



Filtr.
Recycled
Reusable
Filtering
Water-bottle



Vision

Our vision is to empower **disadvantaged** individuals by creating **employment** opportunities in manufacturing **recycled** plastic bottles with built-in water **filters**, ensuring access to **clean drinking water** for all.

Value proposition

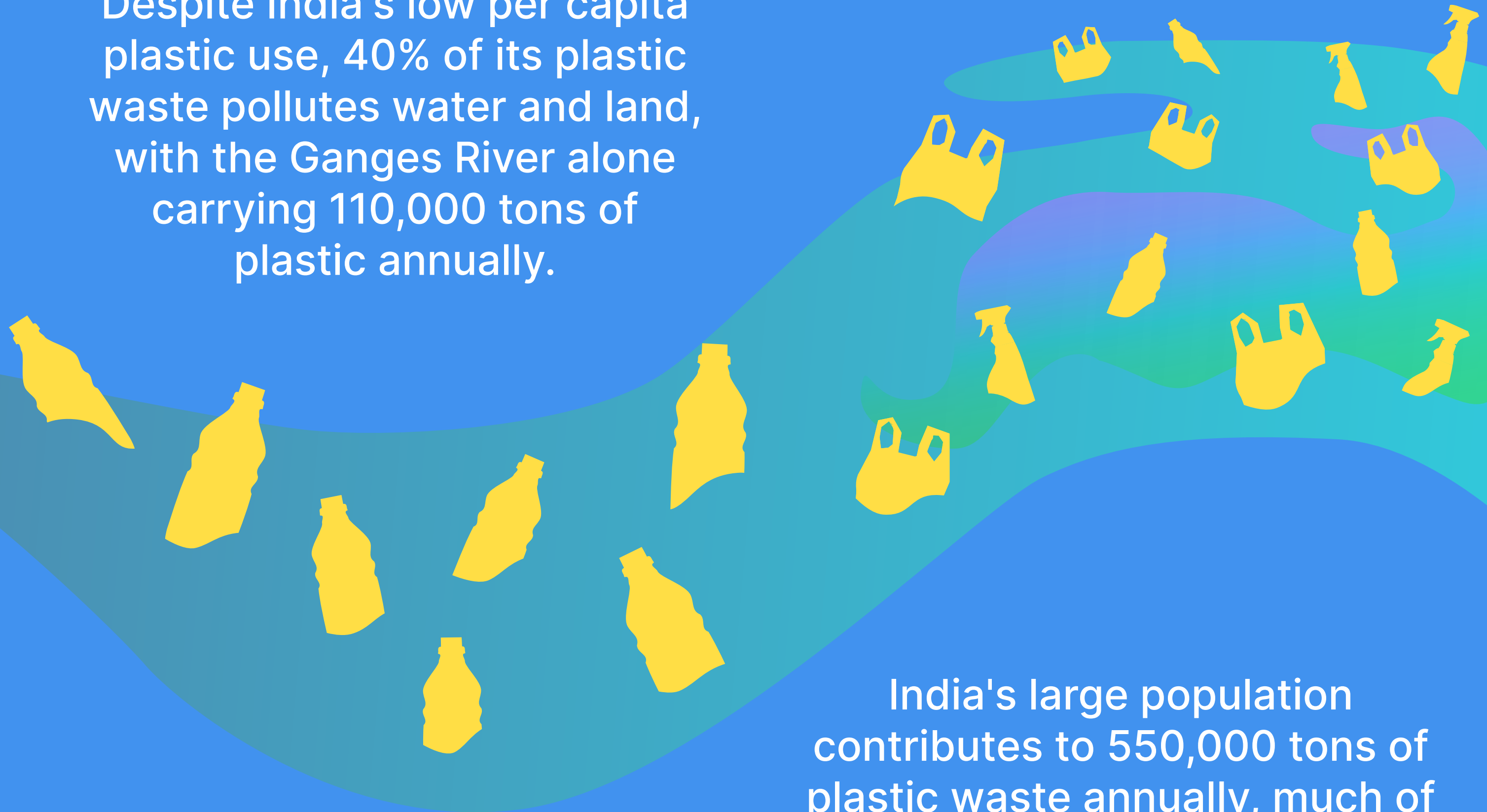
Our value proposition is to provide individuals with the freedom to access drinking water anytime, anywhere, regardless of the water source.

The Problem



Despite India's low per capita plastic use, 40% of its plastic waste pollutes water and land, with the Ganges River alone carrying 110,000 tons of plastic annually.

India's rapid urbanization, population growth, and water scarcity exacerbate environmental, sanitary, and water-related challenges.



India's large population contributes to 550,000 tons of plastic waste annually, much of which is carried to the Bay of Bengal by major rivers.

Target Market



Target Market

Step 2

Once established in Mumbai, expand into other large megacities across the Indian region.



Market Segments



T. Sujeevan
Male
26 years old
Lives in Chennai



Factory worker with a low
income of 6,080 INR.



Supporting his 2 children
and wife.



Lives far away from accessible,
free and clean drinking water.



Cares for his families health
and safety.

Market Segments



Sarita Aadekar
Female
40 years old
Lives in Mumbai



Architect earning 38,000 INR.



Likes to recycle and supports
eco-friendly initiatives.



Lives in the city centre with
her husband.



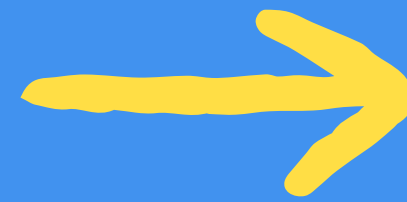
Dynamic person and always on-
the-go. Sometimes doesn't
have time to return home from
morning to late evening.

Solution



filtr. water bottle

Recycled, reusable and filtering water bottle.



Water Fountain

filtr. water fountain

Recycled, public water fountain for easy access to clean water for everyone.

Solution



Designed to look similar to the **filtr. water bottle** for recognition.

Equipped with **water filters** from Pureit, the same ones as the water bottles.

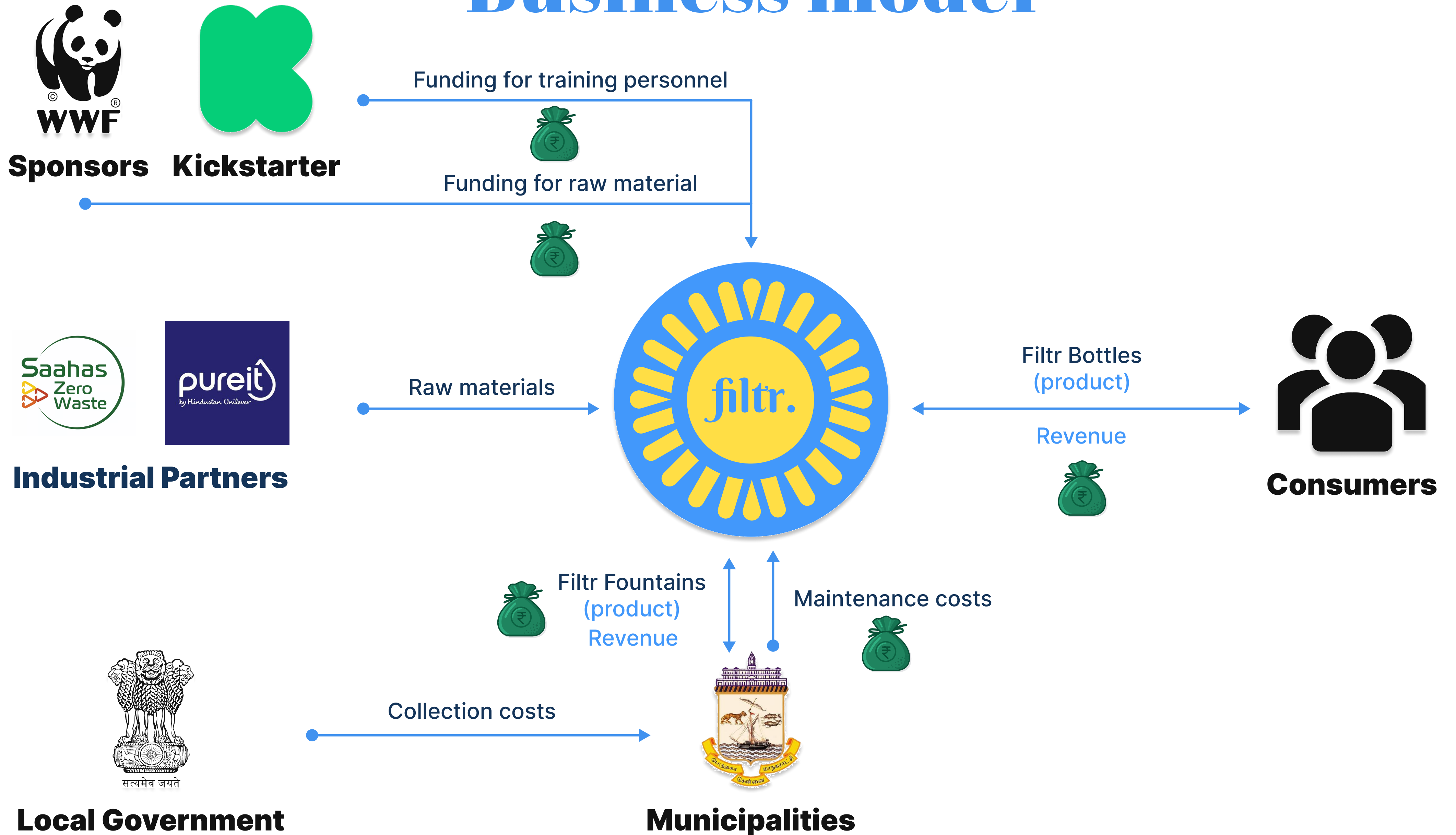
Smart activation on top to ensure **safe** usage by the public.

Tap to turn the water flow on and off to **preserve** water.

Sustainable design using HDPE **recycled plastic**.

Water pool at the bottom to **collect** spilled water for **reuse** in public gardening or similar.

Business model



Roadmap

filtr. Founded

Social service in Chennai picking up recycled plastic.

2019

Kickstarter

Development of water bottle design, gained permissions and partnerships.

2020

Executed

Gained financial support to train local disadvantaged people to create recycled bottles.

- Sponsorship from Pureit water for filters.
- Conventions for pop-up shops and kiosks to sell product.

Water bottle

- Develop and manufacture filtr. water bottle.
- Co-design Chennai-inspired patterns for bottles

2021

Collaboration

Co-design workshops with people in Chennai about water safety.

2022

Pitchdeck

- Expand to other part of India.
 - Partner with the government to install water fountains all over Chennai for easy access.

2023

Current

Develop 20 water fountains to be placed around urban districts of Chennai.

Financial goals

Roadmap

Accomplishment

Become a recognised inclusive workspace environment.

Collaboration

Partner with local artists to create designed bottles inspired by Chennai.

Expansion

- Expand sales overseas.
- Develop more sustainable and easily accessible drinking points.

2023

2024

2025

Future

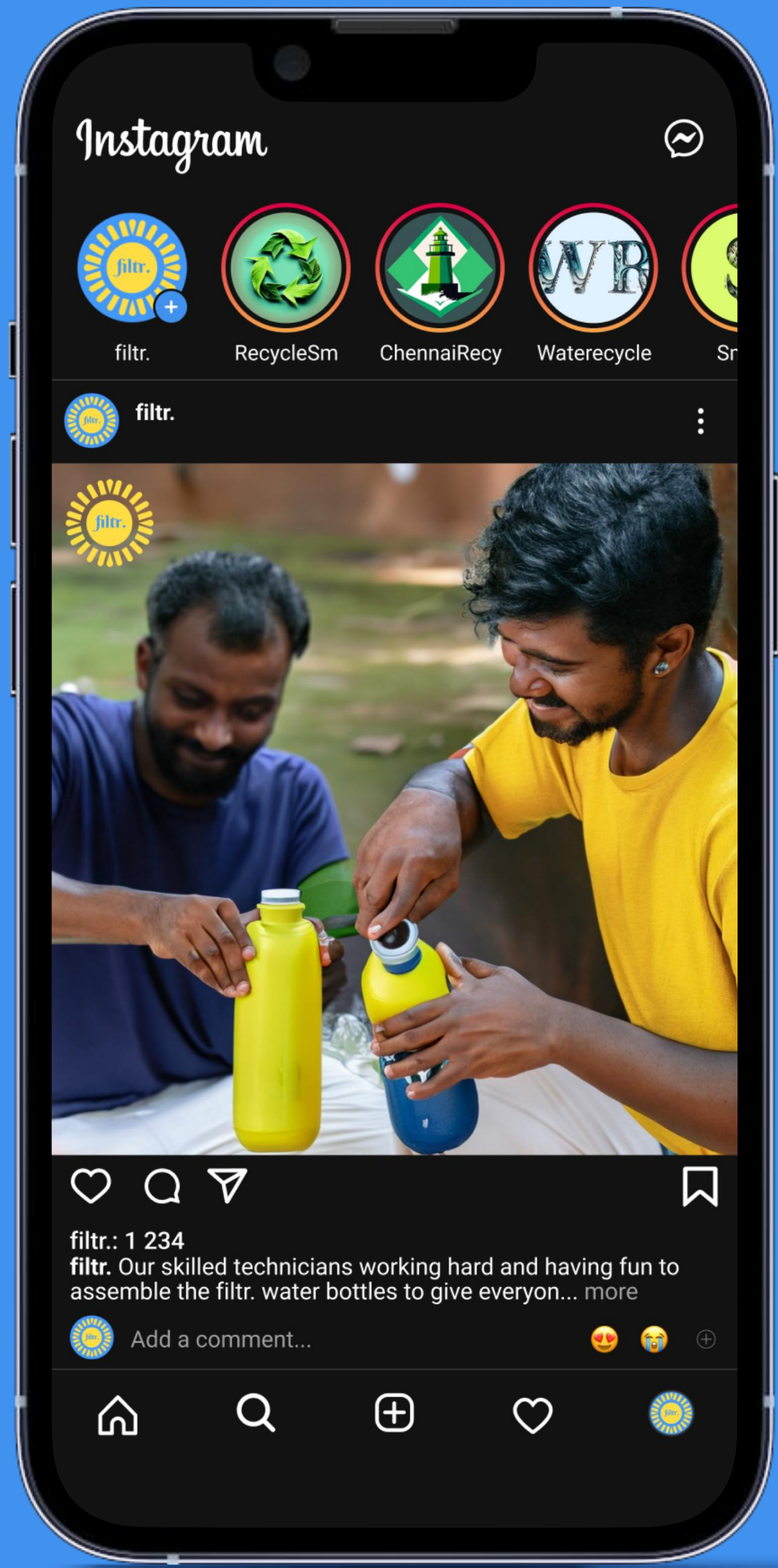
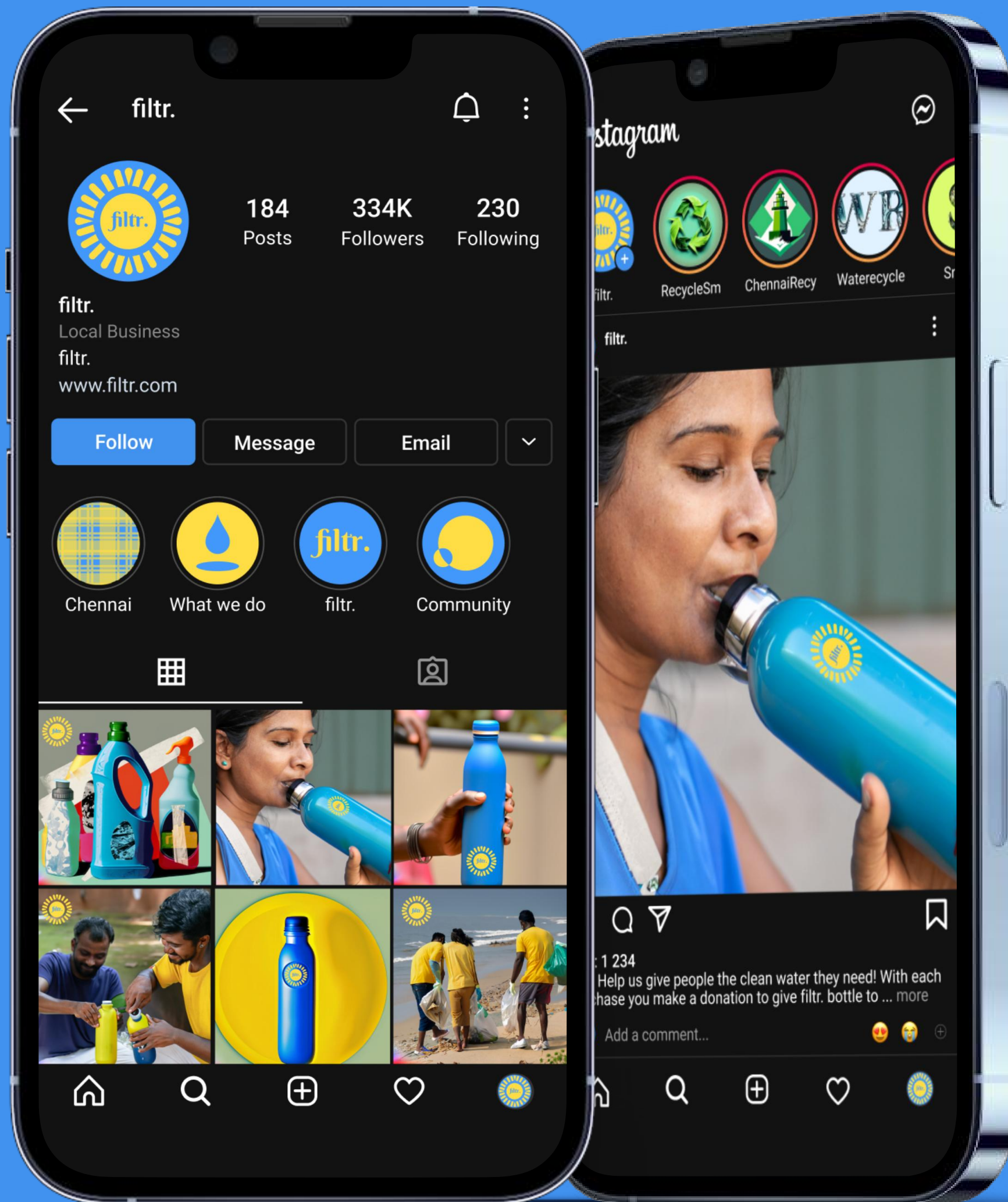
Next

- Create and expand water fountain placements to all parts of India.
- Train people to maintain the water fountains locally.

Financial goals

Marketing

Social media



Marketing

Traditional media



filtr. Team



Alice

Project Manager

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

Alice's responsibilities include product planning and management. Her mission is to periodically focus on improving Filtr's products as well as predict future trends and expand into potential new markets.



Zuzanna

Principal Designer

5 years experience as Social Media manager, creating brand identity through different platforms and product design.

Zuzanna's role is to communicate our mission, vision and proposition through the use of design. She's in charge of maintaining Filtr's visual identity across our products, initiatives and social media.



Aishcharya

Engineering Lead

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

Aishcharya oversees Filtr's technical operations, both in terms of day-to-day manufacturing processes as well as the research and development that enables us to create innovative products.



Aravinthan

Operations Lead

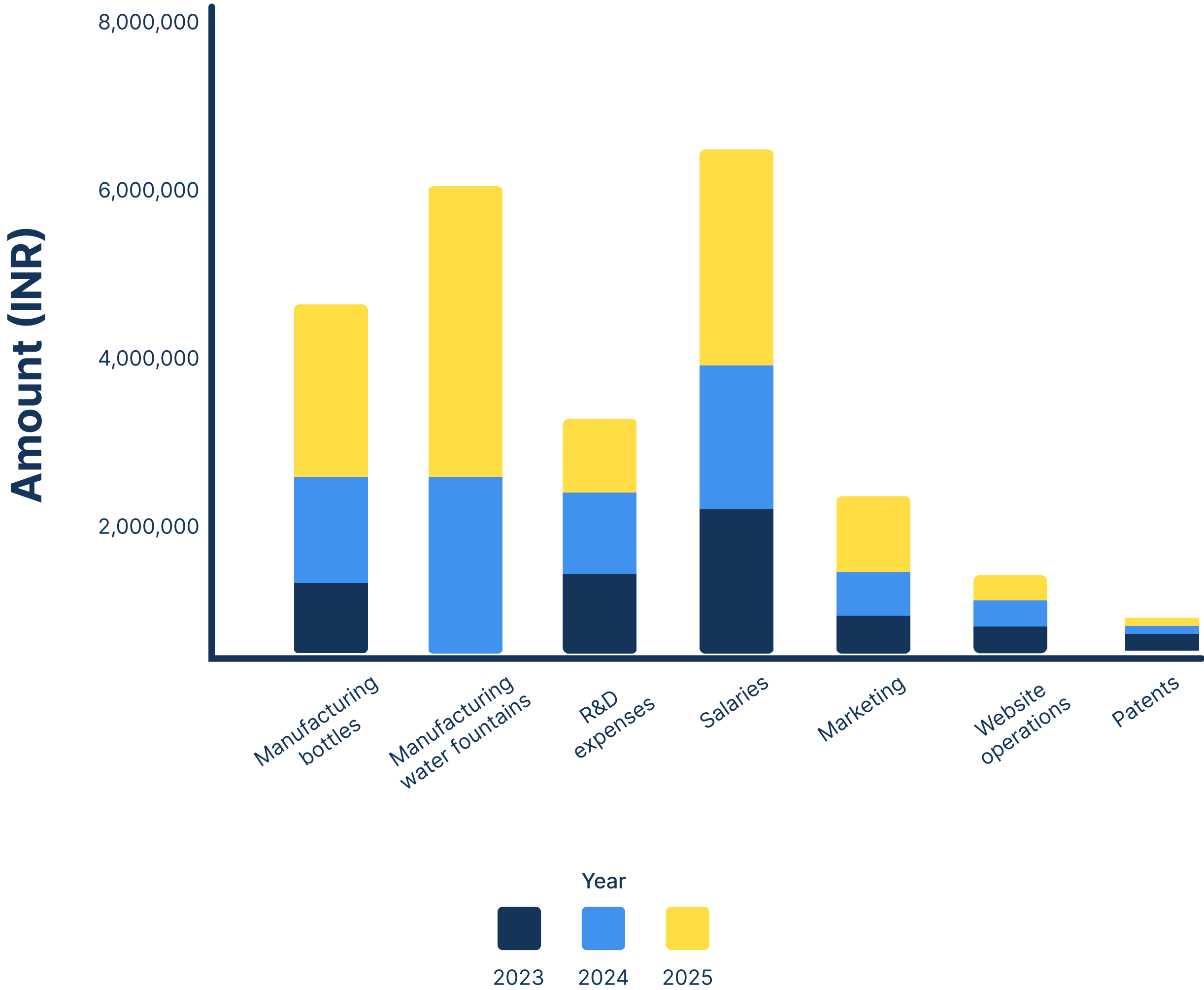
8 years of experience in the manufacturing industry in India, liaising between local government and large multinational corporations.

Aravinthan was added to the team in 2023. A veteran of the Indian manufacturing industry and a native of Chennai, he will help us negotiate with local governments to expand into potential new markets.

Financials

\$1 AUS
=
55.07 INR

EXPENSES



Financials

\$1 AUS
=
55.07 INR

EXPENSES	Year 2023	Year 2024	Year 2025
Cost of Manufacture - Bottles	1.101.401,88	1.652.102,81	1.927.453,28
Cost of Manufacture - Fountain	-	2.753.504,69	3.304.205,63
R&D expenses	1.266.269,83	1.156.159,41	1.046.048,99
Salaries	1.871.877,14	2.257.263,60	2.477.484,44
Marketing	550.552,10	770.772,94	880.883,36
Website operation	330.331,26	440.441,68	440.441,68
Patents	275.276,05	78.350,02	78.350,02
TOTAL	5.395.708,26	9.108.594,15	10.554.867,40
INCOME	Year 2023	Year 2024	Year 2025
TOTAL	9.909.937,77	13.763.802,46	15.415.458,76
Net profit	Year 2023	Year 2024	Year 2025
Pre-tax profit	4.514.229,51	4.655.208,31	4.860.591,36
Net profit after tax (12%)	3.968.348,76	4.096.583,31	4.277.320,40

Financials

\$1 AUS
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55.07 INR

	Year 2023	Year 2024	Year 2025
Total Income (INR)	9.909.937,77	13.763.802,46	15.415.458,76
Net Profit	Year 1	Year 2	Year 3
Total Expenses (INR)	5.395.708,26	9.108.594,15	10.554.867,40
Pre-tax Profit (INR)	4.514.229,51	4.655.208,31	4.860.591,36
Net profit after tax (12%) (INR)	3.968.348,76	4.096.583,31	4.277.320,40

Currency = INR

Competitor Analysis

Product

Water bottle made of recycled plastic with plugged-in filter

Market

Indian

Target User

Indians between the ages of 20-50 years old in need of drinkable water

Price

\$11.99

Promotion

Online

Key Metrics

- Pricing
- Design
- Environmental impact
- Social impact



AQUAME

Smart water bottle - monitors daily water intake and hydration

Global

30-40 year olds who enjoy luxury high-tech products

\$79.95

Online

- Brand position
- Design



Insulated filtered water bottles with straw

Global

Active 30-40 year olds

\$19.59

Online

- Pricing

Strengths

- High quality, diversified product
- Circular economy commitment
- Online shopping and pop-ups
- Project provides social good (providing water, employment to Indian public)

Weaknesses

- High production costs
- Lack of global presence
- Produces only 2 major products

SWOT

- Consumer base for eco-friendly products
- Increasing government awareness towards sustainability and water accessibility
- Shift from the Indian market to a global market
- Bring on additional partners to give resonance to our products and attract more consumer segments.

Opportunities

- Competitive market - many different options
- Many consumers choose to install purifiers in their homes

Threats

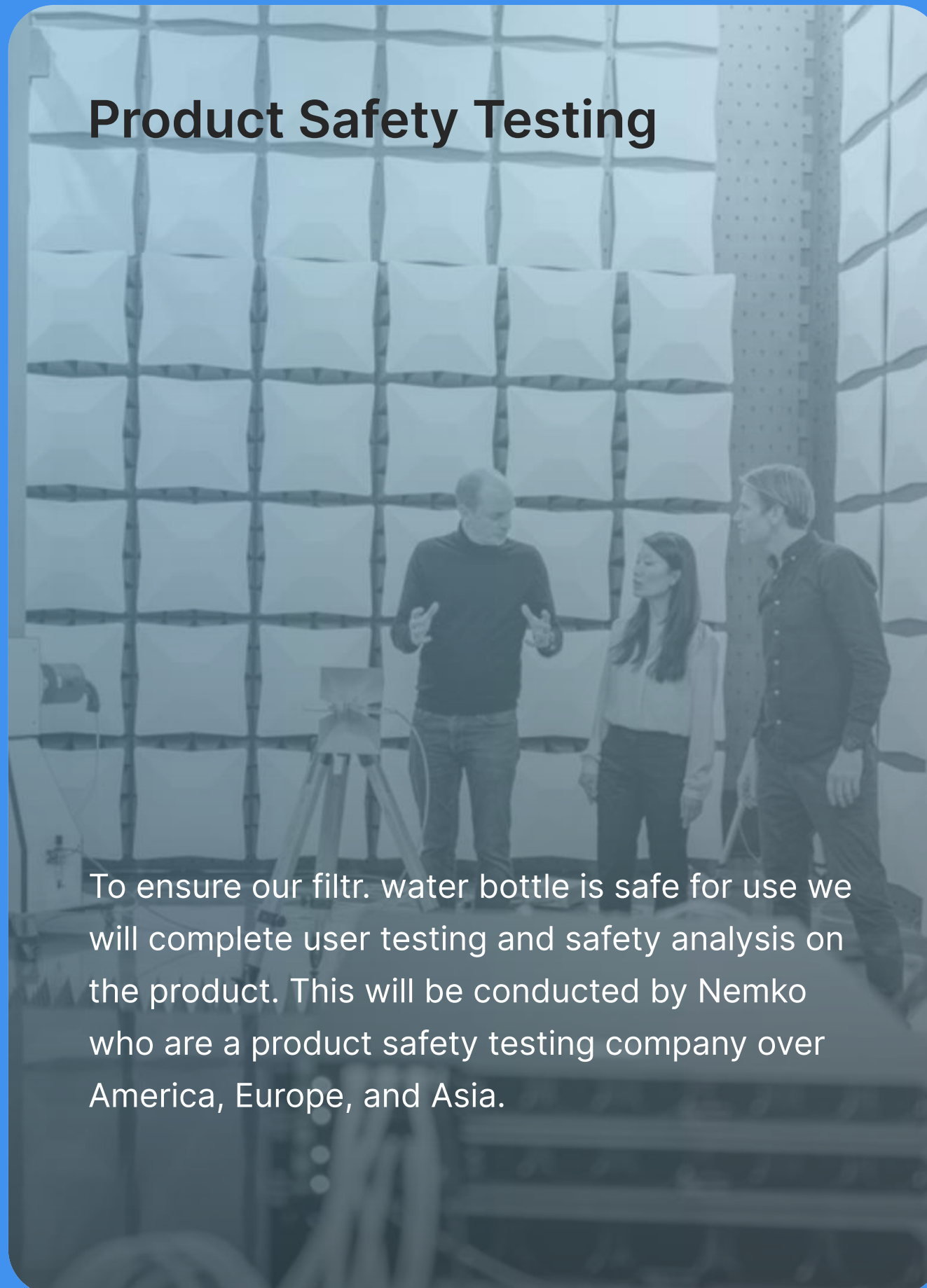
Risk Mitigation

WWF India



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.

Product Safety Testing



To ensure our filtr. water bottle is safe for use we will complete user testing and safety analysis on the product. This will be conducted by Nemko who are a product safety testing company over America, Europe, and Asia.

Ministry of Labour and Employment



सत्यमेव जयते

Workers at filtr. will be insured against injury or death to ensure a safe work environment. We will comply with the Employees State Insurance Scheme on all workers rights and laws.

Investment

10.783.280,20 INR

200.000,00 AUD

19%
R&D

35%
Manufacture of
Water Fountains

24%
Employees

22%
Marketing

Stake
7,5%

ROI
6,75%

Calculated as net income/investment in year 2023(\$)*

References

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- 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>
- Sampathkumar, Yasaswini. 2020. “In India è guerra alla plastica.” National Geographic Italia. Last modified February 9, 2020. <https://www.nationalgeographic.it/ambiente/2020/02/in-india-e-guerra-alla-plastica>
- UNESCAP. n.d. “India | Demographic Changes.” United Nations. Accessed June 12, 2023. <https://www.population-trends-asiapacific.org/data/IND>
- Chaturvedi, Bharati. 2017. “Why the Indian government must rescind GST levied on scraps of plastic, paper, cardboard and glass.” Scroll.in. Last modified July 23, 2017. <https://scroll.in/article/844027/why-the-indian-government-must-rescind-gst-levied-on-scraps-of-plastic-paper-cardboard-and-glass>

Images

- “Professional Indian man portrait.” Image generated by Adobe’s Firefly.
- “45 year old indian woman drinking from a reusable water bottle blue.” Image generated by Adobe’s Firefly.
- “Blue reusable water bottle straight being held by an Indian man close up.” Image generated by Adobe’s Firefly.
- “Plastic cleaning bottles recycling.” Image generated by Adobe’s Firefly.

References

- “Indian people in yellow tshirts picking up trash on the beach.” Image generated by Adobe’s Firefly.
- “Blue straight water fountain that looks like a water bottle on the street of chennai in yellow with an indian man filling up the water bottle close up.” Image generated by Adobe’s Firefly.
- “Indian worker 26 years old portrait.” Image generated by Adobe’s Firefly.
- “Indian mother and 2 children happy smiling into the camera.” Image generated by Adobe’s Firefly.
- “Workers in a factory in india.” Image generated by Adobe’s Firefly.
- “Father and son on dry land.” Image generated by Adobe’s Firefly.
- “Family in india looking at their house.” Image generated by Adobe’s Firefly.
- “50 year old traditional indian woman.” Image generated by Adobe’s Firefly.
- “Indian woman architect working at her desk on architecture plans.” Image generated by Adobe’s Firefly.
- “Indian woman hand throwing trash into the recycling bin.” Image generated by Adobe’s Firefly.
- “Bandra Kurla Complex, Mumbai.” Wikipedia. https://en.wikipedia.org/wiki/File:IL%26FS_-_Bandra_Kurla_Complex,_Mumbai.jpg
- “Indian woman looking on a busy street.” Image generated by Adobe’s Firefly.
- “Indian little girl drinking water.” Image generated by Adobe’s Firefly.