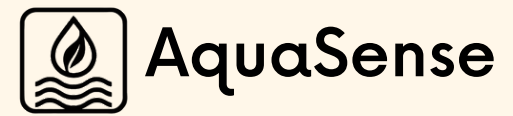


Executive Summary



Company Overview

AquaSense is a smart hydration company dedicated to promoting healthier lifestyles through safer and smarter hydration solutions. Our mission is to simplify wellness through intelligent design, enabling individuals to achieve their health goals by maintaining optimal hydration daily. Founded by a group of Boston University engineering undergraduates, we're a privately held, pre-seed stage startup with a fully functional proof-of-concept prototype. The product's combination of UV-C purification, nutrient infusion, and hydration tracking positions AquaSense as the only bottle to address cleanliness, nutrient intake, and habit formation simultaneously.

Problem

The shift toward sustainability has accelerated growth in the hydration industry, with the U.S. reusable bottle market projected to reach \$2.68B by 2030. At the same time, the global smart water bottle market is expected to grow from \$244M in 2023 to \$435M by 2032. While brands like LARQ and HidrateSpark offer tracking or purification features, no product currently integrates hydration tracking, UV-C sterilization, and nutrient infusion. Despite rising health awareness, Americans still fall short on hydration and micronutrient intake, with over 90% not meeting daily requirements for vitamins D and E, and most adults drinking below recommended water levels. Additionally, reusable bottles can harbor bacteria if not cleaned properly, leading to potential health issues. This creates both a public health concern and a commercial opportunity for innovation. These gaps reveal a strong need for an all-in-one, hygienic, and nutrient-enhancing hydration solution.

Our Solution

AquaSense is a smart water bottle that combines UV-C purification, biodegradable nutrient infusion cartridges, and Bluetooth-enabled hydration tracking. Unlike competitors like LARQ or HidrateSpark that solve only one need, AquaSense addresses water safety, electrolyte balance, and habit formation in one sleek, reusable product. The mobile app helps users track intake, set hydration goals, and integrates with Apple Health. Offering electrolytes, minerals, and vitamins, our proprietary cartridge system not only delivers personalized hydration but also supports recurring revenue through monthly subscriptions. Positioned at the intersection of health-tech, sustainability, and wellness, AquaSense is designed to integrate into ecosystems like Fitbit and WHOOP. The product is currently in late prototyping with 2025 milestones including cartridge testing, a Kickstarter launch, and DTC fulfillment by early 2026.



Business Model

AquaSense will follow a hybrid business model. The main source of income will be from one-time purchase bottle sales at \$60/unit, with additional revenue from a subscription service for nutrient cartridge refills at \$12/month. To gain exposure, AquaSense will focus on partnerships with health & fitness brands (Peloton, Equinox, and Alo Yoga), collegiate athletic organizations, and building a social media presence. Based on our projections, subscriptions are expected to account for over 50% of total revenue by Year 3, driven by high retention and the consumable nature of the cartridges.

Market Opportunity

In the past year, 69% of GenZ and 61% of women purchased a reusable water bottle (Aquasana 2025). Globally, the largest reusable water bottle markets fall in the Asia Pacific and North American regions. Thus, AquaSense will target young, fitness enthusiasts, with an emphasis on college athletes as our early adopters.

Financials

AquaSense projects revenue growth from \$536K to \$1.76M by Year 3 through a dual-revenue model: \$60 hardware sales and \$12/month subscriptions. Gross margin improves from 54% to 62%, with breakeven expected at ~29,000 cumulative units and net losses narrowing to just \$134K. We operate with strong unit economics—customer acquisition cost drops from \$24 to \$20, while customer lifetime value nearly doubles. Our pre-seed round will fund product finalization, manufacturing, and go-to-market efforts via digital ads, influencer partnerships, and campus programs. Full financial model and 3-year projections available [here](#).

Team

Our founding team combines diverse and complementary expertise essential for our success: Krish (CEO), Wes (CTO), Mia (CMO), Joey (COO), and Dowon (CFO). Together, their backgrounds uniquely position us to innovate and lead in the market.

Competitive Advantage

AquaSense delivers the first all-in-one smart bottle that combines UV-C purification, hydration tracking, and nutrient infusion—offering a complete solution unmatched by competitors like LARQ, HidrateSpark, and LifeFuels. Our hybrid hardware-subscription model supports recurring revenue and user retention, with future upsells of personalized formulations for wellness goals like sleep, focus, and recovery. With firmware-enabled features, proprietary cartridge locking, and technical complexity, we've built strong barriers to entry. Positioned at the intersection of health, tech, and sustainability, AquaSense is primed to lead in a \$4B market growing at 6.7% annually.

Partnerships & Ecosystem

Our role in the industry ecosystem is to integrate top water bottle health features into a single, cohesive product, differentiating us from scattered competitors. We aim to build partnerships with VC firm Collaborative Fund for growth funding, collaborating with OEM manufacturer Mountop for production, Prinova for nutrient supplies, and engaging health influencers like The Buy Guide for targeted marketing.



Future Plans & Exit Strategy

AquaSense targets acquisition within 5–7 years by a major wellness, consumer goods, or health-tech firm such as Nestlé, Coca-Cola, or Apple. With a hybrid hardware–software–consumables model and strong positioning in the smart bottle market, projected to reach \$4.2 billion by 2030, we aim to scale to over 29,000 users, reach breakeven by Year 3, and generate nearly \$1 million in subscription-based annual recurring revenue. Backed by over \$18 billion in wellness tech M&A activity since 2020 (CB Insights), AquaSense is well-aligned for a high-value strategic exit.

