



The Problem & Market Opportunity



4.9 Million

People in Bangladesh do not have access to water



39.9 Million

People are in need of safe drinking water

The Solution



PURE WATER™

Clean drinking water in a jar for consumption at an affordable price, produced in a energy efficient way. Community based Micro Production Centre's are being created to deliver safe drinking water in needy communities.



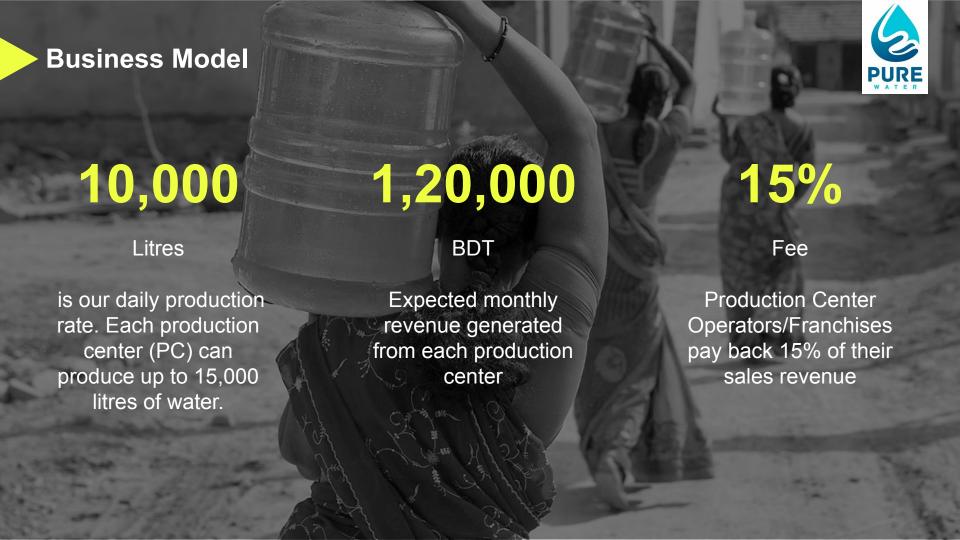
The Product



Pure Water has 5 different sizes of water container that are commercially sold at and distributed from Pure Water Water Distribution Centers.



10 Litre 5 Litre 1 Litre 500 ml 250 ml



Team





Nazia Shafique Co-founder & CEO

Nazia has 12 years of experience in managing WASH portfolios as a investment manager



Rahat Hossain Co-founder & CTO

Rahat has 7+ years in designing water technology solutions in Uganda and Egypt



Khaled Abdullah Senior Project Manager

Khaled has 5+ years of experience in project management in FMCG industry

Revenue Structure



	10 Litre Jar	5 Litre Jar	1 Litre Jar	500 ml Jar	250 ml Jar
Production Cost	30 BDT	20 BDT	12 BDT	8 BDT	3 BDT
Selling Price	50 BDT	30 BDT	15 BDT	10 BDT	5 BDT
Margin	20 BDT	10 BDT	3 BDT	2 BDT	2 BDT

Traction





In the last 12 months of operation, we have establish 8 production centers in Rajshahi, Sylhet and Rangpur



Produced 100,000 Litres of water

Generated 500,000 BDT in revenue



Employed 124 youths in the production facilities from the locality

Roadmap



2022

Jan - Jun

- > Establish 10 new Production centers in northern region of Bangladesh.
- > 2000 Jar Sales

Jul - Dec

- > Cover 40% villages of Bangladesh with access to Pure Water
- > 8000 Jar Sales

2023

Jan - Jun

- > Enter Indian market
- > Establish 25 new production centers
- > Raise 1 Million USD

Jul - Dec

- > Establish 10 production centers in India
- > 30000 Jar Sales

Call to Action



MAKING WATER PART OF OUR LIFE

If your community needs access to safe drinking water or if you want to finance one PURE Water plant, please drop us a line

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