



WhizWater

EXECUTIVE SUMMARY

MENTOR:

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EXECUTIVE SUMMARY

WhizWater's Mission

WhizWater is a Spanish based startup pioneering technology for change. We focus on bringing technological solutions for more sustainable behavioral changes. We want to empower our clients and users by giving them the tools and information they need to make informed decisions on their consumption and understand the impacts of their behaviours. We do this by keeping innovation at the heart of what we do as well as constant and open communication with our users in order to develop and grow based on their feedback and needs.

Company Management

WhizWater was created by six fellow classmates. Together, they make a diverse and interdisciplinary team, which allows them to be adaptable, flexible and find creative solutions.

- Gabriel Barinas: Civil Engineer from Dominican Republic with a specialization in Water Management leads product design and operations
- Isalbry Brito: Civil Engineer from Dominican Republic with background in business administration and a specialization in Water Management leads marketing and supports product design
- Ruben Blazquez: Agricultural Engineer from Madrid with a specialization on Water Management supports operations and leads market research
- Javier Nespral: Electrical Engineer from Asturias with a specialization in Renewable Energies leads the finances and supports market research
- Mariana Palacios: Business Administrator from Colombia, specialized in Sustainable Development and Corporate Social Responsibility (CSR) manages outreach strategies and supports financials
- Alison Peron: Business Administrator from France, specialized in Sustainable Development and Corporate Social Responsibility manages partnerships and marketing strategy

Managing in a dynamic and interactive way, enables **WhizWater** to always think differently to come up with innovative solutions.

What does WhizWater do?

We focus on empowering users and consumers, helping them understand the type and level of impact their behavior can have on the world around them. We do this through **WhizWater**, a water meter device with a screen that allows for real time information on consumption. The water meter is also connected to an app, which users download, where they can learn more about their water consumption behaviors. This interactive app allows them to visualize statistics on real time and historical consumption. The users can also compare their usage with

other household member and communities, as well as receive tips on more efficient ways to consume.

The Market

“Climate change is the main issue concerning the world’s millennials... according to the annual Global Shapers Survey just released by the World Economic Forum”¹. Knowing this, **WhizWater**’s aim is to service this market. Millennials are an incredible diverse group of individuals, they can range from 20 - 40 years of age, and have a wide range of interests and preoccupations. The current millennial population in Spain is 18.7% according to research done by CaixaBank². Based on this information and further market research, **WhizWater** will target this group and its early adopters.

We will focus on the ecological consumer, we are targeting this group due to their sensitivity when it comes to the environment. Individuals who not just care about the environment but want to take action in to their own hands. Our main focus will be on the young, technological, and environmentally concerned individual ranging from 20-38 years of age, as well as the concerned young parents, ranging from 35-42 years of age, who are conscious and want to show their kids how to have a better world. Having these two target markets will allow us to cover a large range of early adopters and will give us the possibility of expanding our range as we grow.

Strategy

WhizWater is unlike any other water meter and we intend to show our customers just this. We realize there is a range of devices that aim to give users the opportunity of measuring, monitoring, and lowering their water usage. We identified some of them, Aquareturn, Flo, and IOTSENS. These three all focus on different technical aspects of saving water from leakages, saving while water is getting hot, and controlling remotely.

What we do is look at the issue of saving water from a more general approach, empowering our clients to choose how they want to experience this new challenge. We want to ensure all individuals who care about their usage have the opportunity to understand it. Therefore, our system simplifies information and provides the user with clean and simple measures regarding their consumption.

Marketing Strategy

Our approach to breaking into the desired target marketing will be based on the 7p’s: Price, Promotion, Product, Place, People, Physical Evidence and Process. The **WhizWater** team decided to implement this approach since it extended the 4p’s and allowed for People, Product and Physical Evidence to be taken into account when designing the Marketing strategy. In an

¹ Galán, Javier, et al. “Almost Nine in 10 Spanish Millennials Would Go Abroad for a Job.” *EL PAÍS*, Síguenos En Síguenos En Twitter Síguenos En Facebook Síguenos En Twitter Síguenos En Instagram, 29 Aug. 2017, elpais.com/elpais/2017/08/29/inenglish/1504002024_219101.html.

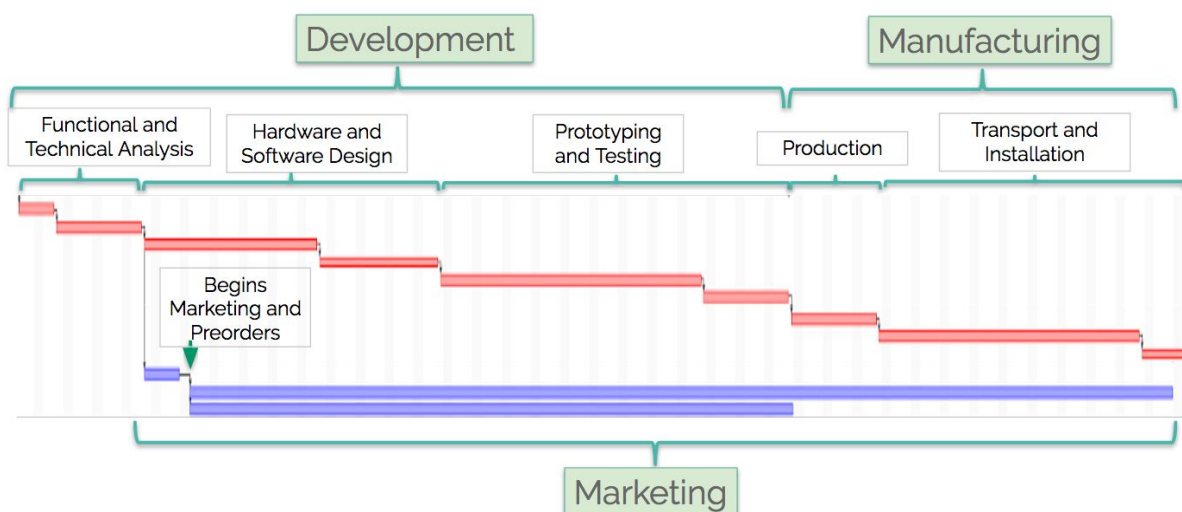
² Ferrer, Roser. “Who Are the Millennials?” *CaixaBank Research*, Caixa Bank, 17 Apr. 2018, www.caixabankresearch.com/en/who-are-millennials.

ever changing environment, these allow us to remain competitive, flexible and adaptable. The details on the 7p's will be explored further in the complete business plan.

Working with an SME specialized in marketing and innovation, we will reach our clients through digital channels and have extensive marketing campaigns before launch, during, and after. Our marketing campaign will focus on telling our customers our story and how it can also be theirs. We want to make them feel listened to and understood. We intend to partner with influencers that have a strong environmental profile as well as organizations that support water consumption awareness in order to diversify how we reach our audience.

Operations

There will be three phases in the initial operations plan, design, manufacturing and marketing. These three phases will be connected and dependent on each other.



The development phase will be comprised of the three phases, defining of the functional and technical characteristics of the **WhizWater** water meter, display screen and app; hardware and software design; and creating our first prototype for which we have budgeted 15,000 euros. Once we have tested and approved of the prototype we will start production, which we aim will take about 3 months, for transportation and installation we will partner with a logistics company which will manage supply and demand.

Finances

Projected Sales

WhizWater's projected sales are illustrated below. We expect to increase sales yearly, from the first to the second year we will have increase sales of 162%, the third year we will see 30% and form then on we will see an increase of 20%. Through these 5 years we will be exploring new lines of business and growth strategies which will be described into details in the full report.

YEAR	YEAR 1	% of growth	YEAR 2	% of growth	YEAR 3	% of growth	YEAR 4	% of growth	YEAR 5
Total Sales	244.384	162%	640.329,4	30%	832.428,3	20%	998.913,9	20,0%	1.198.696,7

WhizWater is asking for 40,000 euros in financing to focus on growing the business. A large part of this investment will be dedicated to marketing and promotions for the product. We expect that based on our performance and growth the investment will be recovered in 3 years and 132 days.

We are also going to receive 8,000 euros from our crowdsourcing campaign, which will be a high push for catching our early adopters.

Ratios for Performance

Profitability Ratios	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ROE (Return On Equity)	NS	38,58%	50,03%	41,05%	35,23%
ROI (Return on Investment)	0,01%	20,33%	28,90%	29,05%	27,80%