



Crowdfunding Proposal

Alice Tommasi
Zuzanna Milancej
Aishcharya Mario Kahandawala



Table of Contents

Our Mission	01
Key People	01
Our Story	02
Our Product	03
Our Collaborators	04
Project Timeline	05
Our Campaign	06
Social Media	07
Backer Rewards	08
Risks and Challenges	09
FAQ	10
References List	11



Our Mission

To help India get access to clean drinking water, one megacity at a time.

Who are we?

Filtr is a product design org and social enterprise based in **Chennai**, India. We're dedicated to helping Indians combat water scarcity and plastic pollution through our products and social initiatives.

Key People



Alice Tommasi

Project Manager

4 years experience in project management in the US, specialising in social enterprise management.



Zuzanna Milancej

Principal Designer

3 years experience in social media management and maintaining brand identity for multiple companies. 2 years experience in sustainable product design in the Netherlands.



Aishcharya Mario Kahandawala

Engineering Lead

5 years of experience in the Indian IT industry, working in the domain of water management.

Our Story



The story of Filtr begins in [June 2019](#) in [Chennai](#), with three friends in the city meeting to grab a coffee and catch up. They eventually began discussing current events, in particular the [water crisis](#) happening in Chennai at the time. Weather conditions and drought had dried out all four of the city's major reservoirs, causing considerable suffering for the city's poorest inhabitants.



Watching this unfortunate event unfold in real-time inspired us to take the leap and try to address the problem of water scarcity affecting large parts of the Indian public, leading us to **found Filtr as an organisation designing and manufacturing upcycled water filtration products in late 2019.**



Unfortunately for the citizens of Chennai, there was more misfortune to come. In [early 2020](#), the [COVID-19](#) virus began to affect the world. In an effort to control the spread of infection, the state of Tamil Nadu closed down borders and imposed [lockdowns](#) in March, resulting in economic downturn and unemployment for many of the city's most vulnerable inhabitants, such as low-income, daily wage, and migrant workers. By May, unemployment in the state had risen to [49.8%](#), the highest in India at the time.



The pandemic gave us the second piece of the Filtr puzzle. We decided we would achieve our main aim of providing clean drinking water by creating a [social impact](#).

We want to create employment opportunities in Chennai by employing furloughed and unemployed workers to manufacture our products for market.



This is where we need your help! We're looking for funding to help with training for these workers to manufacture our products at our facility in Ambattur.

Our Product



The Filtr Bottle

The Filtr Bottle is our first ever product. It's:

- a water bottle with a plugged-in water filter,
- made entirely of recycled HDPE plastic, and
- locally made by workers in Chennai
- for the Indian public.

Water Filter

The deceptively simple Filtr Bottle comes with a proprietary water filter developed through extensive research and development with our partner Pureit to give you cool, clean, and refreshing water with every sip.



Raw Material and Circular Economy Commitment

The Filtr Bottle is made entirely out of recycled high-density polyethylene (HDPE) plastic. This material is commonly found in beverage and household chemical containers, and is highly recyclable. Unfortunately, due to mismanagement, a lot of HDPE plastic ends up going to landfill.

India is projected to be the fifth highest contributor to mismanaged plastic waste by the year 2025, and it is our hope to be able to reduce the amount of fully recyclable plastic waste going to landfill by making a conscious choice to responsibly source and utilise these materials to create our product.



Our Collaborators

We work with three main partner organisations in various capacities. They are:



Pureit

Technological partnership

Pureit is one of the best water purifiers in India, and has won awards across the globe for their innovative products. They work with us to develop and supply the water filters we use in the Filtr Bottle.



Saahas Zero Waste

Business partnership

SZW is a fellow social enterprise involved in waste management with a strong presence in our home base of Chennai. They work with us to source the raw materials that we use for our products from their corporate partners.



WWF India

Sponsor

WWF India sponsors our initiative, and will audit our supply chain to ensure ethical treatment of employees, responsible sourcing of raw materials, and appropriate post-consumer waste management.

It will also ensure that we adhere to the principles of the Extended Producer Responsibility (EPR) scheme.

Project Timeline

June 2023

Kickstarter launched.

July 2023

Kickstarter ends. Employee training begins.

September 2023

Employee training ends. Manufacturing facility begins limited operation, creating test batches and reward items.

November 2023

60% of reward items have been sent to backers. Manufacturing facility can now function at full capacity. Bring on retail partner to trial product and test supply chain. Begin marketing for product launch.

December 2023

All rewards sent to backers. Auditing partner brought in to conduct review of manufacturing processes and supply chain to ensure ethical treatment of employees and circular economy compliance.

January 2024

Full product launch.

Our Campaign

Why we're fundraising

As we mentioned before, our goal is to create **employment opportunities** for unemployed workers in Chennai. Many of these individuals are daily wage workers, or seasonal or migrant labourers with significant job insecurity, and we want to provide them with **steady pay** by employing them to manufacture our products at our facility in Ambattur.

Our hope is that with this training, we will not only be able to ensure a quality product, but help these workers **reskill into the manufacturing sector**, which makes up **33% of the GDP** of Chennai's home state of Tamil Nadu. These workers will then have access to better opportunities, higher pay and increased job security with their new skill sets.

What we need and when

Launch date

15 June 2023

Funding Goal

2,478,150 INR

Duration

60 days

How will the money be used?



Training 38%

Will be used to train our new staff.



Raw Materials 23%

Purchasing recyclable HDPE plastic raw material.



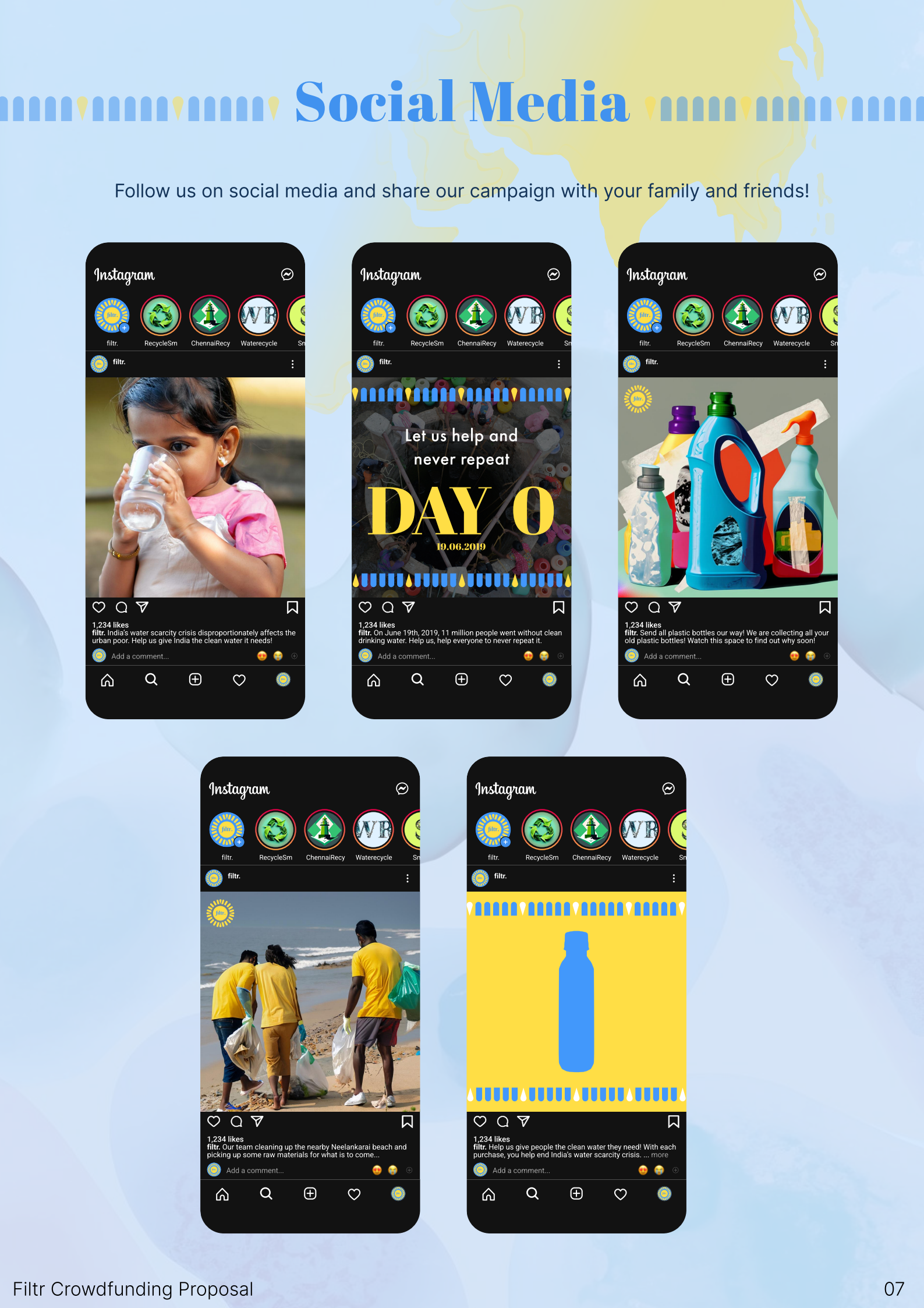
Manufacturing 23%

To cover production costs and supplement wages.



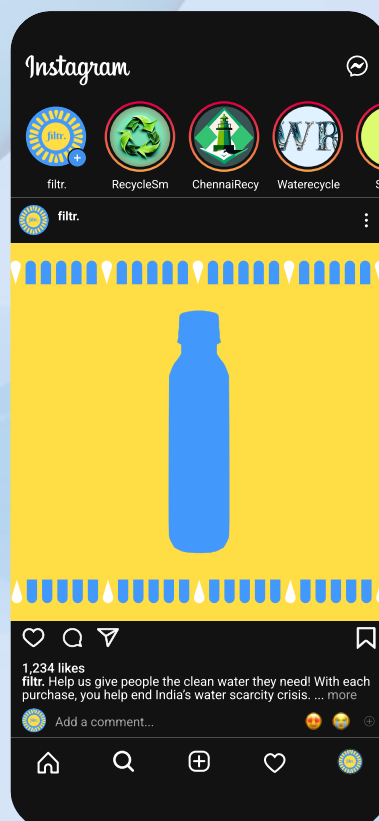
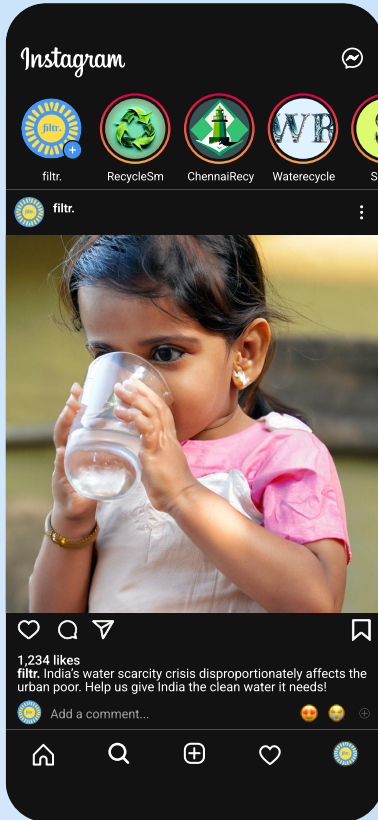
Marketing 18%

For advertising and promotion of our product.



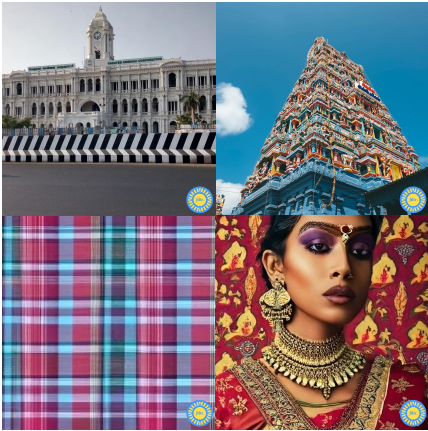
Social Media

Follow us on social media and share our campaign with your family and friends!



Backer Rewards

All rewards are cumulative - every reward tier also receives the rewards of the tiers below it.



Thank You Card

550 INR or more pledged

Every backer that pledges 550 INR or more will receive a thank you card with art or photography from Chennai - a great little keepsake to remember your contribution by!

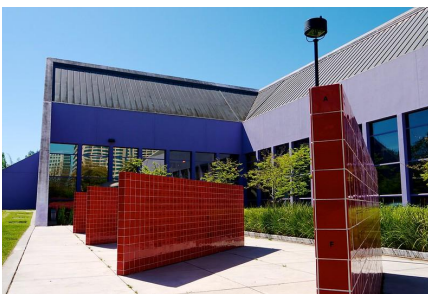


Limited Run “Pioneer” Filtr Bottle

2750 INR or more pledged

Every backer that pledges 2750 INR or more will receive a limited edition “Pioneer” Filtr Bottle from our very first production run of Filtr Bottles at our facility in Ambattur.

The distinctive colour and shape of the “Pioneer” Bottles and their unique batch numbers will set them apart from all subsequent batches of Filtr Bottles, making it a cool collectible.



Donor Recognition Wall

5500 INR or more pledged

Every backer that pledges 5500 INR or more will (if they wish) have their name added to the donor recognition wall outside our facility in Ambattur.



A Helping Hand

8250 INR or more pledged

Every backer that pledges 8250 INR or more will have personally contributed the monthly wages of one of our new staff members. We thank you for your generous contribution.

Risks and Challenges

We've identified and attempted to account for the following risks and challenges that are relevant to our project:

Product

The Filtr Bottles themselves have undergone an extensive design process including phases of product design, focus testing with potential users, and engineering R&D to ensure proper functioning of the filters. This has all been done to ensure a high-quality product. Additionally, we are fully prepared to accept and investigate defective products and issue refunds and replacements if necessary.

Supply Chain

It can be difficult to build a strong and sustainable supply chain for working with recycled plastic, filter parts, and other necessary materials. We are currently working with experienced partners in this regard in SZW and Pureit, who will use their connections in this area to ensure that we have no shortfall of raw materials.

Quality Control

To ensure that the bottles are safe for use, we will conduct regular testing and monitoring of the materials received from our industry partners. In addition, as a condition of our sponsorship from WWF India, we are required to adhere to the principles of the Extended Producer Responsibility (EPR) scheme, providing an additional financial incentive to keep us honest.

Cultural Acceptance and Adoption

We understand the importance of promoting the use of our new product to our target market segments, particularly in poorer communities where the use of such a product may be viewed as an unnecessary expense. To this end, we will be aiming a portion of our marketing specifically to these communities to educate them about the product and its benefits.

FAQ

I just backed this project. When can I expect to receive my rewards?

All rewards will be sent out once the crowdfunding campaign has reached its target. Delivery to areas outside of India may take up to 3 weeks.

What kinds of water can be filtered with the bottle?

The Filtr Bottle is capable of filtering water from even wells, water reserves and rivers, ensuring that you have clean water available anytime and anywhere

How long will the bottle last?

The typical benchmark for the life expectancy of the HDPE plastic used to construct the body of the bottle can be as high as 50 years. After this, the bottle can be easily recycled.

However, it is important to note that the filter plugged into the bottle will operate at maximum efficiency for a year, if used on a daily basis. After this point, the efficiency of the filter will slowly decline. We recommend that the filters be replaced at this point.

What can I do if my bottle is faulty?

If the bottle is faulty, feel free to send it back to us. Depending on its usage and the nature of the defect, we'll send you a replacement and help you dispose of the product correctly.

Can I recycle the bottle?

The bottle can be recycled as it is made entirely out of highly recyclable HDPE plastic; however, you must ensure to unplug the filter beforehand as the filter itself cannot be yet recycled. You can send used filters back to us for disposal.

References

- Murphy, Paul and Gianluca Mezzofiore. 2019. "Chennai, India, is almost out of water." CNN. Last modified June 20, 2019. <https://edition.cnn.com/2019/06/20/world/chennai-satellite-images-reservoirs-water-crisis-trnd/index.html>
- B Sivakumar. 2020. "Double whammy for TN: Highest unemployment rate & decline in GST collections." The Times of India. Last modified May 4, 2020. <https://timesofindia.indiatimes.com/city/chennai/lockdown-double-whammy-for-tamil-nadu/articleshow/75526070.cms>
- K Lakshmi. 2014. "Ambattur units bat for new industrial estate." The Hindu. Last modified September 27, 2014. <https://www.thehindu.com/news/cities/chennai/chen-infra/ambattur-units-bat-for-new-industrial-estate/article6450320.ece>
- Neo, Edward Ren Kai, Gibson Chin Yuan Soo, Daren Zong Loong Tan, Karina Cady, Kai Ting Tong, and Jonathan Sze Choong Low. 2021. "Life Cycle Assessment of Plastic Waste End-of-Life for India and Indonesia." *Resources, Conservation and Recycling* 174 (November): 105774. <https://doi.org/10.1016/j.resconrec.2021.105774>
- PRS Legislative Research. n.d. "Tamil Nadu Budget Analysis 2022-23." PRS India. Accessed June 12, 2023. <https://prsindia.org/budgets/states/tamil-nadu-budget-analysis-2022-23>
- Saahas Zero Waste. n.d. "Saahas Zero Waste." SZW. Accessed June 12, 2023. <https://saahaszerowaste.com/>
- WWF India. n.d. "WWF India." WWF. Accessed June 12, 2023. <https://www.wwfindia.org/>
- Pureit. n.d. "Pureit Water Purifier." Pureit. Accessed June 12, 2023. <https://www.pureitwater.com/>

Images

- "Millions of people are running out of water in this city." CNN. <https://edition.cnn.com/videos/world/2019/06/20/chennai-water-shortage-lon-orig-kk.cnn>
- "India's economy was hit by the coronavirus lockdown. These charts show how." CNBC. <https://www.cnbc.com/2020/06/22/economic-impact-of-indias-coronavirus-lockdown-in-four-charts.html>
- "Lockdown imposed in India's Chennai after surge in COVID-19 cases." Xinhuanet. http://www.xinhuanet.com/english/2020-06/20/c_139153170.htm

References

- “Initiatives for migrant workers hindered.” <https://architecture.live/pandemic-hatch-workshop/>
- “Lockdown and its impact on inward migrant workers of Chennai.” Indian Institute of Management Bangalore. https://www.iimb.ac.in/turn_turn/lockdown-impact-inward-migrant-workers-chennai.php
- Pixabay. <https://pixabay.com/>
- Pexels. <https://www.pexels.com/>
- Unsplash. <https://unsplash.com/>
- “Indian workers making a reusable water bottle.” Image generated by Adobe’s Firefly.
- “Straight blue reusable water bottle with yellow background”. Image generated by Adobe’s Firefly.
- “Indian people in yellow tshirts picking up trash on the beach.” Image generated by Adobe’s Firefly.
- “Indian little girl drinking water.” Image generated by Adobe’s Firefly.
- “Greeting card with traditional patterns from Tamil Nadu.” Image generated by Craiyon AI.
- “Cylindrical water bottle with steel lid.” Image generated by Craiyon AI.
- “Donor Walls Outside Children's Discovery Museumn.” Don DeBold on Flickr. <https://www.flickr.com/photos/ddebald/7105049687/in/photostream/>