



AQUASENSE

An all-in-one reusable smart water bottle that combines UV-C purification, hydration tracking, and nutrient infusion via single-use biodegradable pods.

Infuse. Purify. Repeat.

Presented by Team 5



MEET THE TEAM



KRISH SHAH

CEO



MIA CASHIN

CMO



DOWON KIM

CFO



**WESTERLY
GOOLEY**

CTO



JOEY ZHU

COO

Our mission is to elevate hydration through smart, nutrition-infusing technology that promotes healthier habits and reduces plastic waste.



A HEALTH & WELLNESS GAP WORTH \$200M+

Global Smart Bottle Market Outlook 2032

- The **global industry** was valued at **US\$ 244.1 Mn** in **2023**
- It is estimated to grow at a **CAGR** of **6.7%** from **2024** to **2032** and reach **US\$ 434.8 Mn** by the end of **2032**

Source: Transparency Market Research



Dehydration:

U.S. Adults consume 35% to 48% of their recommended daily intake

Bacteria/Fungi:

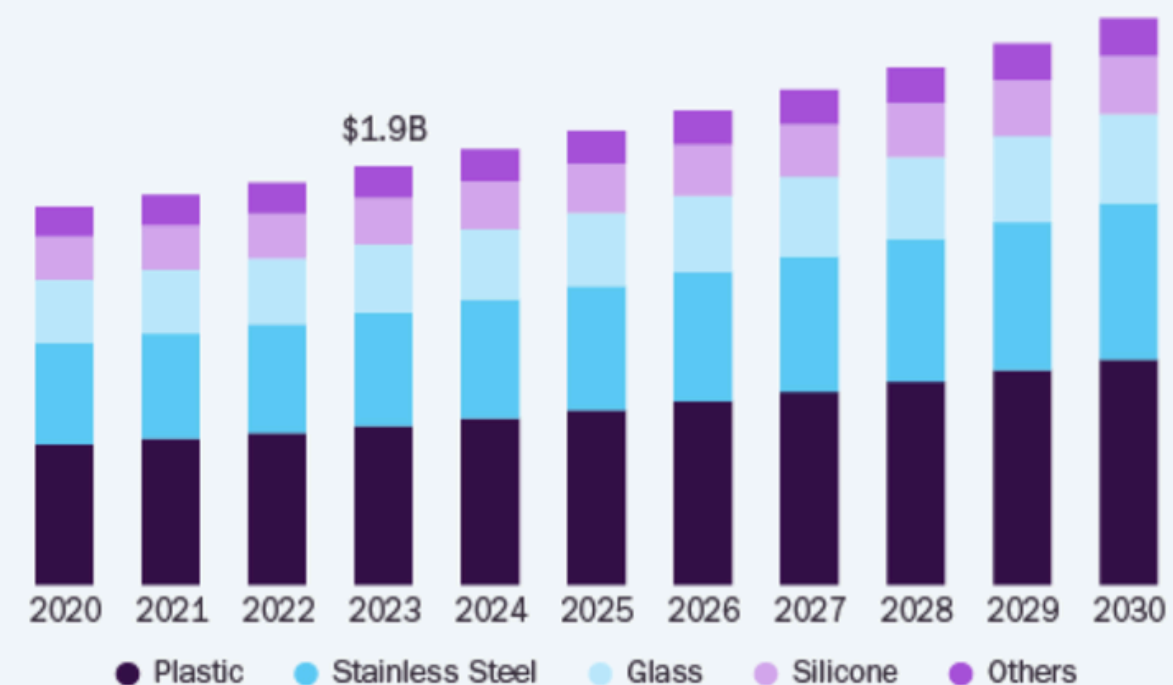
Infrequent cleaning can lead to respiratory risks

Nutrient Deficiencies:

90% U.S. does not meet daily vitamin D & E requirements

U.S. Reusable Water Bottle Market

Size, by Material, 2020 - 2030 (USD Billion)



4.5%

U.S. Market CAGR,
2025 - 2030

Source:
www.grandviewresearch.com

Source: Grand View Research

ONE BOTTLE. THREE SOLUTIONS. A PLATFORM FOR DAILY WELLNESS.



What Makes It Unique

Combines UV-C sterilization, nutrient infusion, and hydration tracking in one reusable bottle

Seamless app experience with hydration reminders, Apple Health sync, and usage analytics



Platform Advantage

Daily use drives habit formation and platform stickiness

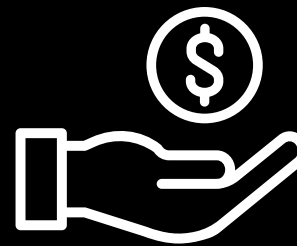
Syncs with health ecosystems to become a daily essential



Target Audience

Wellness-conscious consumers actively avoiding sugary drinks and plastic waste

Users who value personalization, tech-integration, and sustainable living



Business Value

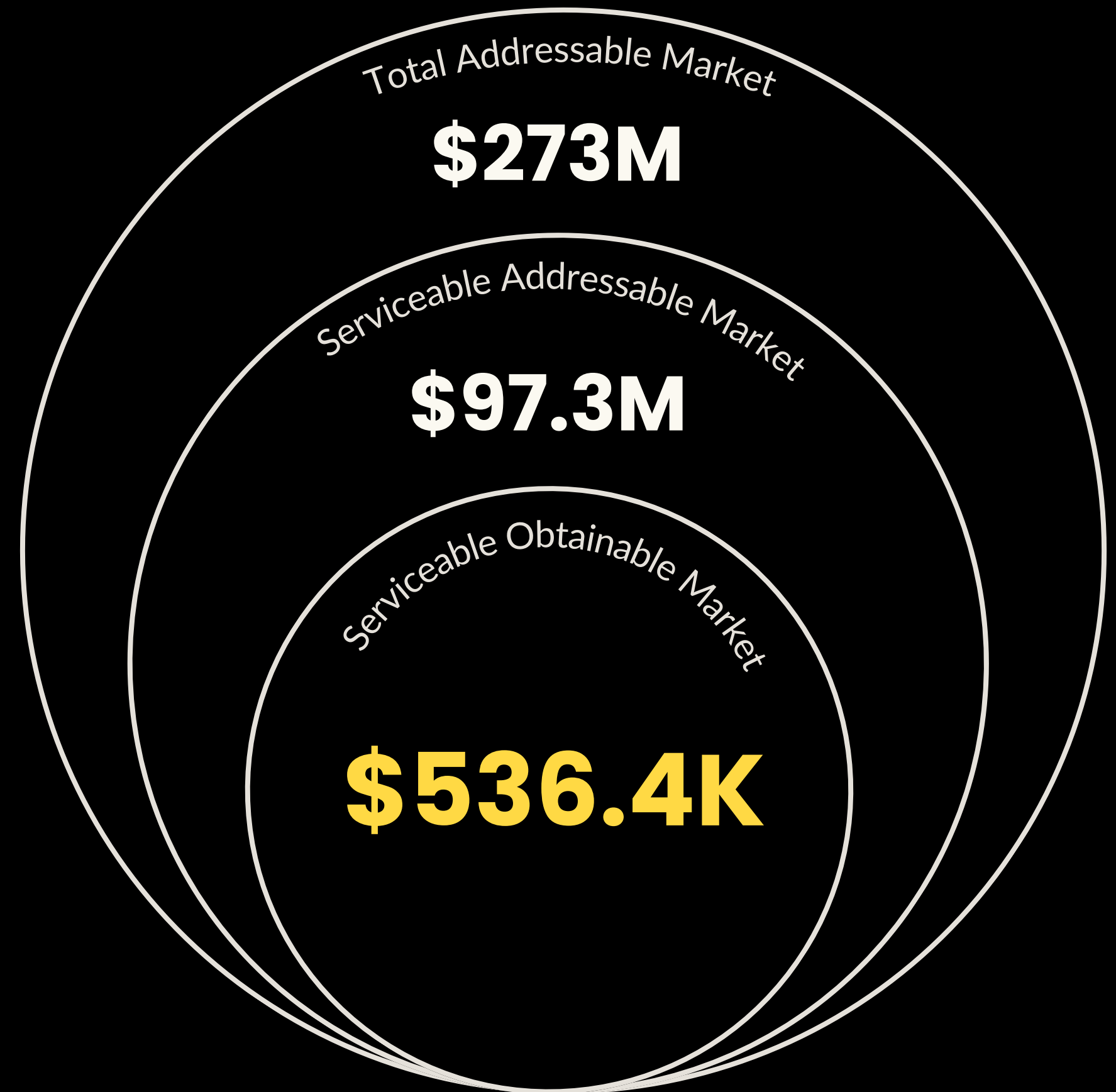
Proprietary cartridge system enables subscription model and recurring revenue

Reduces bottled drink costs, increases hydration frequency, and boosts customer retention



SCALABLE OPPORTUNITY IN A GROWING MARKET

- TAM: Sourced from Transparency Market Research
- SAM: North America assumed to represent 39% of TAM
- SOM: Based on Year 1 sales goal of 7,500 units at \$60 each and 8% subscription adoption
 - Estimated revenue: \$536.4K
 - ~0.50% of SAM





FEATURE GAP ANALYSIS: AQUA SENSE LEADS

HidrateSpark

LARQ

AquaSense

Hydration
Tracking

X

X

X

UV-C
Purification

X

X

Nutrient
Infusion

X

MULTI-CHANNEL GROWTH ENGINE

Marketing Strategy

- Social media
- Partnerships with health and fitness brands (Peloton, Equinox, Alo Yoga)
- Participation in health tech conferences



Channels of Distribution

- DTC via website
- Retailers: Amazon, REI, Dick's Sporting Goods
- Enterprise sales: corporate wellness programs, health clinics

KEY PARTNERSHIPS

- Venture Capital: Collaborative Fund
- OEM Manufacturer: Mountop
- Nutrient supplier: Prinova
- Internet Influencers: The Buy Guide



Source: <https://mountopchina.com/>

Source: [here](#)



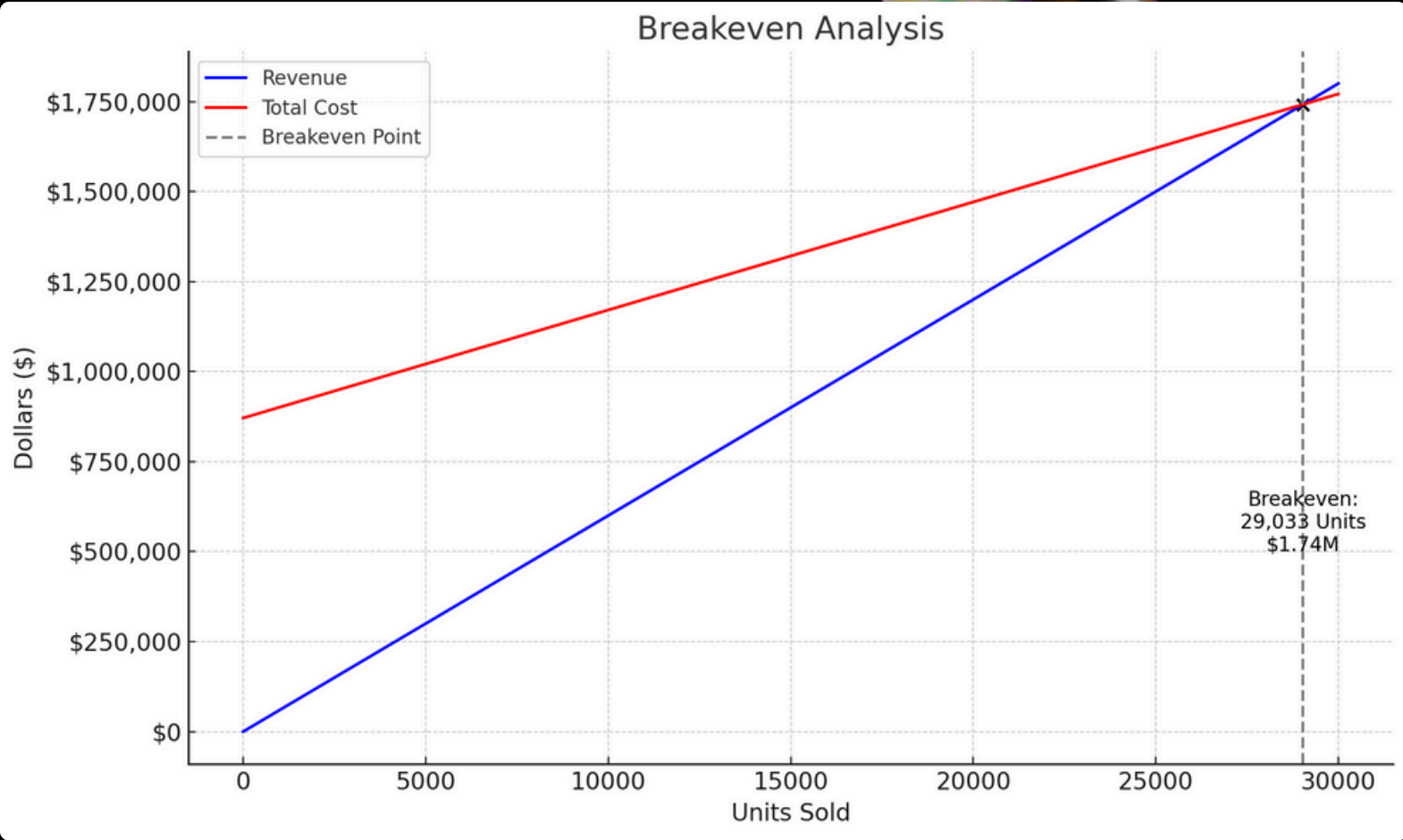
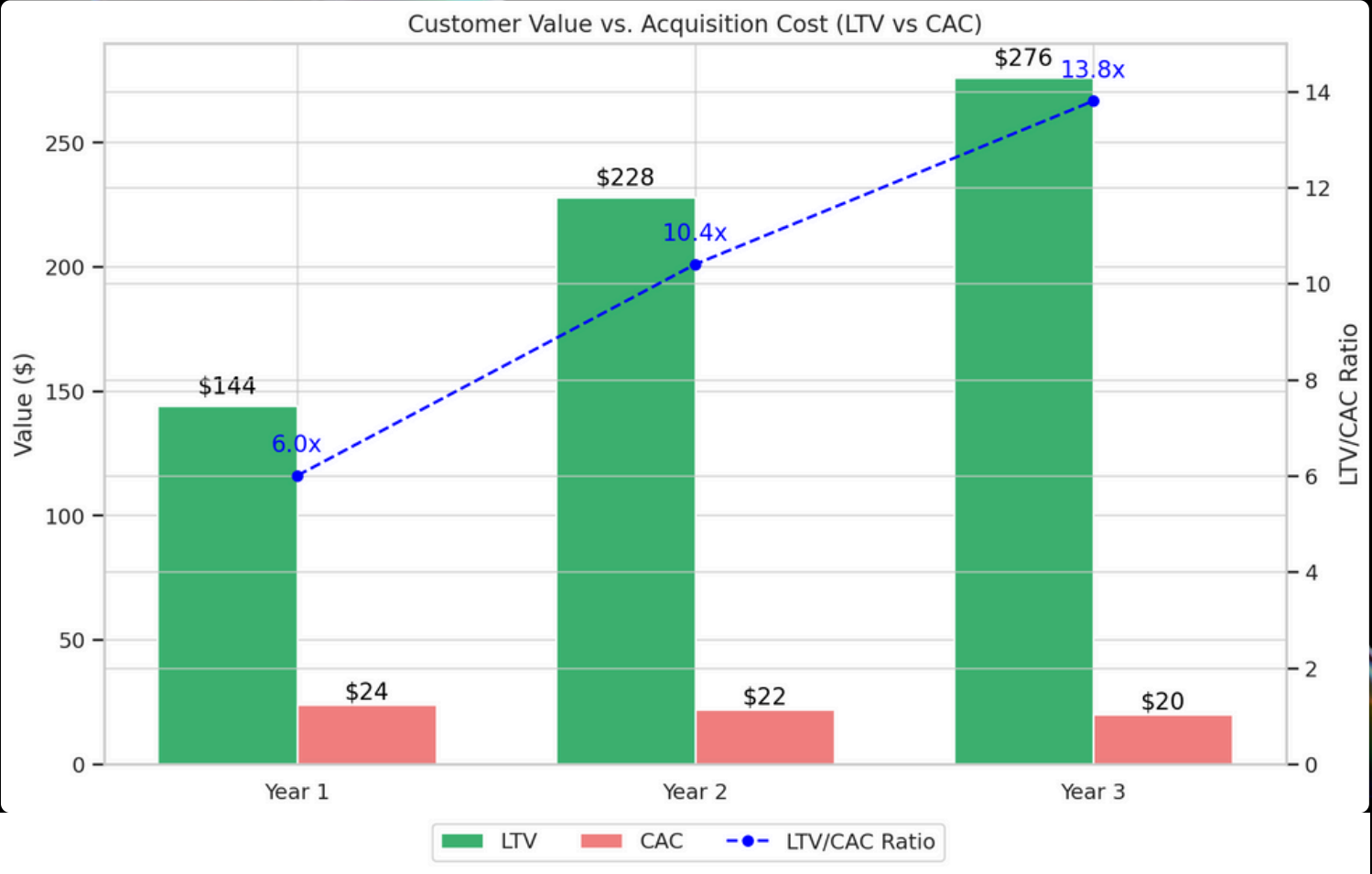
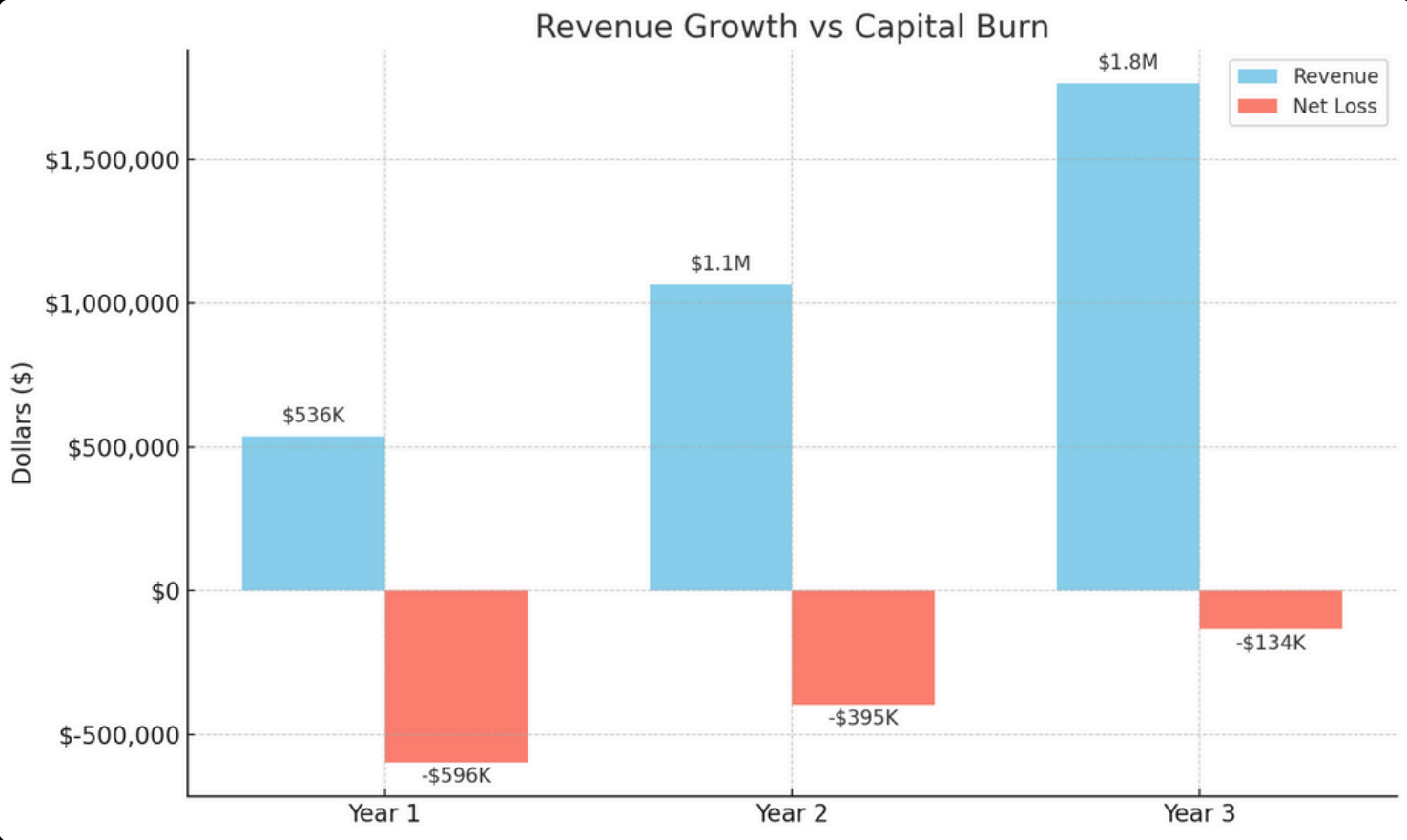
Source: [here](#)



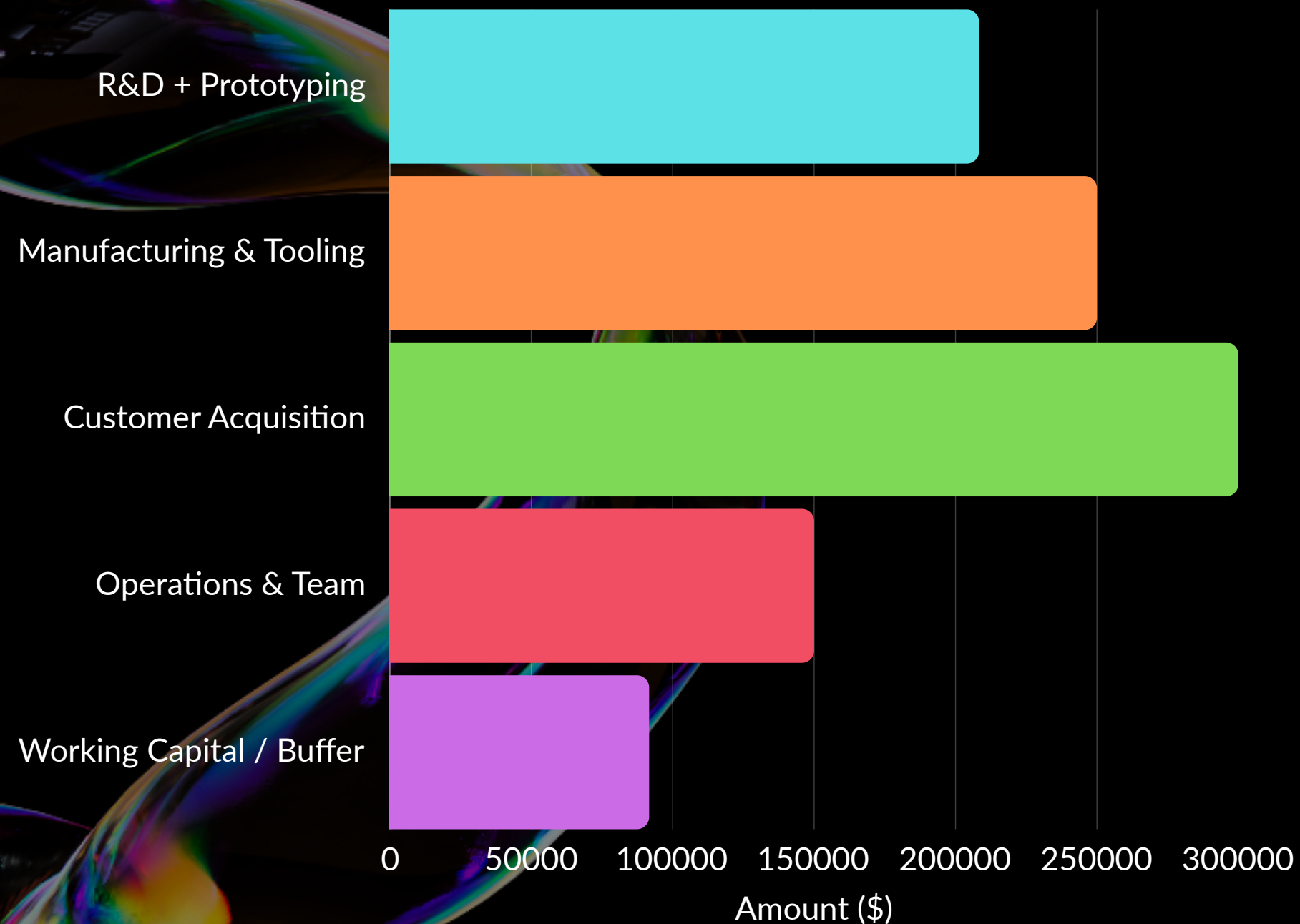
Source: <https://thebuyguide.com/home/the-story-of-the-cup/>

EFFICIENT GROWTH WITH PATH TO PROFITABILITY BY YEAR 3

Metric	Year 1	Year 2	Year 3
Revenue	\$536,400	\$1,065,600	\$1,764,000
Gross Profit	\$289,800	\$619,200	\$1,098,000
Net Profit (Loss)	-\$596,200	-\$395,800	-\$134,000
Gross Margin	54.0%	58.1%	62.2%
LTV/CAC Ratio	6.0x	10.4x	13.8x
Estimated Team Size	5	12	18



SMART SPENDING. STRATEGIC OUTCOME.



Raise: \$1M seed round to reach market launch

Use: Product manufacturing, marketing, R&D, and Team Growth

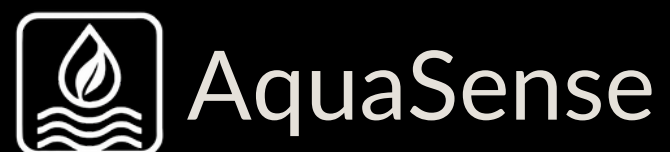
Next Round: Anticipated Series A in 18-24 months to scale B2B partnerships and retail

Exit Goal: Acquisition within 5-7 years

Potential Buyers: Nestlé Health Science, Coca-Cola (BodyArmor), Apple Health, Unilever

Comparable Exits:

- LARQ raised \$10M Series A (TechCrunch, 2020)
- HidrateSpark integrated with Apple, acquired via Gatorade



HYDRATION REINVENTED

- Self-Cleaning, Habit Tracking, and Nutrient Infusion water bottle
- Health-focused strategies to ensure success
- Acquisition-centered exit strategy

THANK YOU

for your time and attention



ENGINEERED FOR SAFETY, COMPLIANCE, AND CLEAN HYDRATION

CARTRIDGE FORMULATION



Each cartridge contains a pharmaceutical-grade dry blend of electrolytes sourced from FDA-registered, cGMP-certified U.S. manufacturers. All ingredients meet GRAS standards and are handled in ISO 8 cleanrooms for sterility and dosage precision.

MATERIALS & FOOD CONTACT



Our bottle components—including Ingeo™ PLA pods, Tritan™ polymer, and food-grade silicone—comply with FDA 21 CFR regulations. Every water-contact surface is certified safe for repeated use and long-term exposure.

UV-C PURIFICATION



The lid integrates a UV-C LED (275nm) system meeting NSF/ANSI 55 Class B standards for microbial disinfection. Safety interlocks and waterproof housing ensure it operates securely under real-world conditions.

MANUFACTURING & HYGIENE



The bottle is dishwasher safe (excluding the lid), and pods are single-use, tamper-evident, and biodegradable. Assembly and supplement packing are handled by FDA-registered U.S. contractors following ISO and BRCGS food safety standards.

EARLY CUSTOMERS SHOW STRONG INTEREST AND PRICING ALIGNMENT

91%

expressed interest or openness to AquaSense's 3-in-1 smart bottle.

90%

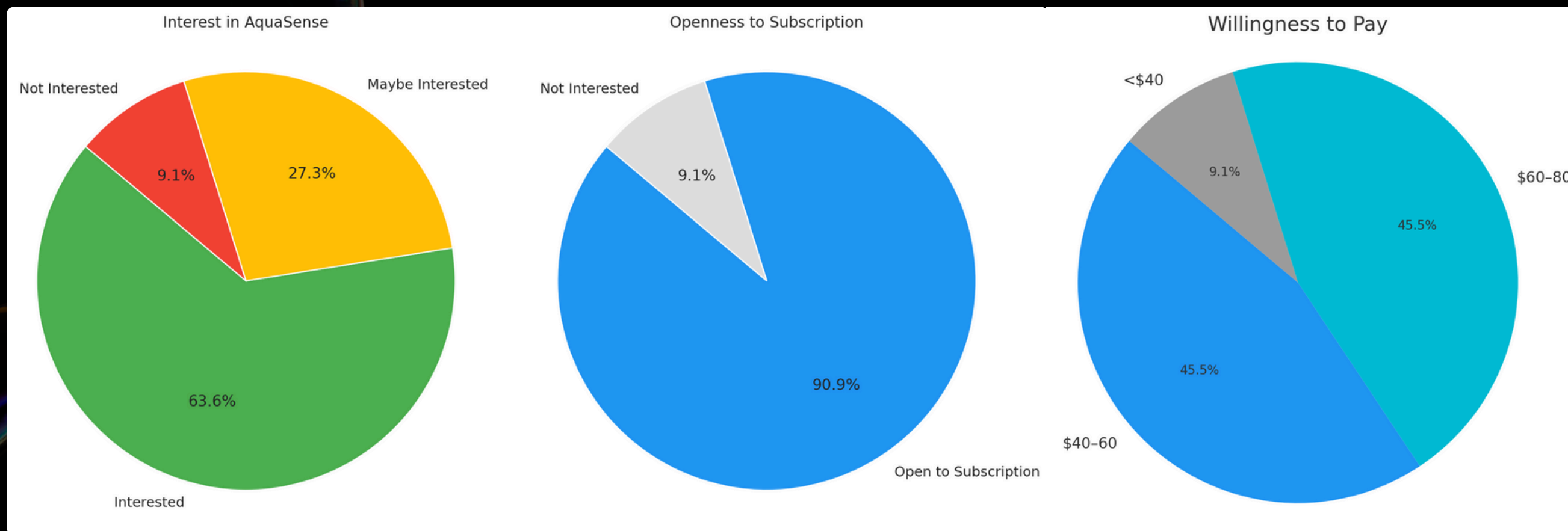
willing to pay \$40-\$80, validating our \$50-\$70 price point.

>90%

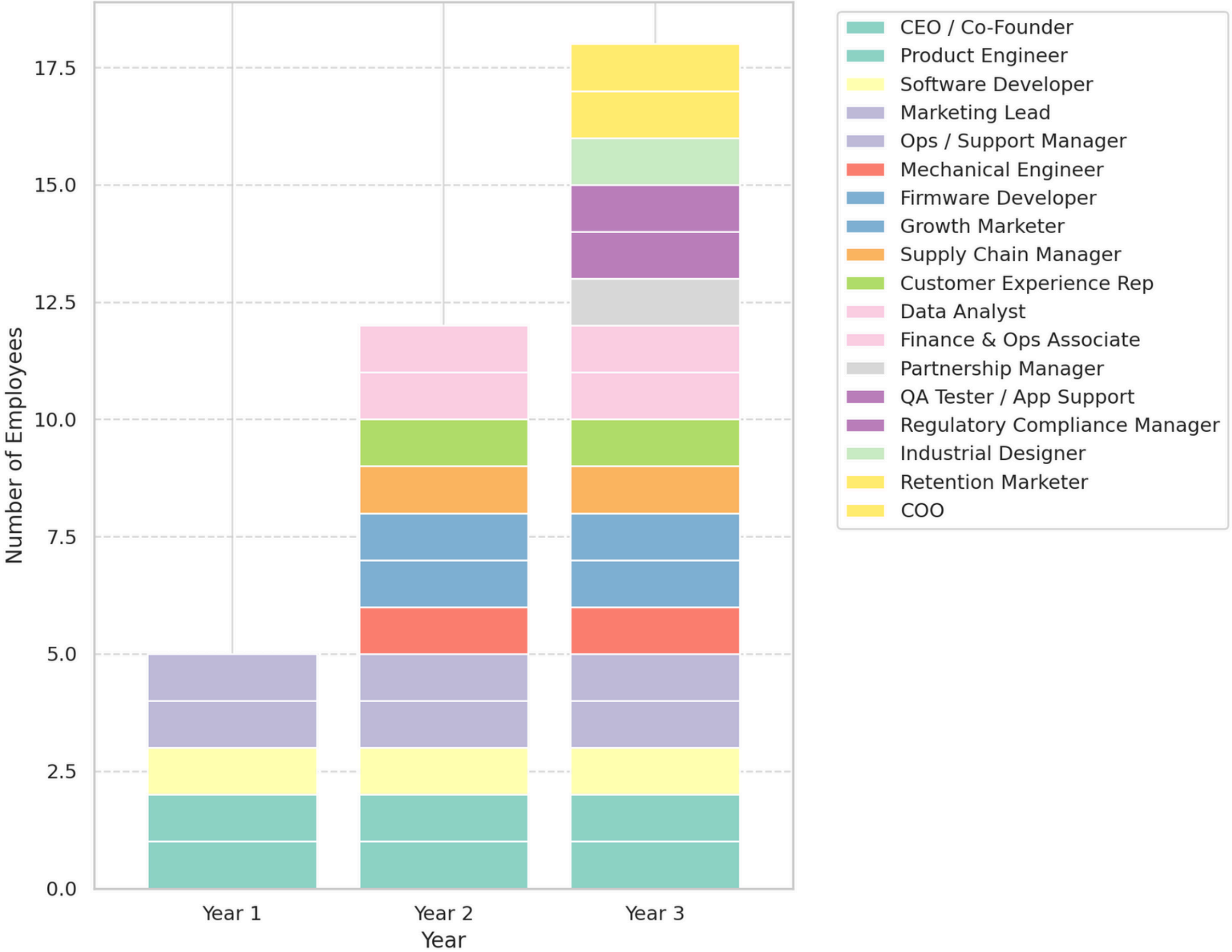
showed openness to a \$10-\$15/month cartridge subscription.

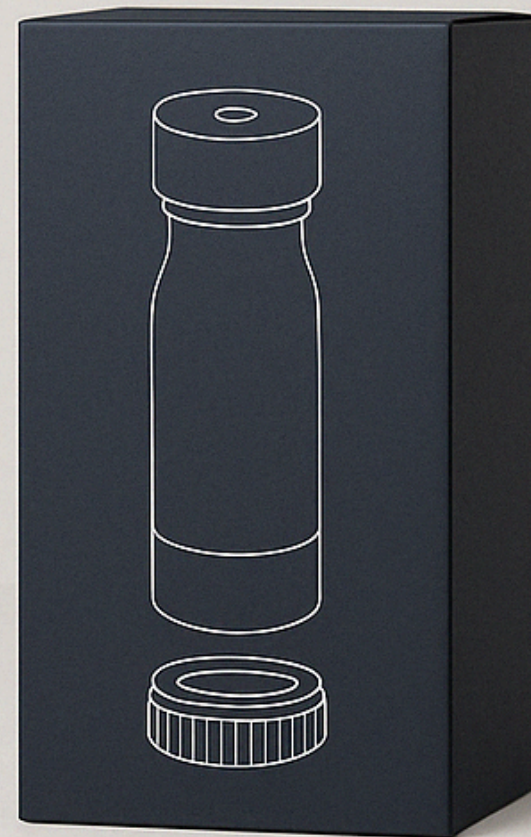
80%+

cited eco-friendliness and hydration tracking as key value drivers.



Employee Role Expansion Timeline (Year 1-3)





SOURCES:

Slide 2/3:

CDC. "Fast Facts: Data on Water Consumption." Nutrition, 14 May 2024, www.cdc.gov/nutrition/php/data-research/fast-facts-water-consumption.html#cdc_facts_stats_chall-adults.

Drake, Victoria. "Micronutrient Inadequacies in the US Population: An Overview." Linus Pauling Institute, 13 Apr. 2019, lpi.oregonstate.edu/mic/micronutrient-inadequacies/overview.

Harvard Health Publishing. "How Much Water Should You Drink?" Harvard Health, Harvard Health, 22 May 2023, www.health.harvard.edu/staying-healthy/how-much-water-should-you-drink.

Nania, Rachel. "Is Your Water Bottle Making You Sick?" AARP, 20 Mar. 2024, www.aarp.org/health/healthy-living/reusable-water-bottle-mold-sickness/. Accessed 23 Apr. 2025.

National Institutes of Health. "Office of Dietary Supplements - Vitamin E." Nih.gov, 2021, ods.od.nih.gov/factsheets/VitaminE-Consumer/.

---. "Vitamin D." National Institutes of Health, 26 July 2024, ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/.

OpenAI. "ChatGPT." ChatGPT, OpenAI, 2025, chatgpt.com/.

Pvt, India. "Reusable Water Bottle Market to Worth over US\$ 14.91 Billion by 2033 | Astute Analytica." GlobeNewswire News Room, AstuteAnalytica India Pvt. Ltd., 26 Mar. 2025, www.globenewswire.com/news-release/2025/03/26/3049897/0/en/Reusable-Water-Bottle-Market-to-Worth-Over-US-14-91-Billion-By-2033-Astute-Analytica.html.

"Smart Bottle Market." Wwww.transparencymarketresearch.com, www.transparencymarketresearch.com/smart-bottle-market.html.

"U.S. Reusable Water Bottle Market Size, Share Report, 2030." Wwww.grandviewresearch.com, www.grandviewresearch.com/industry-analysis/us-reusable-water-bottle-market-report.

Slide 9:

Bryson, Hailey. "The Story of the Cup." The Buy Guide, 6 Jan. 2025, thebuyguide.com/home/the-story-of-the-cup/.

"Collab Fund." Collaborative Fund, collabfund.com/. Accessed 23 Apr. 2025.

"Custom Water Bottle-Choose from a Variety of Water Bottle Types." Mountop Water Bottle, 31 Mar. 2025, mountopchina.com/custom-bottle/.

