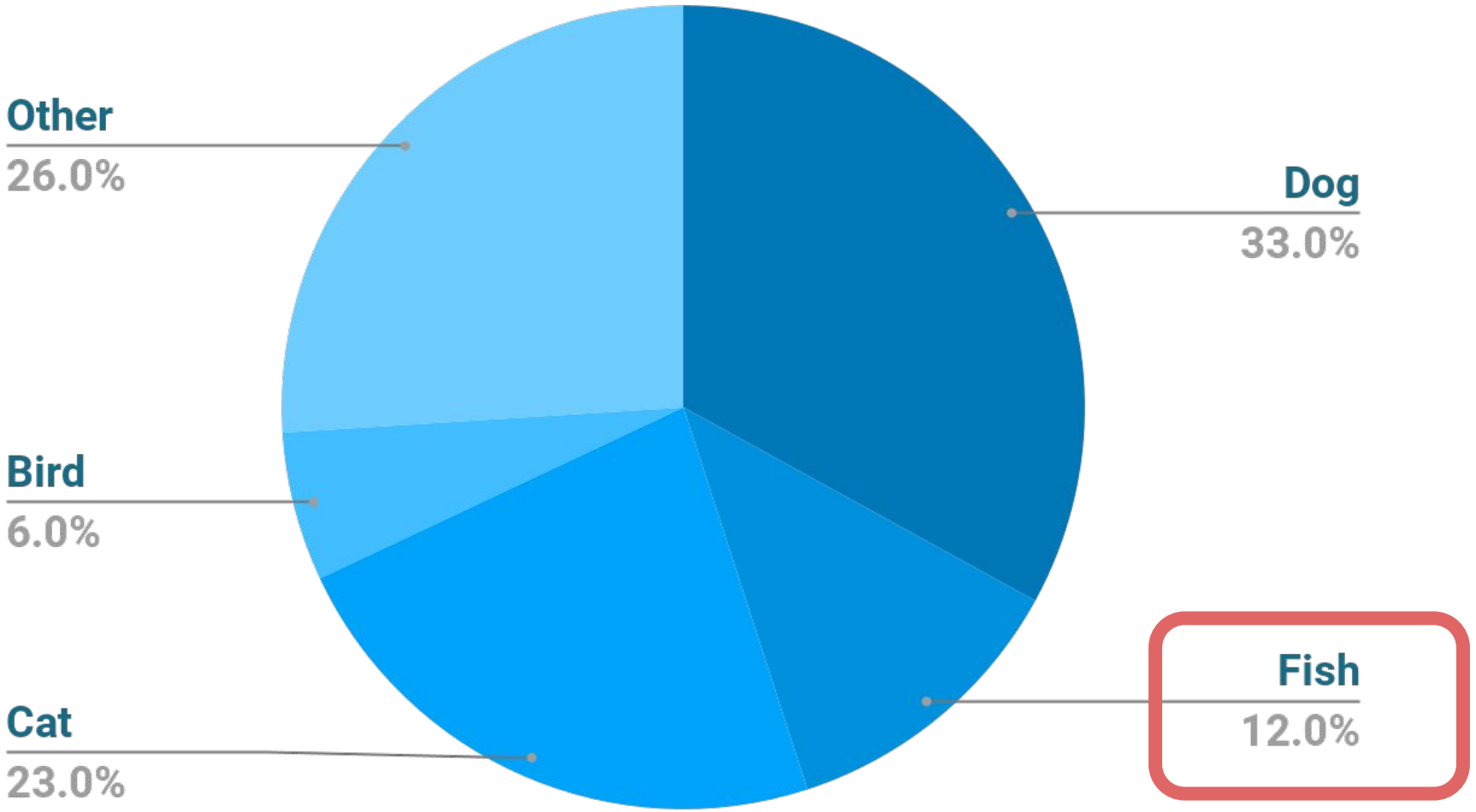
Let’s dive in.

PET POPULARITY



SOCIETAL DEVELOPMENT

MEGATREND: Demographic and Social Change

1

Millennials

2

Ageing population

3

Changing social attitudes

4

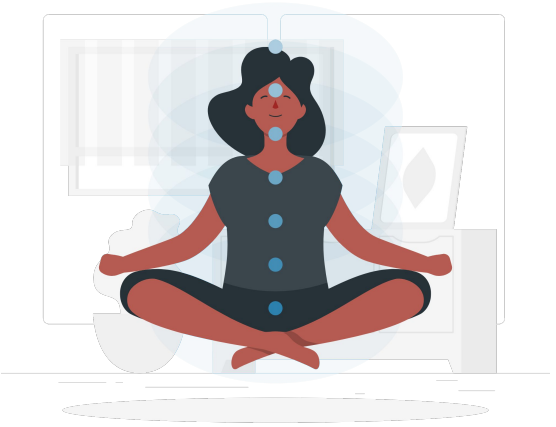
China's rising affluence

ORNAMENTAL FISHERIES

6.8 Billion in 2019 ⟶ 11.3 Billion in 2025

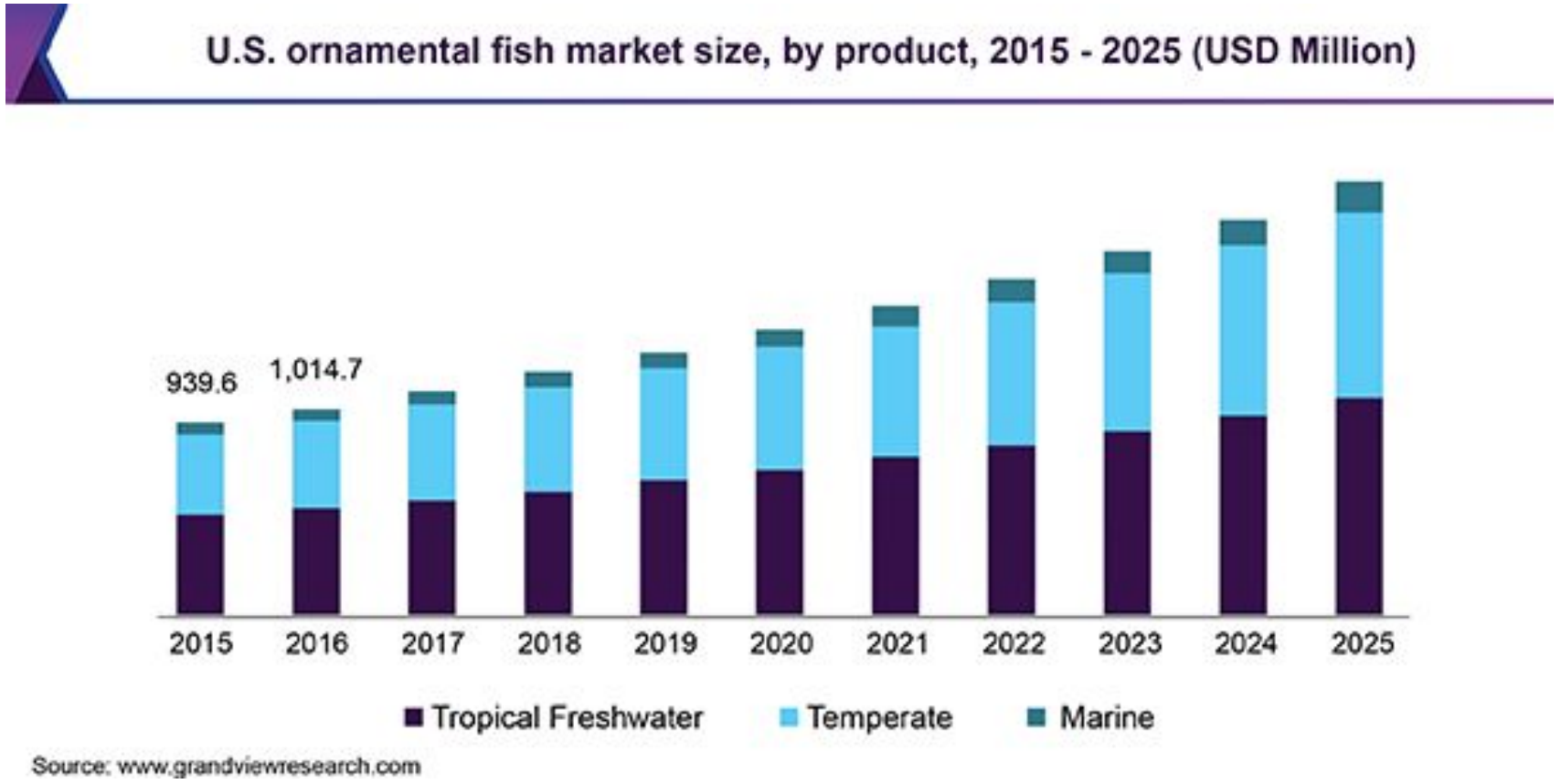
Changing Lifestyles

Disposable Income



Stressful Lives

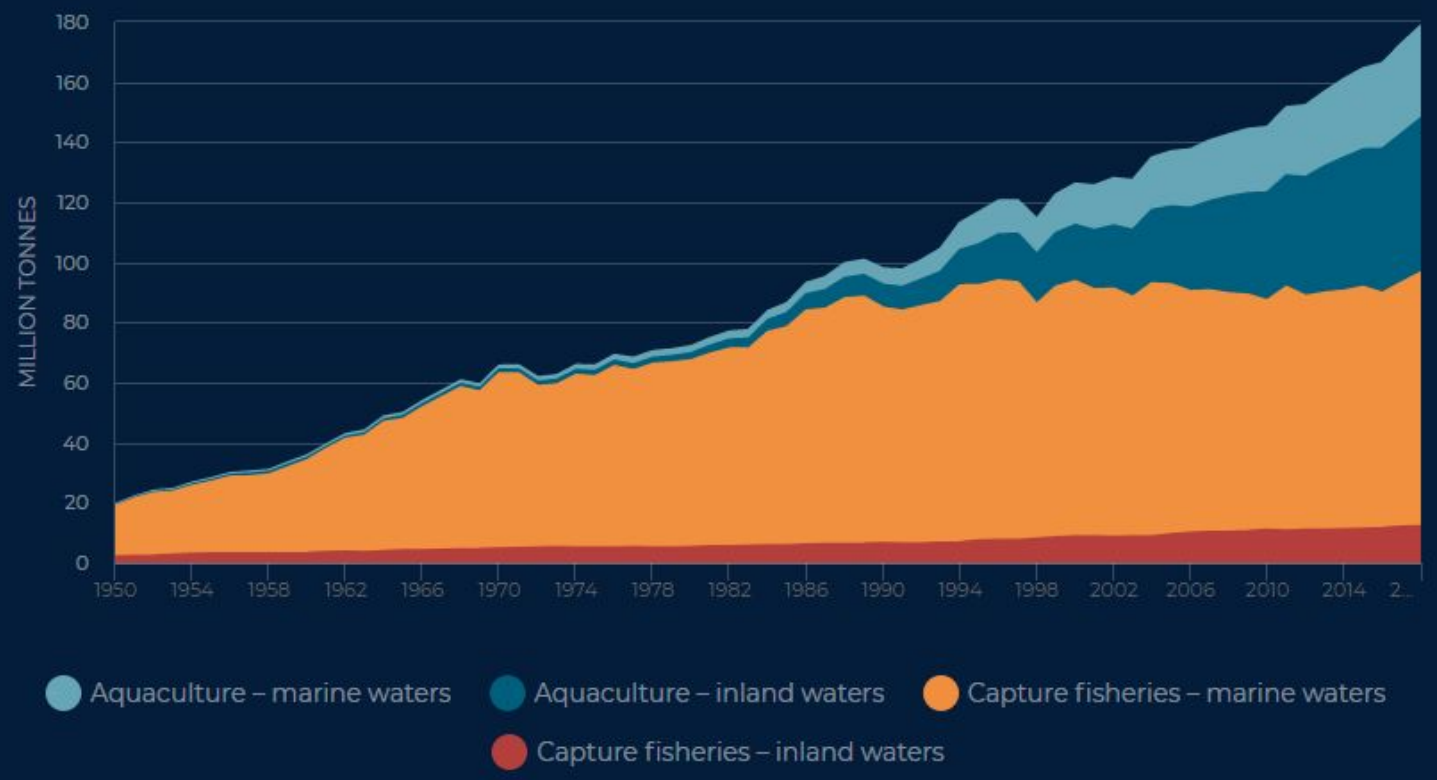
ORNAMENTAL FISH MARKET SIZE (US)



Future potential to expand to commercial fisheries

FIGURE 1

World capture fisheries and aquaculture production



Note: Excludes aquatic mammals, crocodiles, alligators and caimans, seaweeds and other aquatic plants

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Q&A

ACCENTURE TEAM ONE