

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Smart Water Saver (SWS)

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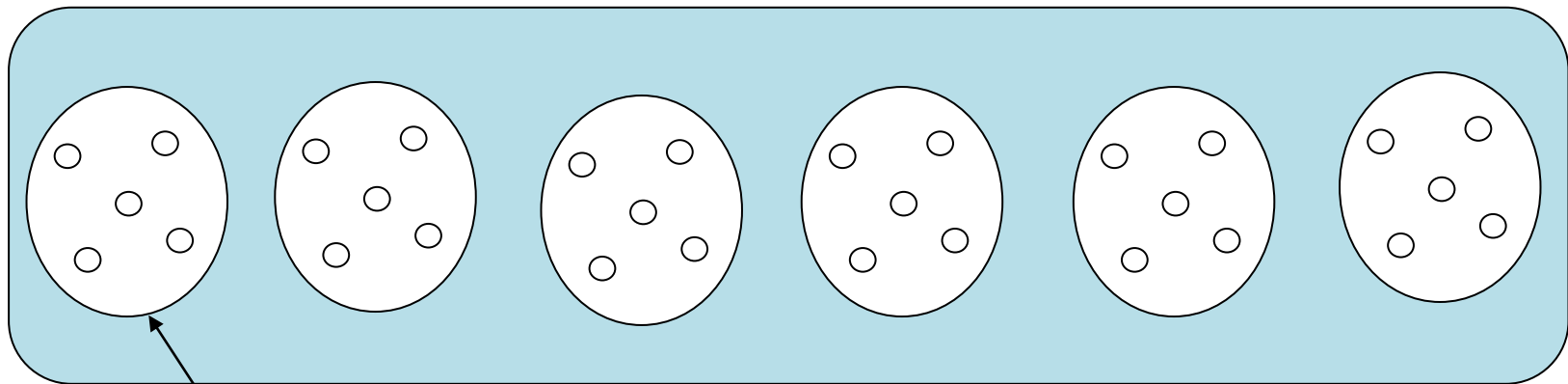
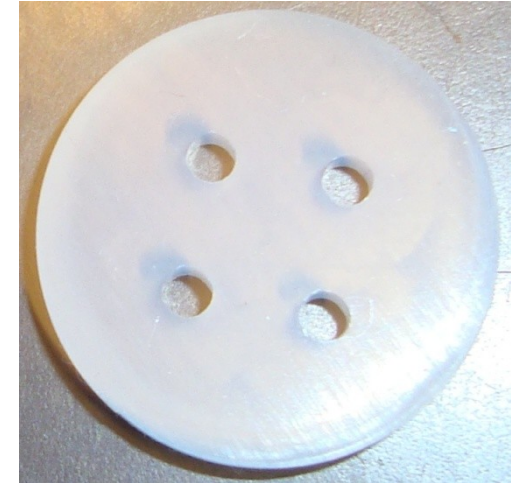
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What is the Smart Water Saver?

Very simple device made of elastic PVC or Poly ethylene to be installed in the heads of taps to reduce the water flow



$\frac{3}{4}$ " Button, 1mm thick and 1mm holes

Package



How to install the SWS?

2



Remove the
black plastic
ring

1



Release
the tap
head

4



Put the tap
head back

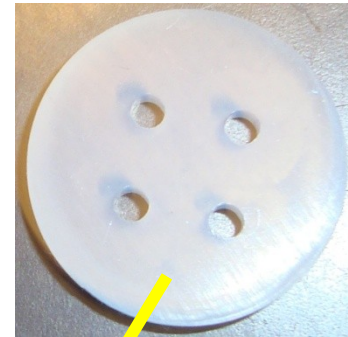
3



Install
the
device

Why producing the water Smart Saver? Will people buy it?

1. It reduces the flow between 50-60 %
2. It saves the water, energy and money
3. It distributes the outflow evenly so that the user enjoy a smooth water
4. No more calcification
5. Easy to produce, install and maintain
6. It lasts for minimum 5 years



Device pre-test



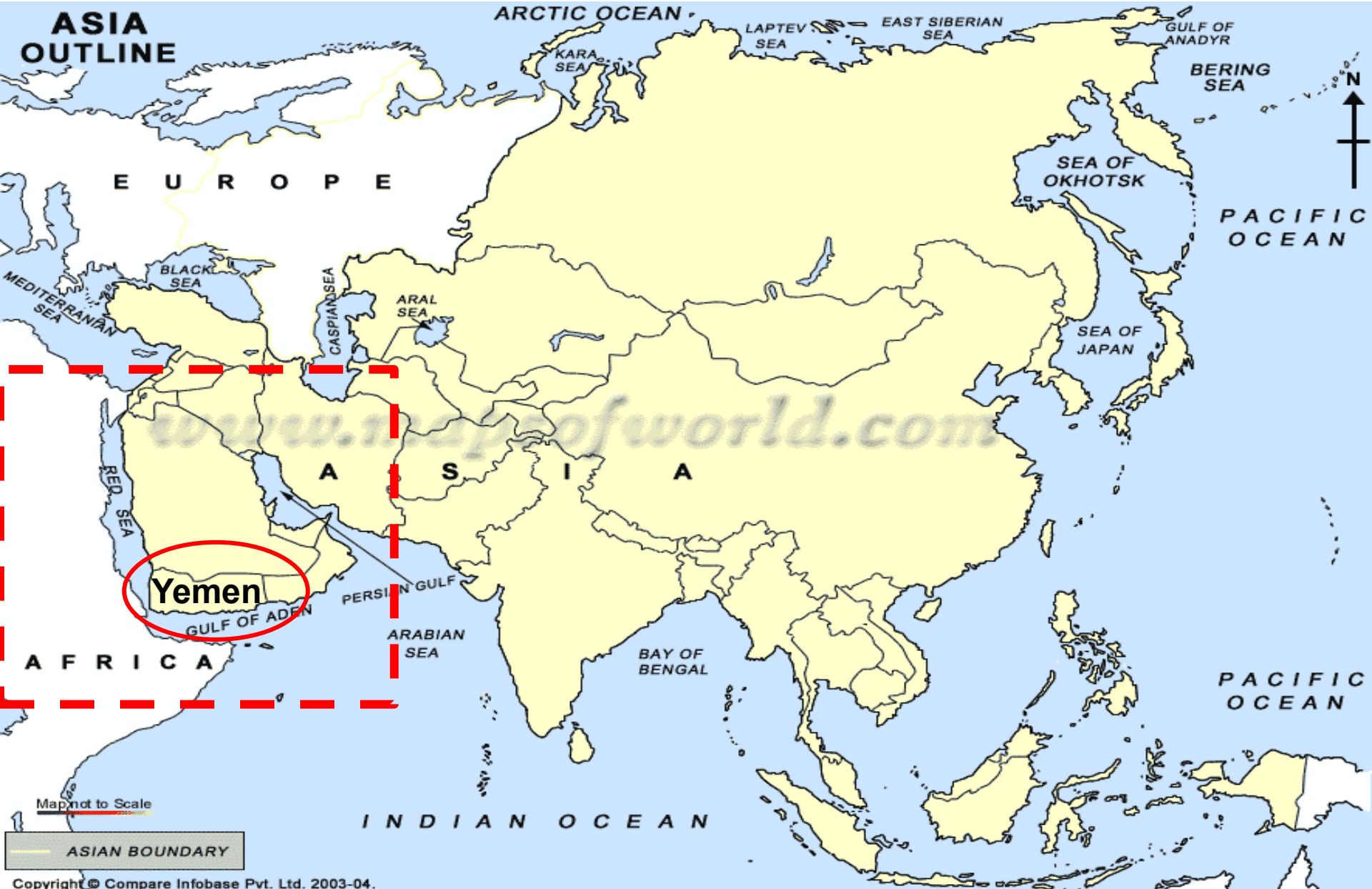
$Q = 17.4 \text{ L/sec}$

Test was conducted under 12 m pressure and full open tap in both cases



$Q = 6.58 \text{ L/sec}$

Business scope



Yemen

Map not to Scale

ASIAN BOUNDARY

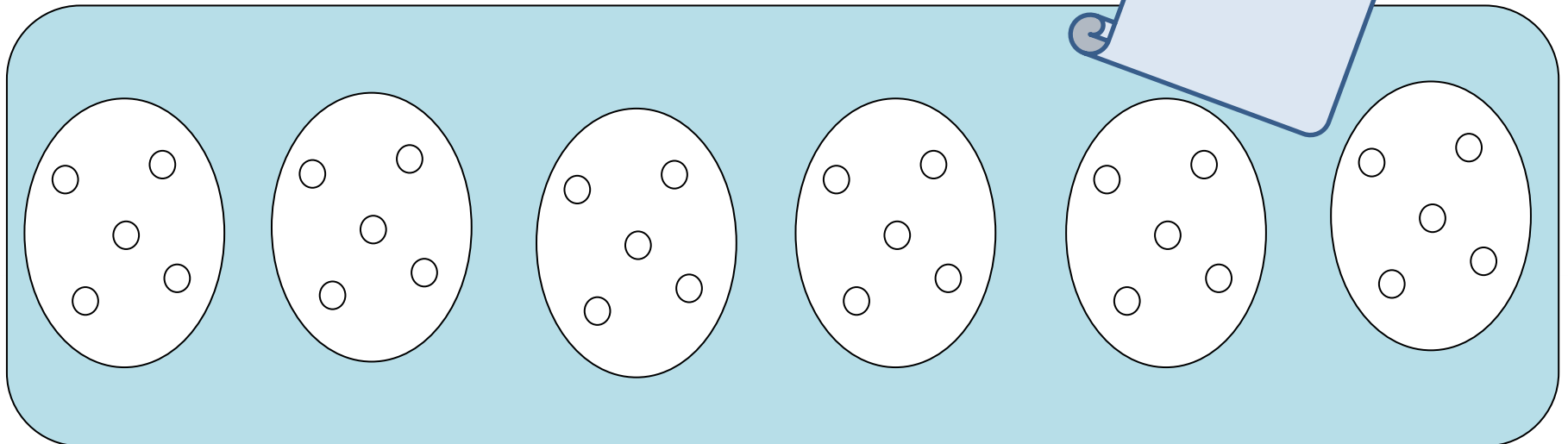
Market analysis

- Yemen is **scarce** water country
- Very use **efficiency**
- Yemen Population: **25 million**
- Family average members: **6.9 persons**
- Hence, households: **3.6 million**
- Average no. of taps: **5/house**
- Estimated no. Taps: **18 million**
- The current taps sow the water highly
- Modern water save taps are **very expensive 30-50 \$**



The product package

Each package will
contain 6 devices + 1
instruction sheet



Business plan (I)

Sales and profit projection:

Amounts in Euro	Founding year	Year 1	Year 2	Year 3
Months during start-up year		12	12	12
Erwarteter Umsatz (6-pack selling price 10 Euros)	1,666,666.66 €	1,666,666.66 €	1,666,666.66 €	100,000.00 €
- Cost of sales (producing 0.2 cent + packaging 0.5 cent)	70,000.00 €	70,000.00 €	70,000.00 €	7,000.00 €
= Gross profit	1,596,666.66 €	1,596,666.66 €	1,596,666.66 €	93,000.00 €
- Personal costs	4,500.00 €	4,500.00 €	4,500.00 €	4,500.00 €
= Gross profit	1,592,166.66 €	1,592,166.66 €	1,592,166.66 €	88,500.00 €
Running costs				
Rental costs:				
Rent	1,800.00 €	1,800.00 €	1,800.00 €	1,800.00 €
Additional costs (Heating, Water, Electricity)	600.00 €	600.00 €	600.00 €	600.00 €
Sum Rental costs	2,400.00 €	2,400.00 €	2,400.00 €	2,400.00 €
Transportation costs:				
Company car (2 toyota pick-up)	30,000.00 €			
Car tax				
Car insurance				
Maintenance				
Sum transport costs	30,000.00 €	- €	- €	- €
Leasing machines				
Corporate communication:				
Marketing (2 minute movie)	2,000.00 €			
User sheet (unit 0.5 cent)	8,333.33 €	8,333.33 €	8,333.33 €	5,000.00 €
Representation national broadcasting (fee)	1,000.00 €	1,000.00 €		
Sum advertisement costs	11,333.33 €	9,333.33 €	8,333.33 €	5,000.00 €
Office				
office expenditures (furnitures, IT)	4,000.00			
Telefon / Fax / Internet / Mobile	360.00	360.00	360.00	360.00
Stationery	360.00	360.00	360.00	360.00
Porto				
Sum office costs	4,720.00 €	720.00 €	720.00 €	720.00 €

Business plan (II)

other costs				
- Sum of exploitation costs:	48,453.33 €	12,453.33 €	11,453.33 €	8,120.00 €
= Profit before taxes	1,543,713.33 €	1,579,713.33 €	1,580,713.33 €	80,380.00 €
ZAKAT Islamic tax 2.5 percent	1,505,120.50 €	1,540,220.50 €	1,541,195.50 €	78,370.50 €



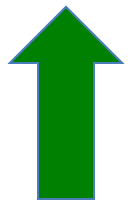
Business plan (III)

Capital requirement start-up: 100 000 Euros •

Venture capital model: •

Limited partner → FUND (blocked for 10

years) → VC firm → CAPITAL



SHARES 50% (exit in 5-7 years)



After three years

Seed stage (technology risk) – founding year •

Early stage (market risk) – 2nd year •

Expansion stage (growth risk) at regional •

level MENA

DIVERSIFICATION •



Conclusion: Is it feasible to buy it?

- A 5 persons family consume around 8 m³/ month
- From the public network, they pay around 6 Euro
- From the tankers, they pay around 20 Euro
- If SWS installed, they might save at least 40% of what they pay
- Furthermore, they save some of the energy used to heat the water
- Finally, they save the water resources for future generation

SWS package costs around 0.4 Euro/5 years but you save around 50 Euro from the water saved water only

