

www.Water.Gift

Universal Access to Clean Water

... a financial business model innovation

the - problem



PLASTIC POLLUTION

Sixty-six billion water bottles are consumed in the United States every single year; on average, only 13% are recycled.



LACK OF REGULATION

Recent studies found harmful chemicals, including fertilizers, arsenic and pharmaceuticals, in many brands of bottled water.

THE COST OF BOTTLED WATER IS GREATER THAN ITS CONVENIENCE



FINANCIAL BURDEN

On average, bottled water is a thousand times more expensive than tap; nearly 50% of bottled water is sourced from the tap.



WATER PRIVATIZATION

Corporations seize control of public water resources and prioritize profits over the needs of the communities they serve.

THE COST OF BOTTLED WATER IS GREATER THAN ITS CONVENIENCE

market_trends



BUSINESSES & RETAILERS

Thousands of businesses, such as grocery stores, restaurants, coffee shops, cafés and gyms have installed water dispensers; many have banned bottled water.



COLLEGES & UNIVERSITIES

Since 2009, over 100 colleges and universities—including Harvard, Loyola and UC Berkeley—have banned the sale of bottled water and retrofitted existing fountains.

market-trends



CITIES & PARKS

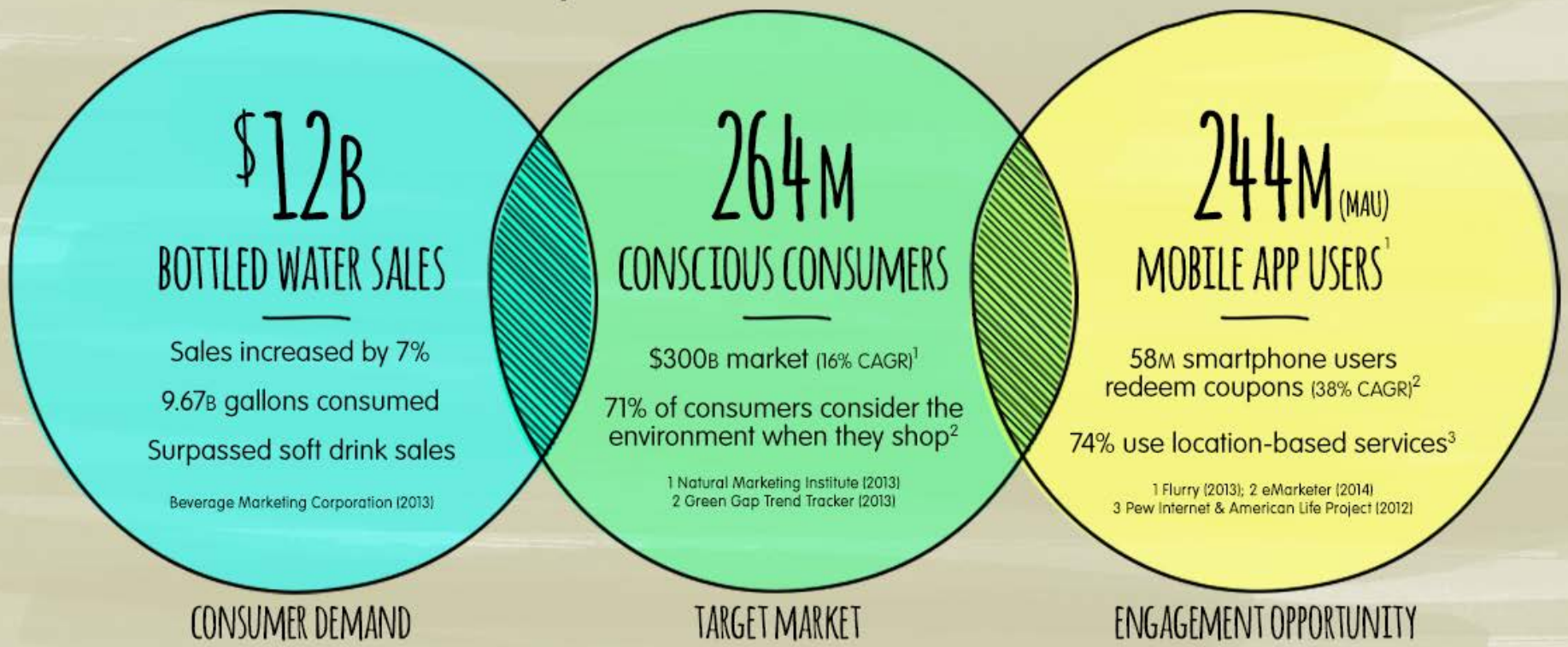
Cities such as Concord and San Francisco have passed legislation to ban the sale of bottled water and have readily installed water dispensers in cities and parks.



TRAVEL & LEISURE

Many of our nation's airports, rest stops, train stations and tourist sites have installed drinking fountains and filtered dispensers to encourage refilling.

market-opportunity



WHERE NECESSITY AND CONVENIENCE MEETS CONSCIOUSNESS



our_impact

* FIGURES REPRESENTED IN MILLIONS

- **REVENUES (USD, in millions)**
 - Local deals and coupons (60% of revenues)
 - Affiliate products, equipment and merchandise (22%)
 - Native ads and paid placement (9%)
 - Enterprise subscriptions (8%)
 - Data licensing (1%)
- **ENVIRONMENTAL IMPACT (Reduced CO² emissions, PPM)**
 - Reduced plastic pollution
 - Decreased bottled water production
 - Donations made to environmental organizations
- **SOCIAL IMPACT (Lives changed, in millions)**
 - Increased health benefits
 - Reclamation of local water supplies
 - Measurable financial savings
 - Donations made to global water infrastructure projects

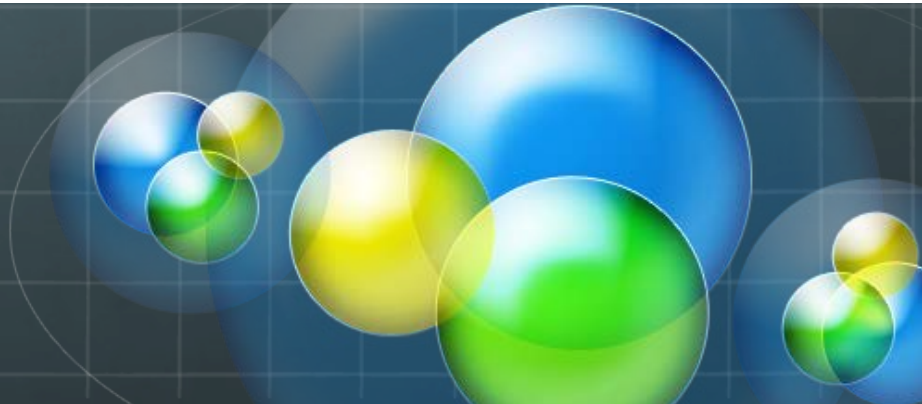
2014

2015

2016

20
15
10
5

OUR TRIPLE BOTTOM LINE: PEOPLE, PLANET AND PROFITS



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value-proposition



CONSUMERS

Cleaner, safer, healthier water; measurable financial savings; exclusive product coupons; deals from local businesses; freedom of choice and a clear conscience.



BUSINESSES

Increased patronage and brand visibility; customer engagement and retention opportunities; and a unique point-of-purchase sales and marketing platform.

WE MAKE FILLING YOUR REUSABLE BOTTLE AS EASY AS BUYING A NEW ONE



AFFILIATES

Brand recognition and increased sales through cross-promotions, recommendations and product placement; and a targeted sales and marketing platform.



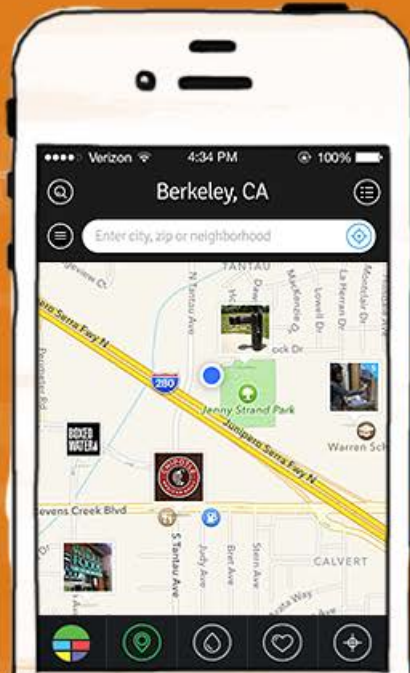
MOTHER EARTH

Reduced plastic pollution and energy conservation resulting from decreased manufacturing, transportation and disposal; aid for global clean water initiatives.

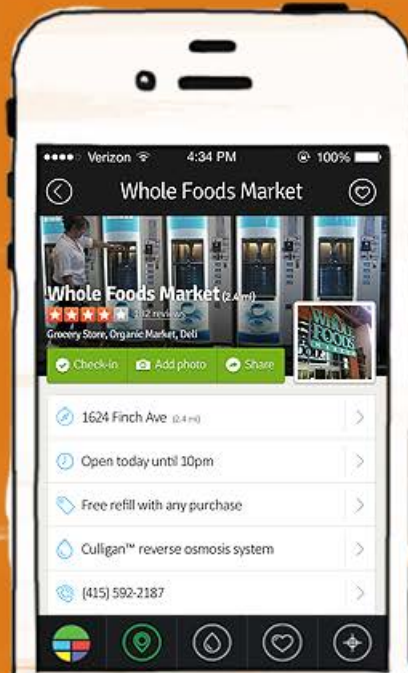
WE MAKE FILLING YOUR REUSABLE BOTTLE AS EASY AS BUYING A NEW ONE

product overview

SEARCH



FIND



FILL



FINALLY, ACCESS TO CLEAN WATER IS JUST A TAP AWAY

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Amca

Refill Locations

Near Berkeley, California

- 1.1 mi Jenny Strand Park, 37000 Howard Dr
- 1.3 mi Crispelle, 2302 Stevens Creek Blvd
- 1.7 mi Warner University, 3420 Montebello Rd

Water Quality

Berkeley, California



Local Deals

Within 10 mi of Berkeley

- 1.1 mi Custom Key with Ice, 2300 University Ave
- 1.3 mi Baked & Brewed, 3420 Montebello Rd
- 1.7 mi Redwood Inn, 3420 Montebello Rd

Track Your Impact

Every refill counts

- 1.1 mi \$1.17 saved
- 1.3 mi 31oz less plastic
- 1.7 mi 4oz less paper
- 1.7 mi 6oz less waste

Saved Locations

4 nearby



Lars Føleide

 Social Entrepreneurship
Researcher

 15 years in higher education

 Computer Science

 Marketing

 Entrepreneurship

 Finance

 Social Innovation



Uio

NHH

BI

Cal


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Opportunity

• \$4b Market Cap

• Potential:

• Financial independence

• Volunteer Tourism

• Secure Pension

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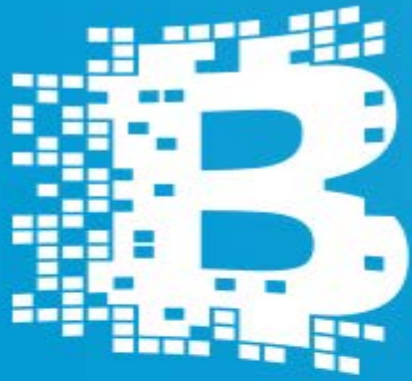
Human Right?

Water is
necessary
for all life
on earth!

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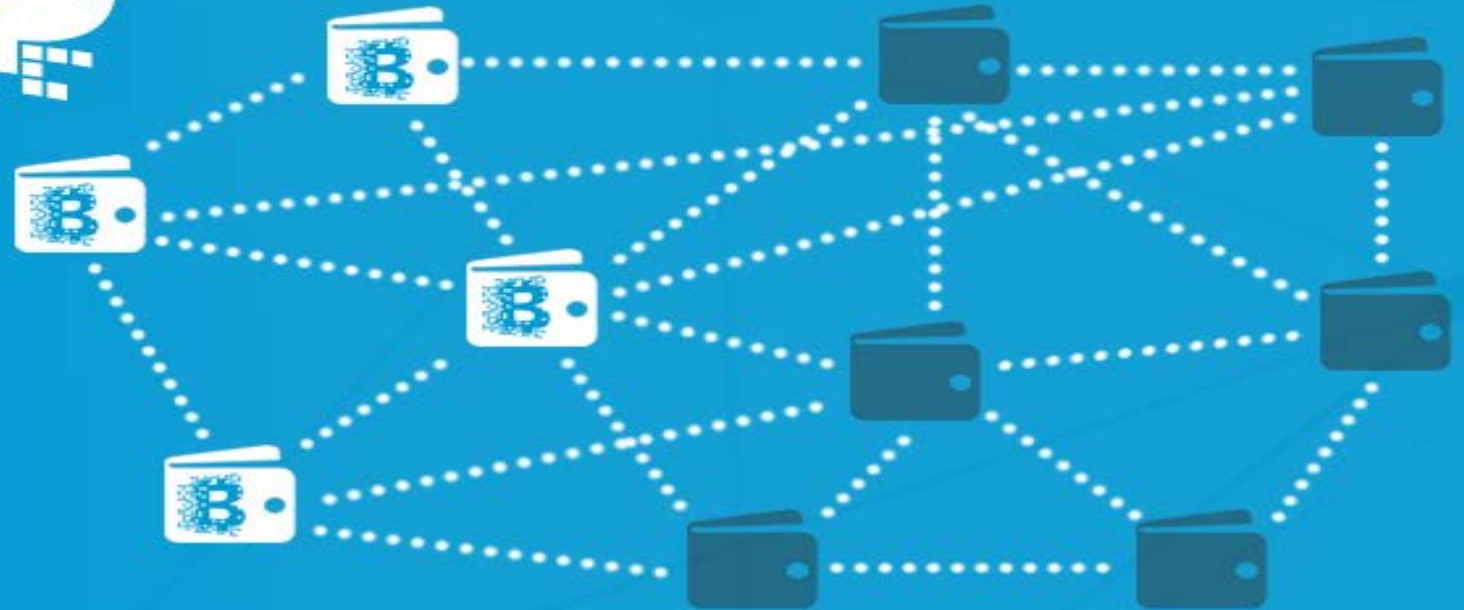


Solution



BLOCKCHAIN

Free. Secure. Easy to Use.



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WaterCoins

 1 WaterCoin =

 1 Volunteer Hour =

 1 Liter Clean Water

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The Secret Sauce!

- 🌐 Coins are time-stamped
- 🌐 Initial Coins -> Collector Items
- 🌐 Initial Coins -> Social Status



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What do we need?

 Marketers Geniuses, Finance Gurus,
Designers, Developers, Project Leaders,
Creative Wizards, Water Purification
Ninjas, International Development
Rockstars, Volunteering Enthusiasts,
Innovators & Early adaptors!

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A dynamic splash of blue water against a white background, with various droplets and larger splashes scattered across the frame. The water is captured in mid-air, creating a sense of movement and freshness.

Thank you!

Visit:

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