

# Aqua Insight

clear results. clean water.



# MEET OUR TEAM



**MOHAMMAD  
QUDSI**

third year  
management



**GABRIELA  
NATALE**

third year  
marketing



**JHAIME  
SRICHANDR**

third year  
accounting

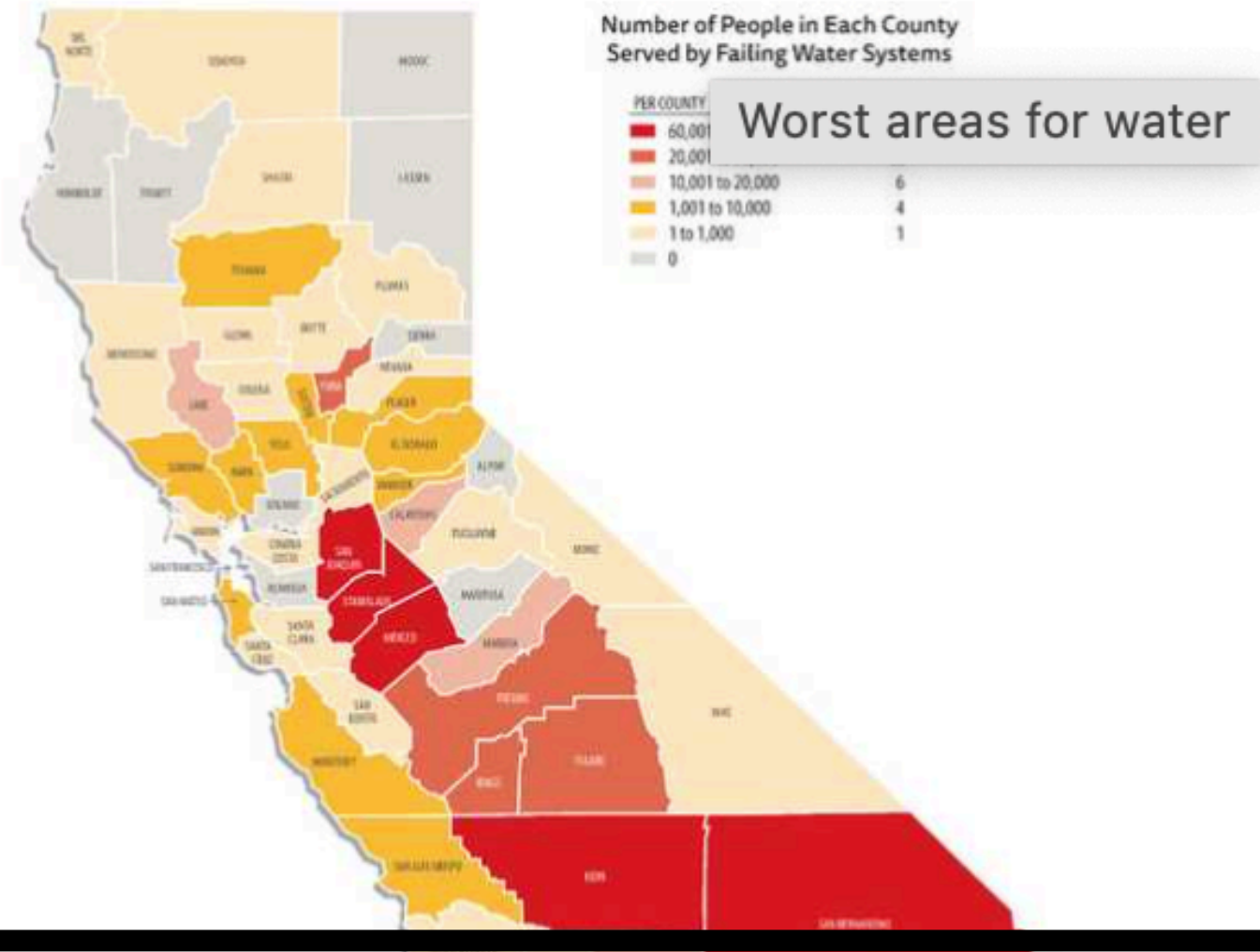
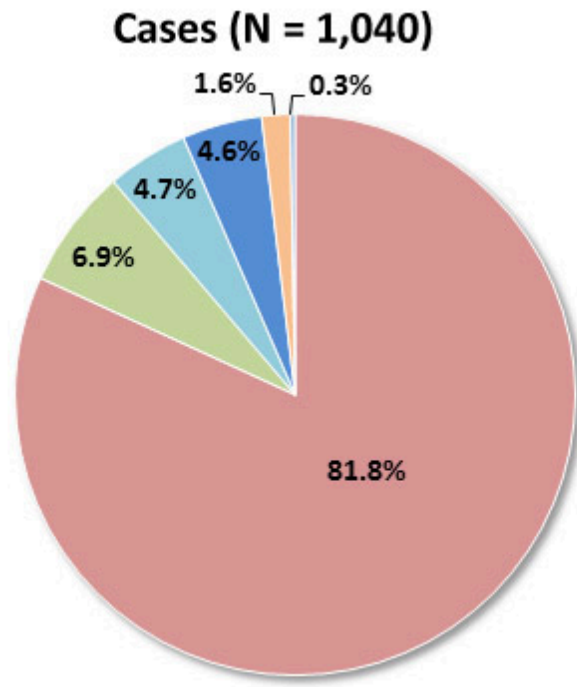
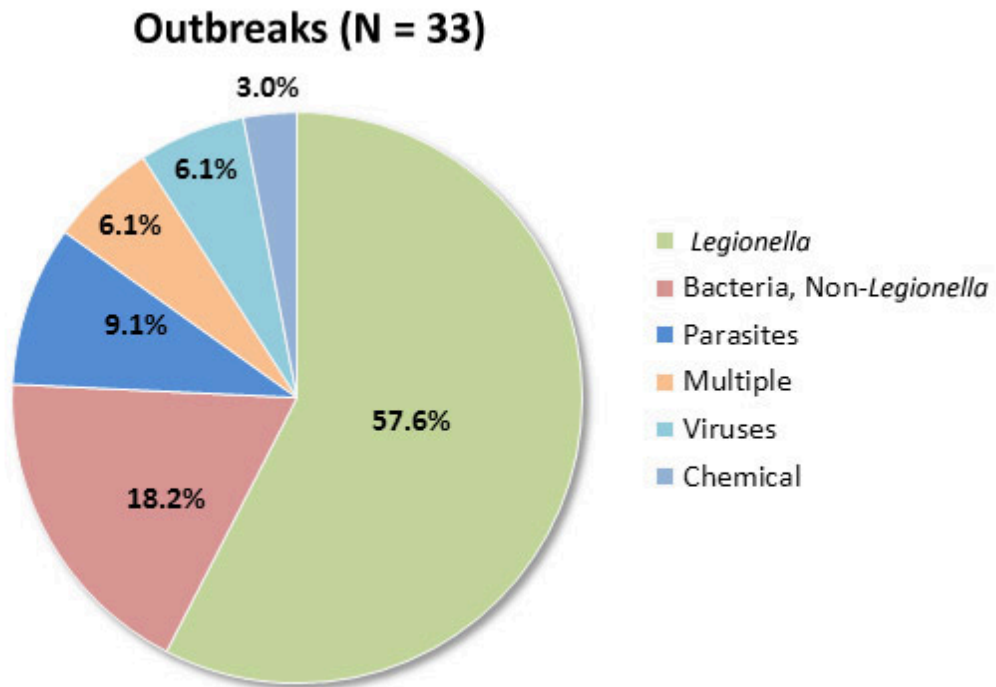


**JONAH  
CHALK**

third year  
management

# 2.2 MILLION

die annually from contaminated water



different deaths caused from water related diseases globally  
source: CDC

audit revealing one million californians facing long-term  
health issues from unsafe water  
source: KCRA



# MARKET SIZE

**2 BIL**

people in the world  
lack safe water

**46 MIL**

US citizens lack safe  
water

**8.6 MIL**

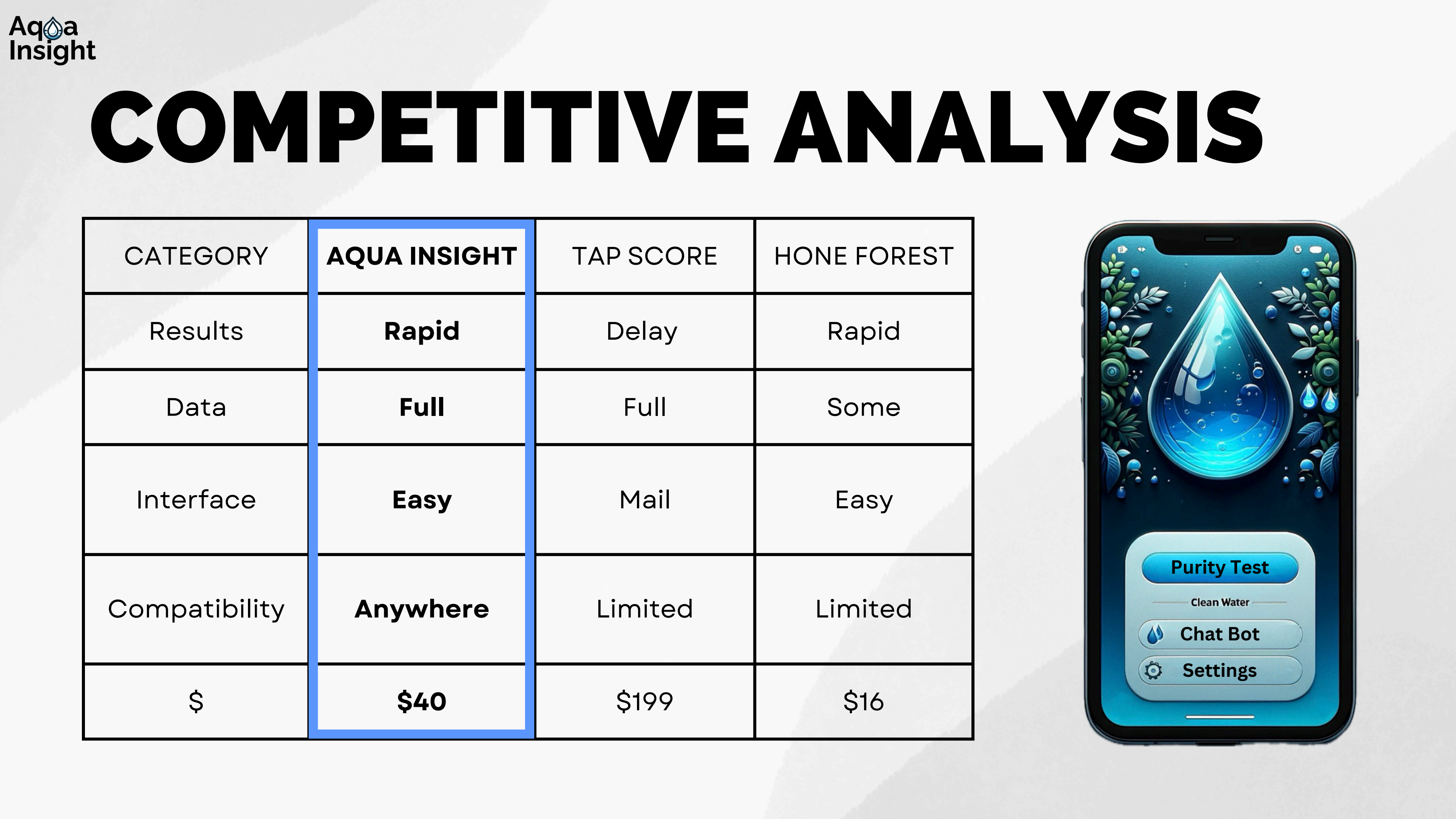
target  
market/early  
adopters: West  
Coast/CA

industries with water usage

services

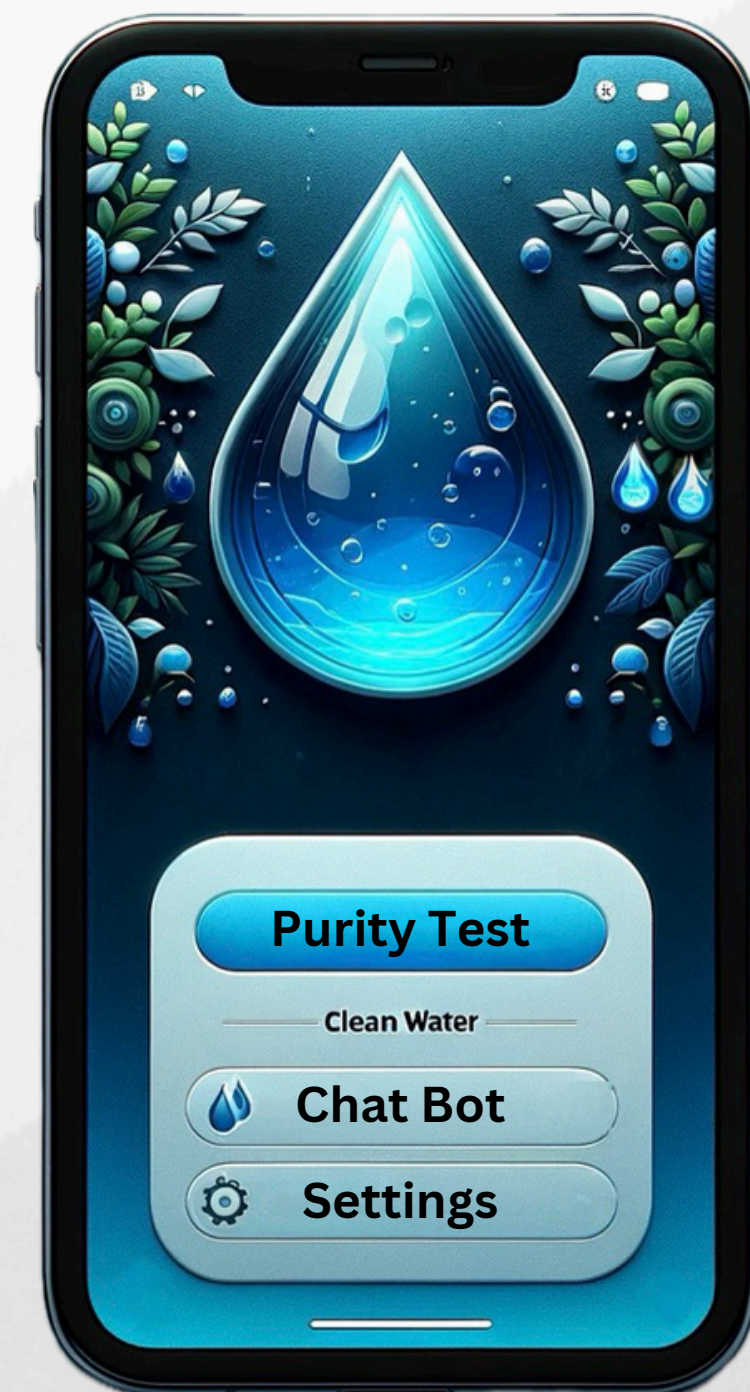
tourists, families with children,  
and schools



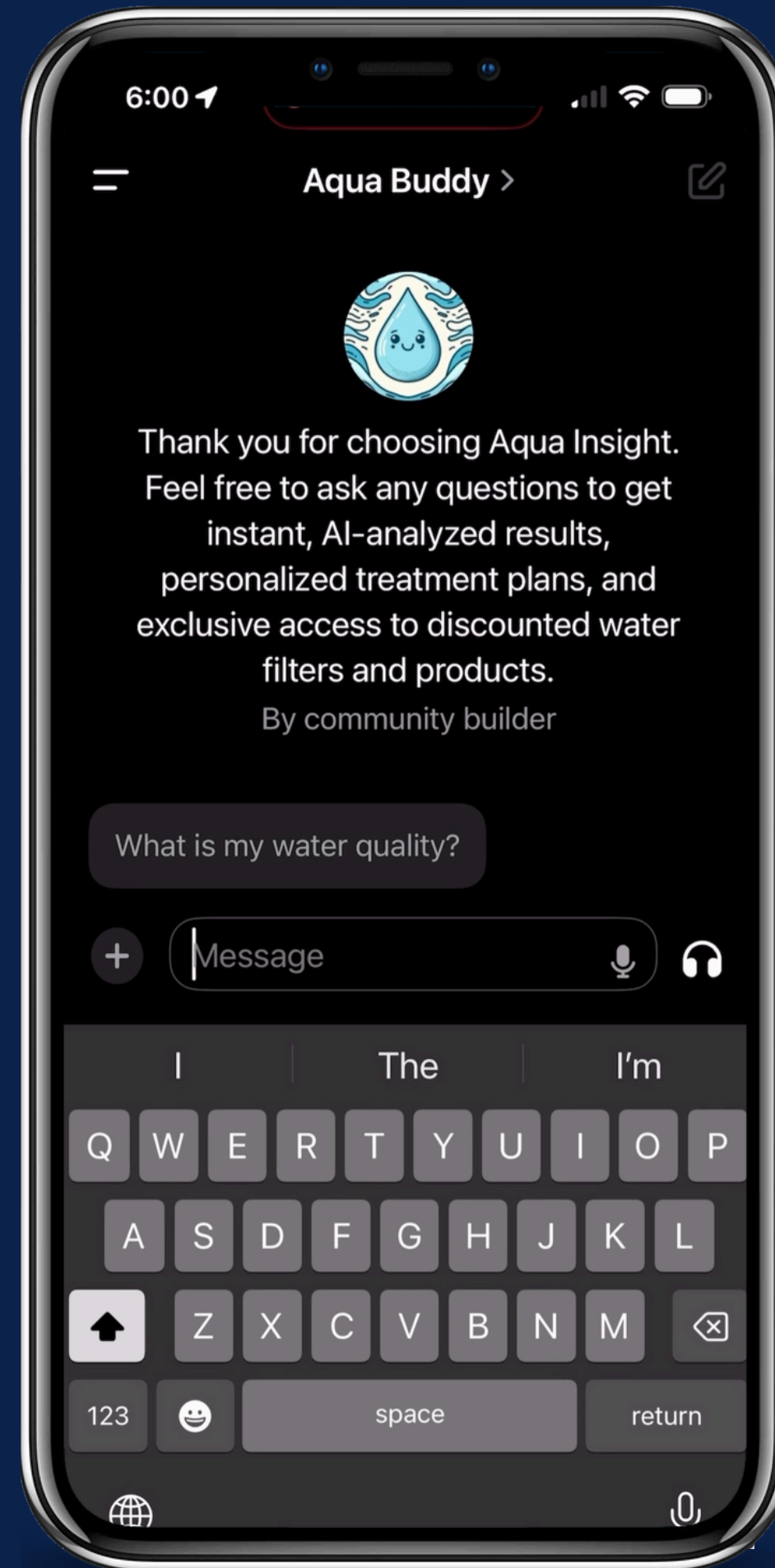


# COMPETITIVE ANALYSIS

CATEGORY	AQUA INSIGHT	TAP SCORE	HONE FOREST
Results	Rapid	Delay	Rapid
Data	Full	Full	Some
Interface	Easy	Mail	Easy
Compatibility	Anywhere	Limited	Limited
\$	\$40	\$199	\$16



# how does our product work?



1.

activate sensor and  
place in body of water

2.

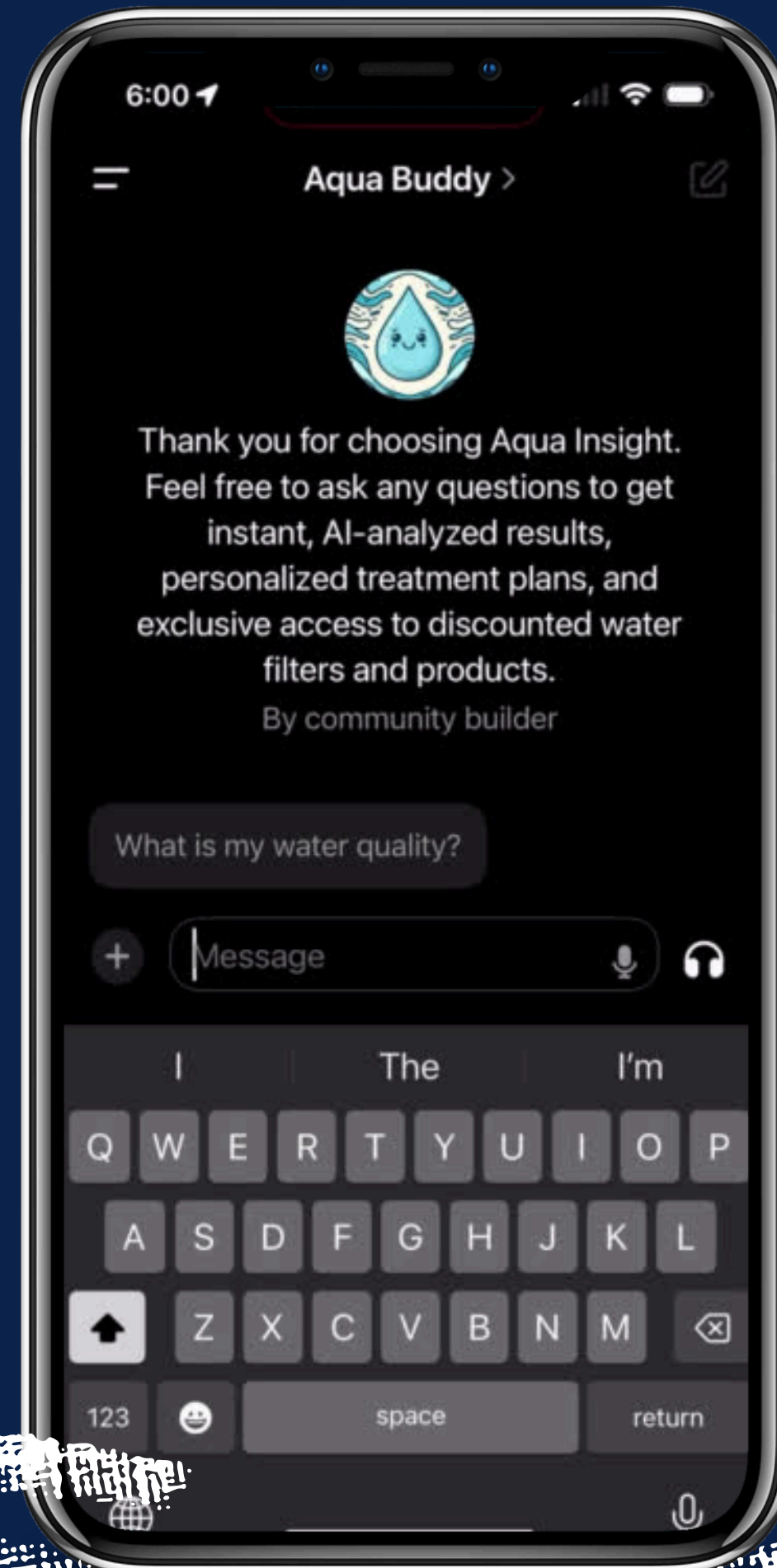
receive personalized  
results

3.

engage in our app  
features



# how does our AI chatbot work?



1.

activate sensor and  
place in body of water

2.

receive personalized  
results

3.

engage in our app  
features



# FINANCE MODEL

aqua insight consists of 2  
main products: a water  
monitor and an app

**app  
manufacturing**  
app: \$20K-\$100K  
UI/UX design: \$1,000  
testing: \$5,000

## **operations**

customer support:  
\$3K/month  
cloud hosting:  
\$500/month

**device  
manufacturing**  
materials: \$30/unit  
assembly: \$15-  
30/unit  
packaging: \$2-  
4/unit

## **what we sell**

monitor devices:  
\$40 (one time  
purchase)  
subscription based  
app: \$3.99

# VALUE PROPOSITION

instant. accurate. live results.



**instant**

take less than 10 seconds  
to receive your results



**accurate**

offers vast amounts of  
data and personalized  
results



**live**

know what's in your water  
quality now before it's too  
late

**key partners**

investors  
engineers  
researchers

**key resources**

capital  
facilities  
technology

**key activities**

development  
app and product  
research

# TIMELINE

Aqua Insight is not just an idea...  
it's revolutionizing **how we test water.**



enter  
ZipLaunchpad  
and expand  
team



using competition  
funds to invest in  
the manufacruting



testing our  
product and  
researching



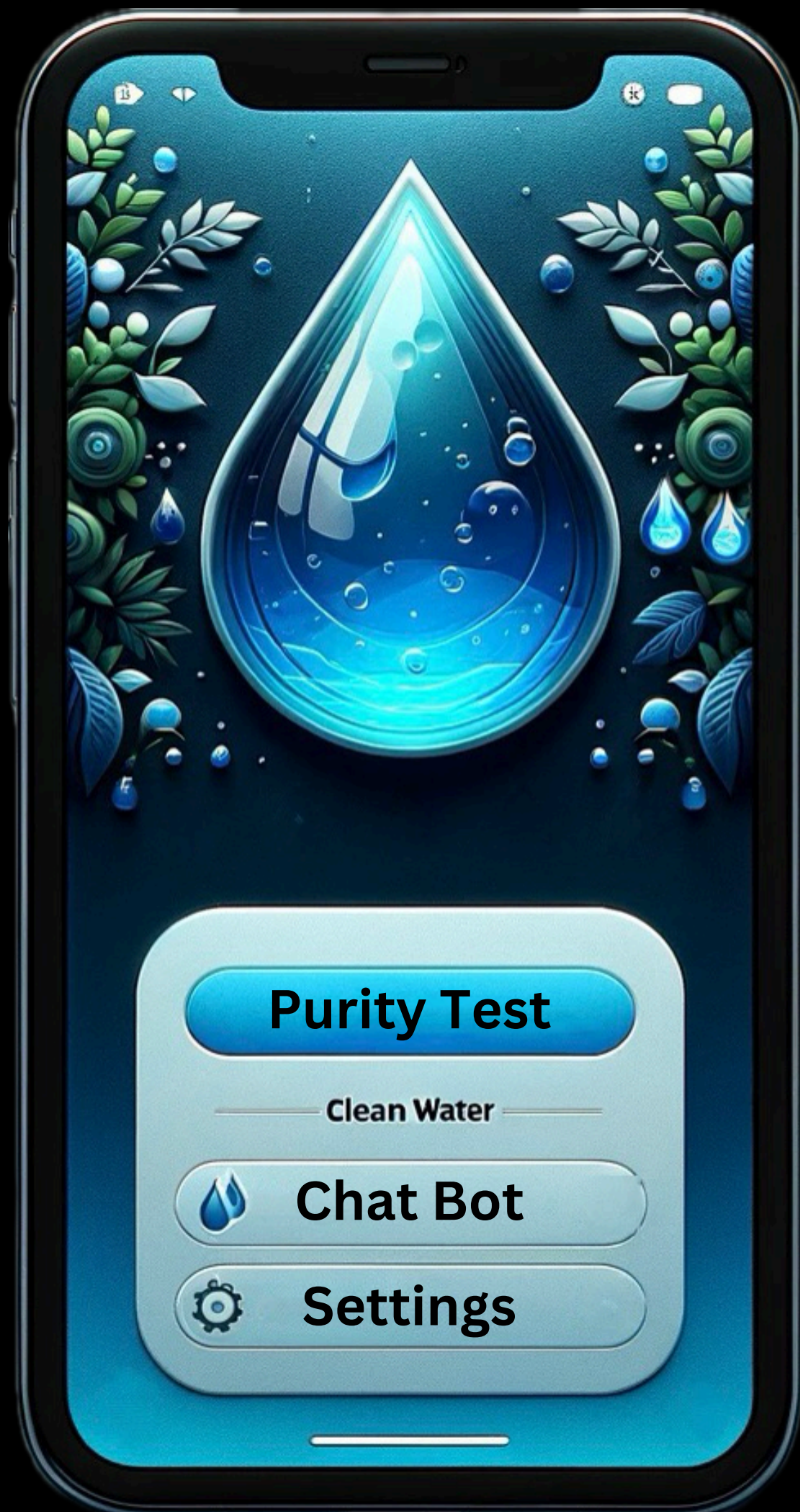
finding investors  
that will help by  
increasing capital



file for patent







network of data  
compact design  
competitive offering  
live and personalized results

clear results. clean water.