

Mission Statement

- To ensure access to clean, fluoride free water by low and middle income households through providing affordable water filtration equipment

Problem Statement

- Excess fluoride in drinking and irrigation water is a silent killer.
- Fluoride adversely affects people, plants and animals.
- 20 million people are affected in Kenya; 200 million others are affected worldwide

People



“Very Mild”



“Mild”



“Moderate”



“Severe”



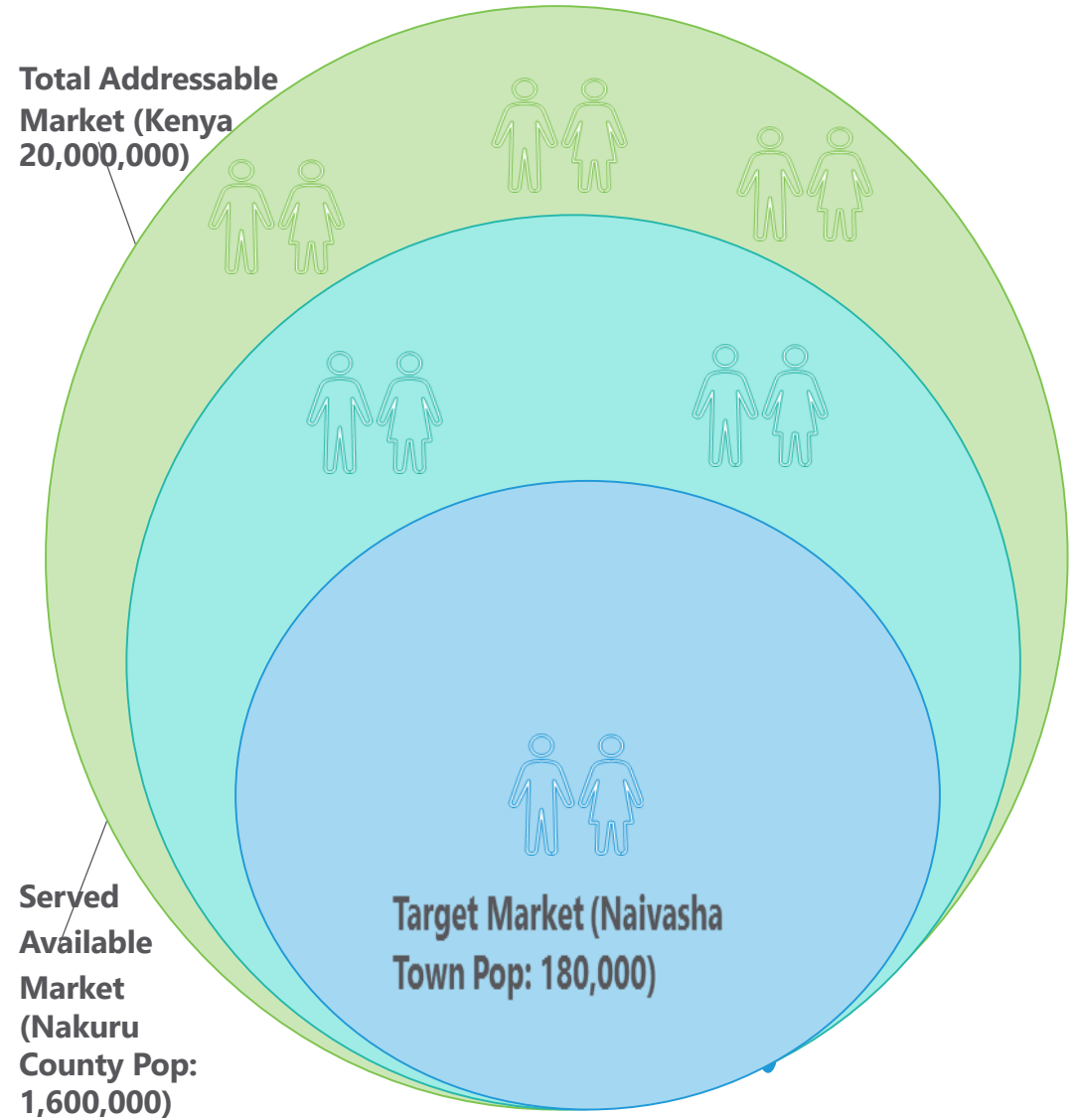
Solution



- It reduces fluoride levels by up to 86%.
- It also removes microbes/bacteria from drinking water.

Target Market

- Low and middle income households.
- Parents to children aged 12 and below
- Small holder farmers



Financials

- One filter
- Manufacturing Price = \$10
- Selling Price = \$15
- Margin = 33%

Justifiable Ask

- We are seeking €30,000 grant funding to conduct long-term improvements and run a pilot program in rural Kenya that will eventually lead to scaling up of production and distribution of our filters.

Success/USPs

Quality of our product:-
Reduces fluoride by up to
86%.

Unique patented formula
– Intellectual property

Easy to use: –
no one requires special
training/instructions to
use. No electricity
needed

Affordable:–
10 TIMES cheaper than
existing solutions

Huge market potential: –
20 million people in
Kenya alone

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