# AquaSmart Innovations

# Slide 1: The Problem & The Team

- Team Name: AquaSmart Innovations
- Team Members:
  - Naina Deshpande
  - Vikram Singh
  - Lakshmi Iyer
- Core Problem Statement: Urban Water Conservation & Management
- Target Audience: Urban households and housing societies in waterstressed cities
- The "Cost of the Problem": Indian cities lose 40% of treated water to leaks and inefficiencies, costing municipalities ₹7,800 crore annually

# Slide 2: Evidence of Customer's Pain Point

- Key Insights from Urban Residents:
  - "We pay for water we don't use due to hidden leaks"
  - "During summer, we have to buy expensive tanker water"
  - "There's no way to track our actual water consumption"
  - 82% of urban households experience water shortages annually

# Slide 3: Quantifying the Problem

- Market Size:
  - TAM: 120 million urban households in India
  - SAM: 35 million households in waterstressed cities
  - SOM: 100,000 households across 5 metro cities initially
- Economic Impact: ₹12,000 crore in urban water wastage and additional costs

# Slide 4: Why This Problem is TIPSC

- Timely: Climate change intensifying water crises, smart city missions ongoing
- Important: 21 Indian cities to reach zero groundwater by 2030 (NITI Aayog)
- Profitable: Water tech market growing at 18% CAGR in India
- Solvable: IoT and AI solutions can optimize water usage significantly
- Contextual: Team has background in environmental engineering and IoT

# Slide 5: Competitive Landscape & The Gap

- Current Solutions: Manual monitoring, some industrial grade systems
- The Gap: No affordable, easy to install smart water management system for urban households with real time leak detection and conservation incentives

# Slide 6: Solution Hypothesis

- Proposed Solution:
- Smart water flow sensors with AI leak detection
- Mobile app with consumption analytics
- Gamified conservation challenges
- Automated tanker booking integration

# Slide 7: Next Steps

- Prototype testing in 500 Bengaluru households
- Partner with municipal corporations and housing societies
- Develop manufacturing partnerships for sensor production