

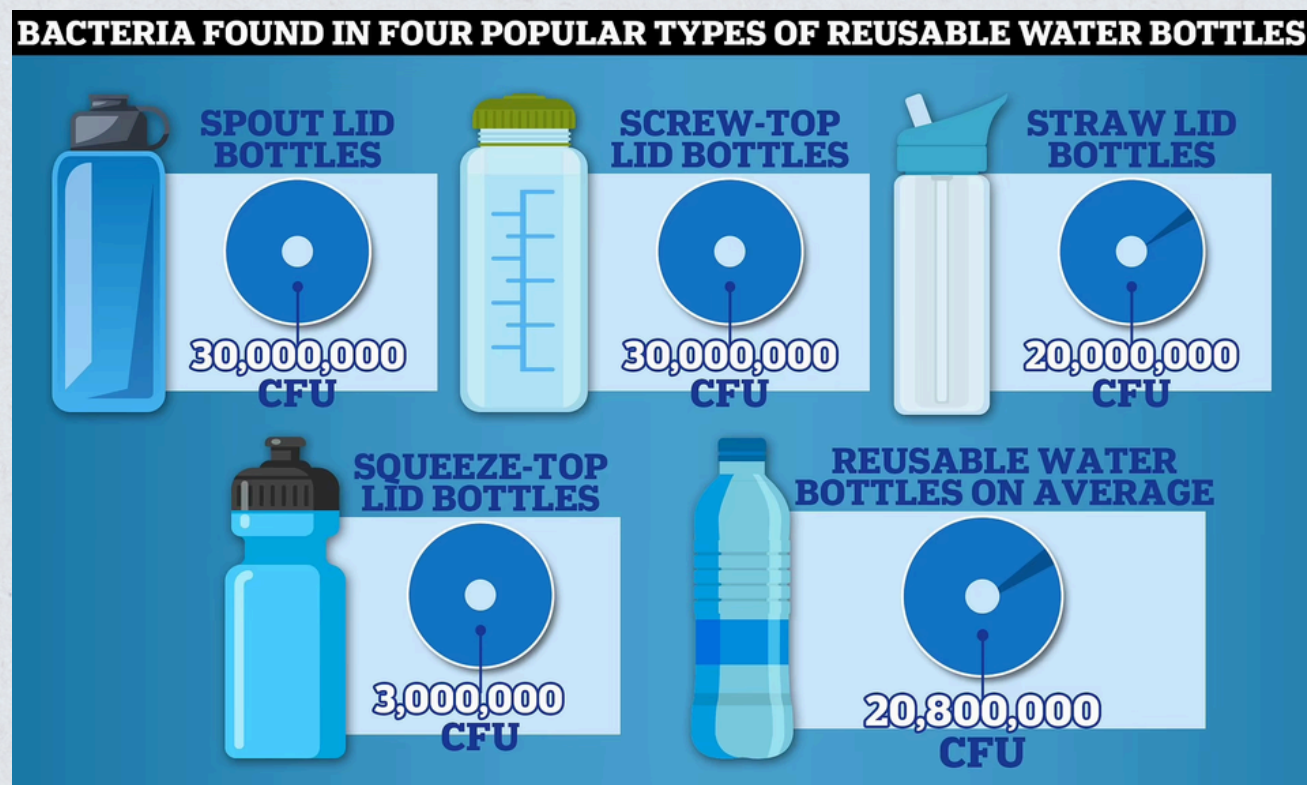


TRAQUA

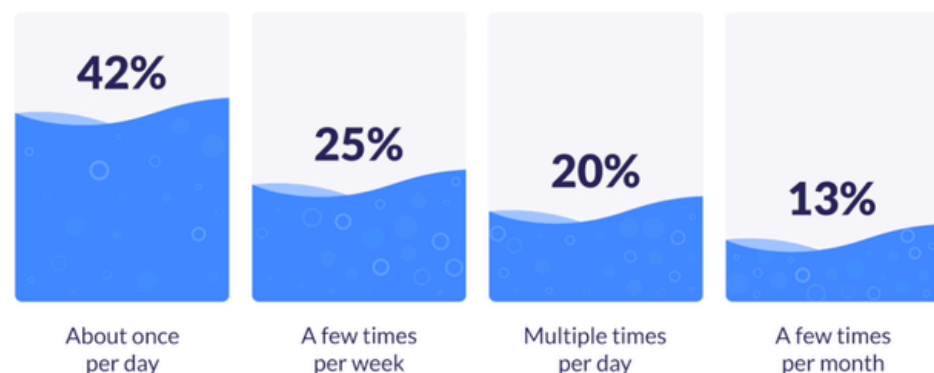




Problem Statement



How frequently do you clean your water bottle?



Gen Zers cleaned their water bottles **the least often**, with **16%** cleaning theirs only a few times per month.

Source: 2022 WaterFilterGuru.com Study



Study Finds Microplastics In 93% Of Bottled Water

Lowest & highest number of plastic particles found per liter of bottled water (location & brand)

Brand	Manufacturer	Country Tested	Concentration
Nestle Pure Life	Nestle	USA	6-10,390
Bisleri	Bisleri International	India	0-5,230
Gerolsteiner	Gerolsteiner Brunnen	Germany	9-5,160
Aqua	Danone	France	0-4,713
Epura	PepsiCo	Mexico	0-2,267
Aquafina	PepsiCo	USA	2-1,295
Minalba	Grupo Edson Queiroz	Brazil	0-863
Wahaha	Hangzhou Wahaha Group	China	1-731
Dasani	Coca-Cola	USA	2-335
Evian	Danone	France	0-256
San Pellegrino	Nestle	Italy	0-74



n=259 bottles from 11 brands across nine countries. Plastic discovered included polypropylene, nylon, and polyethylene terephthalate.

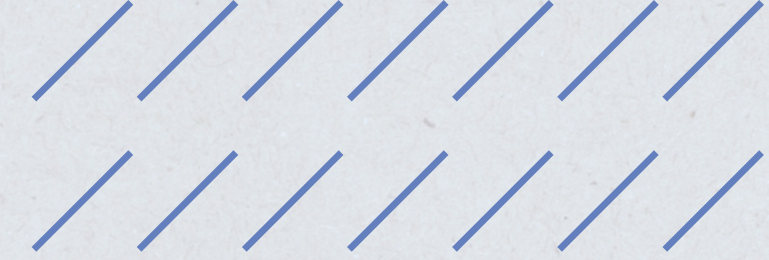


Source: Orb Media





State of the Art



Hydration:



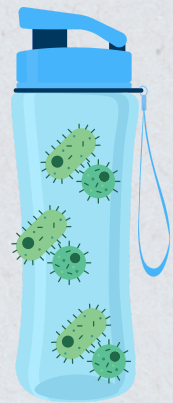
- Electrolyte balance, temperature regulation
- Quantity, quality and how regulary

Effects of tracking:



- Tracking + reminders support water intake

Hygiene:

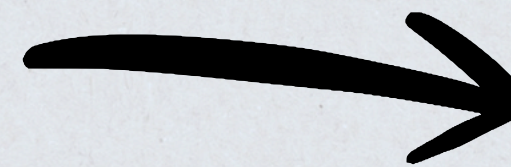


- 20 % of bottles with a risky level of microorganism
- UV-C kills 99 % of bacteria

Minerals:



- Keep electrolyte balance stable





Marketing Plan

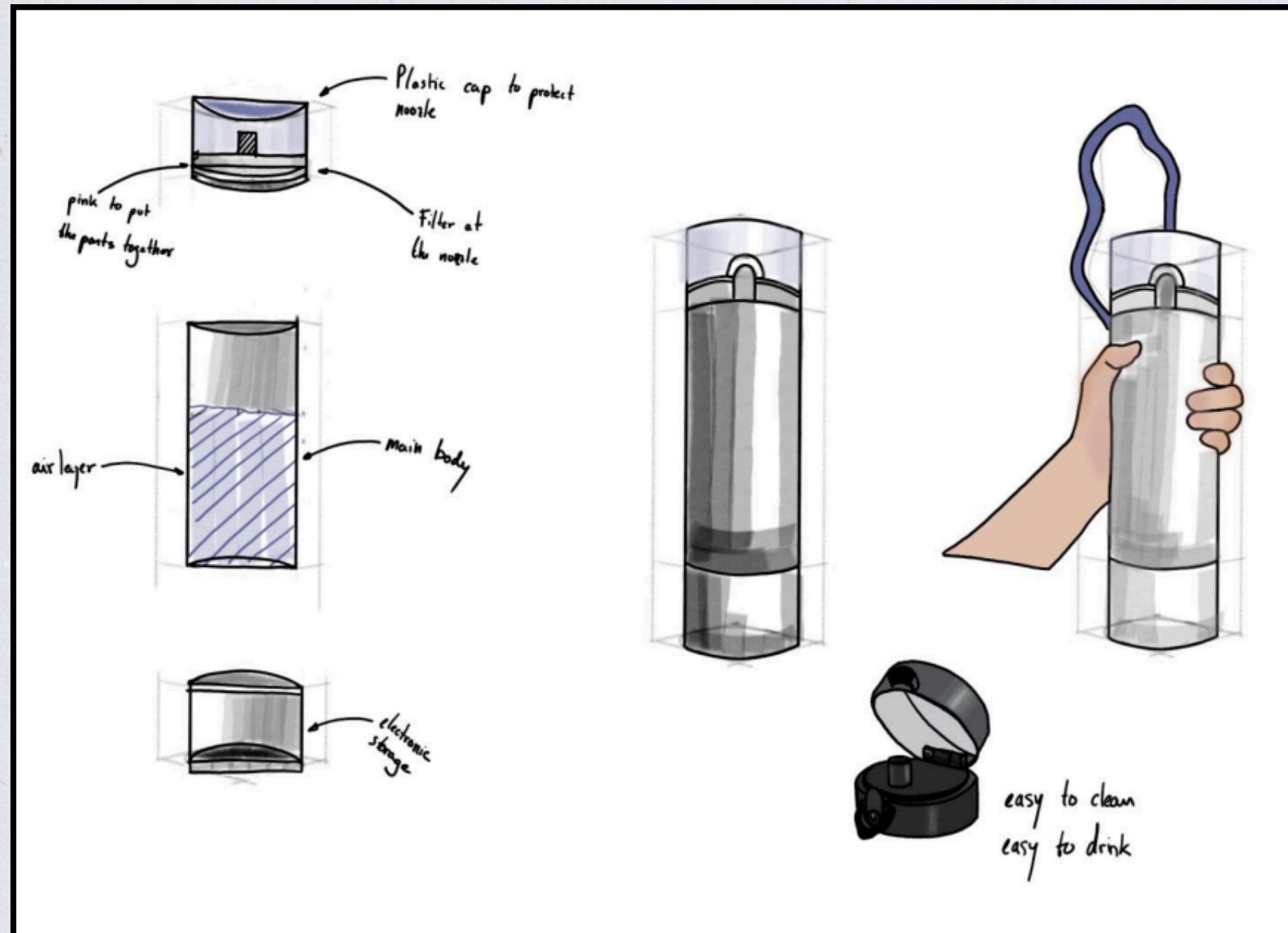
Know your water. Trust your bottle.

- Active people
- Health Enthusiasts & Eco-Conscious Professionals
- Premium pricing: ~ 250 € retail + app subscription model
- Distributed via official website, Amazon & premium retail stores
- Promoted through university pilot, social media & fitness influencers
- Gamification features drive daily engagement and retention





Solution



TRAQUA

Know your water.
Trust your bottle.



www.TRAQUA.com

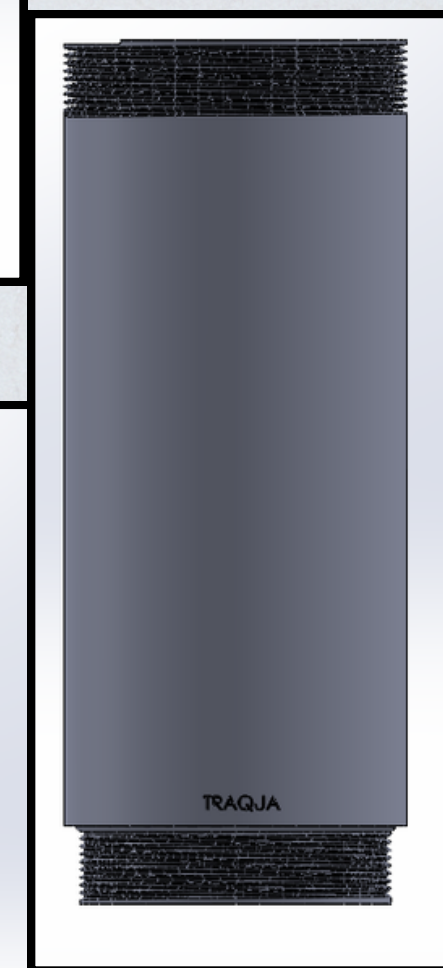
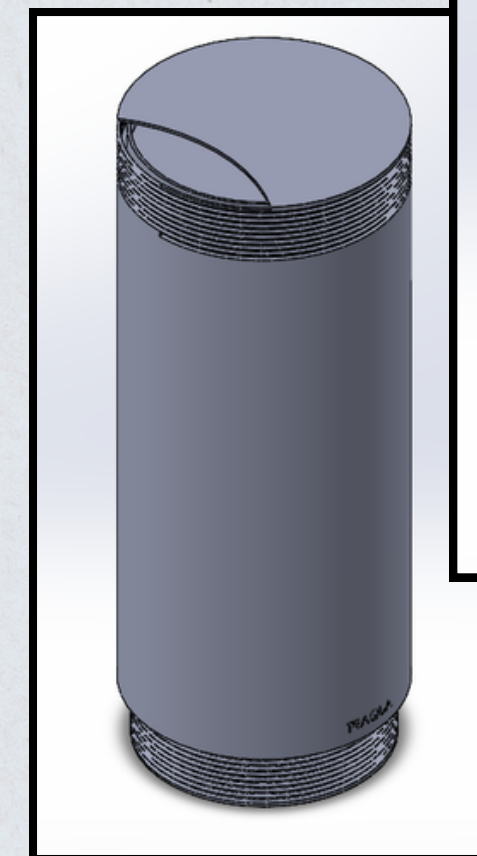
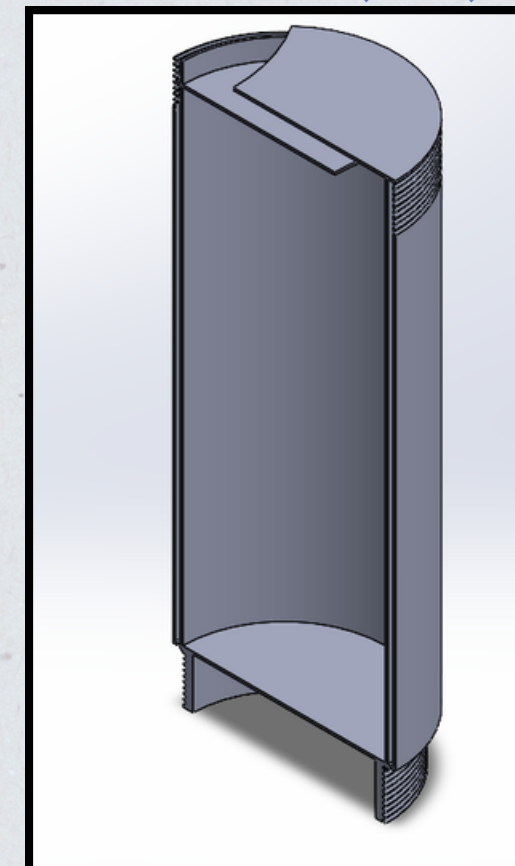
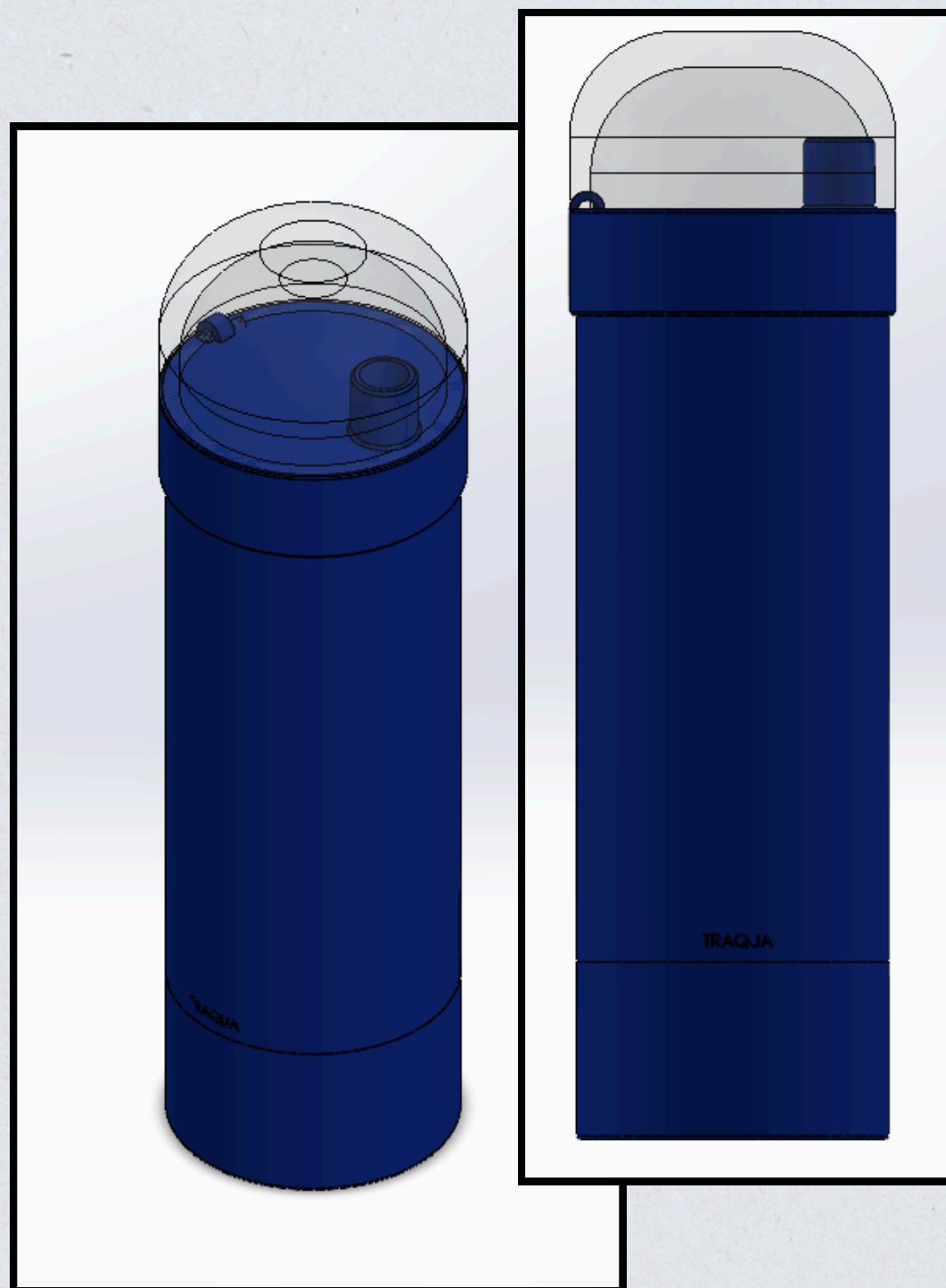
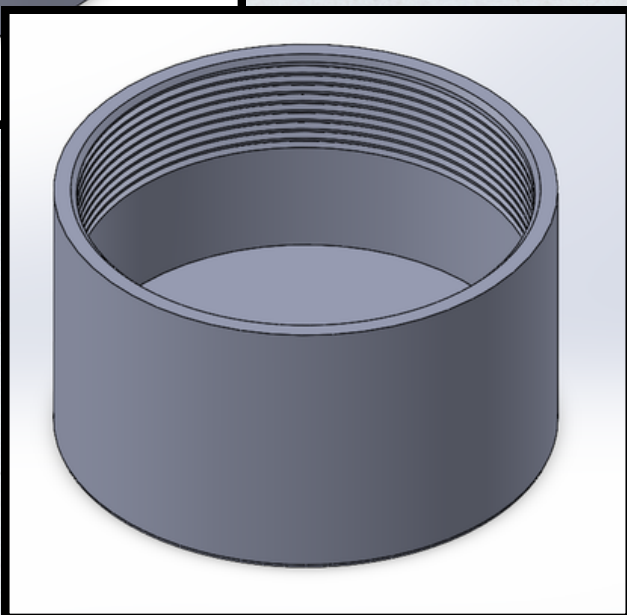
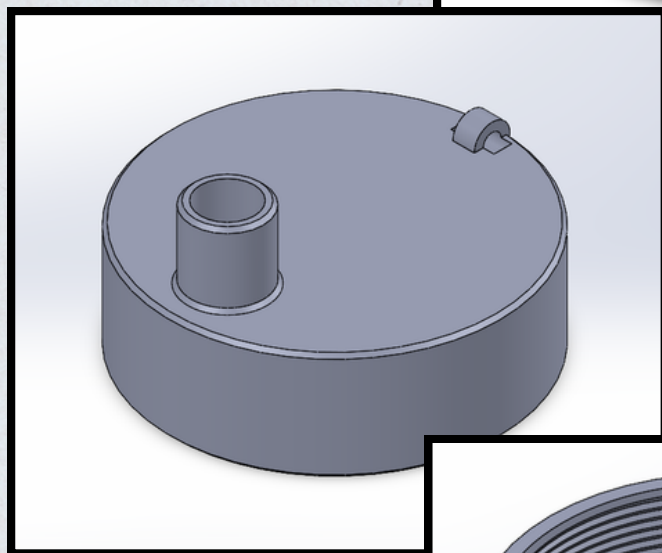
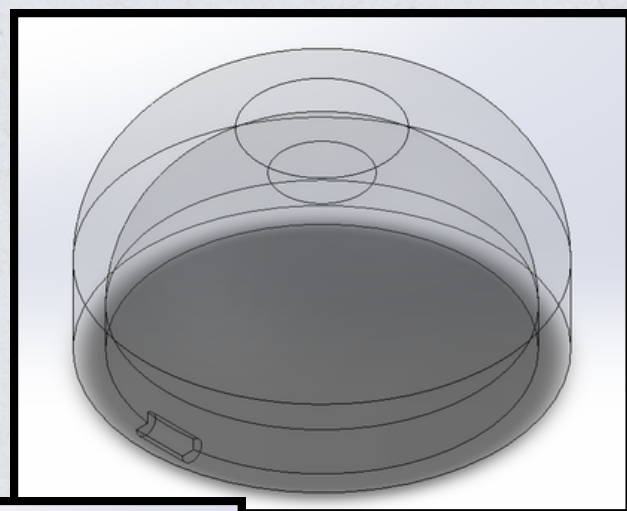


Google Play

ISEP INSTITUTO SUPERIOR DE ENGENHARIA DO PORTO



Structural drawings

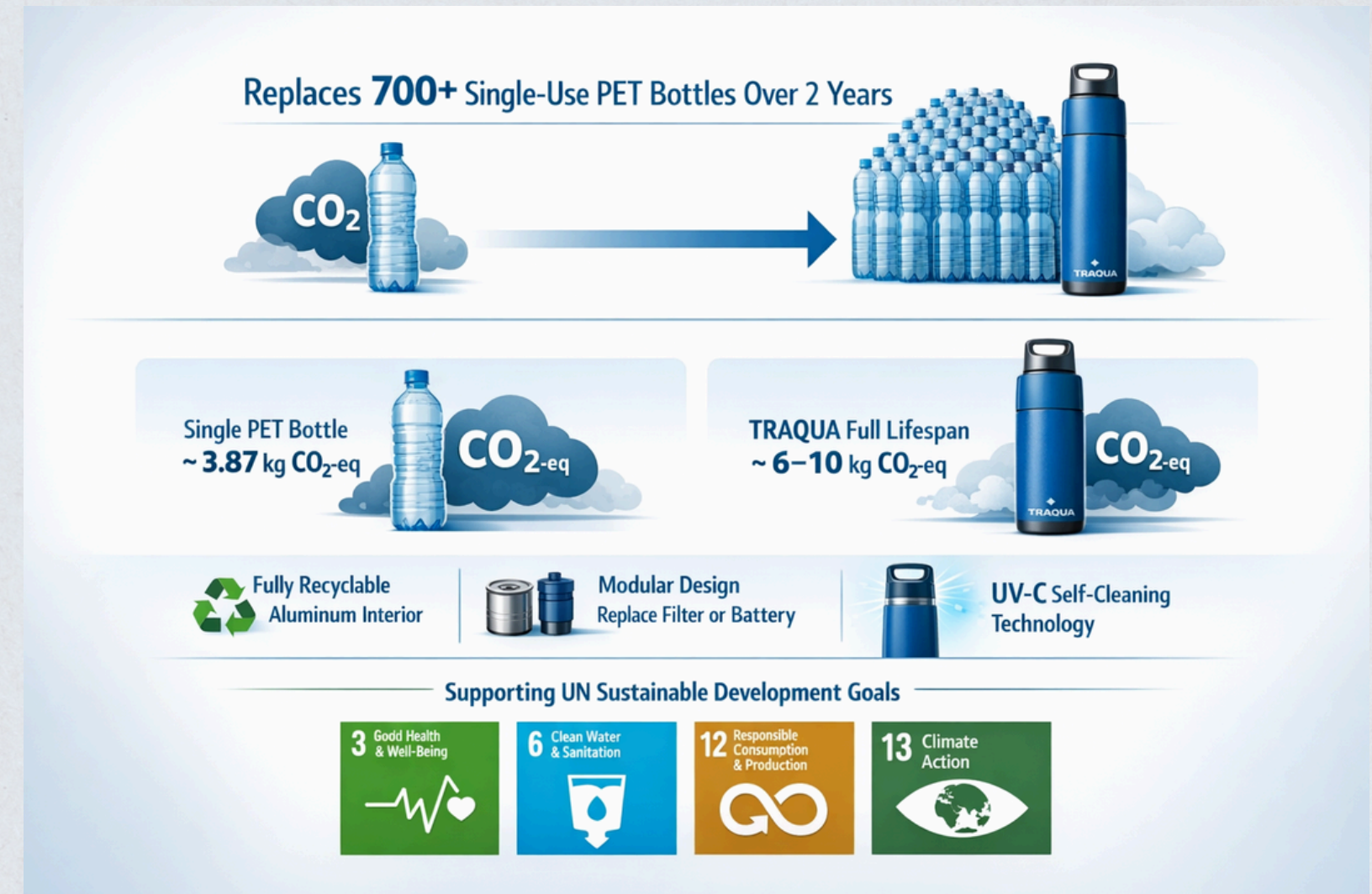


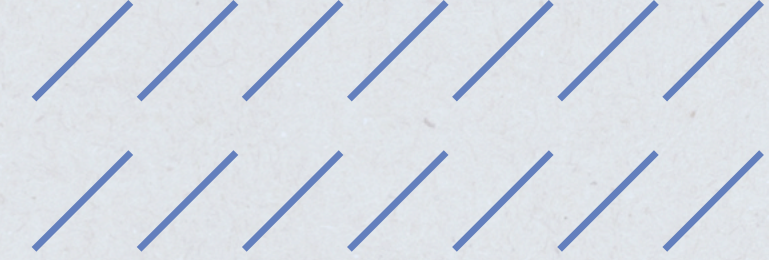


Sustainability

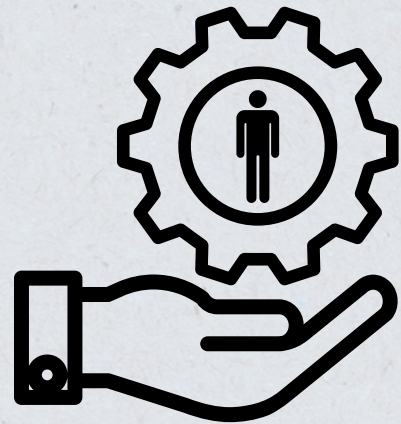
- More sustainable way to drink water
- Replace single-use plastic bottle
- Durable and recyclable materials
- Repairable
- Impact from electronics & aluminium
- Production impact

=> Long-life design & behavior change



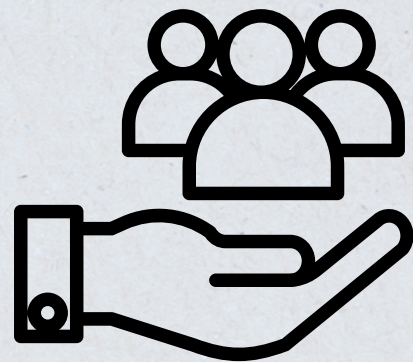


Ethics



Engineering ethics

- Safety: UV-C, foodsafe
- Communication, transparency



Marketing ethics

- Responsible sales
- Fair pricing
- Honest branding

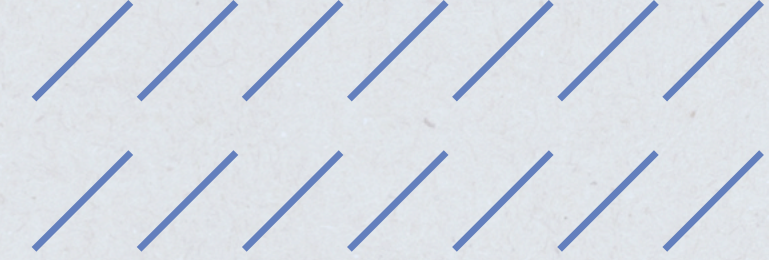


Environmental ethics

- Ecological balance
- Avoid greenwashing

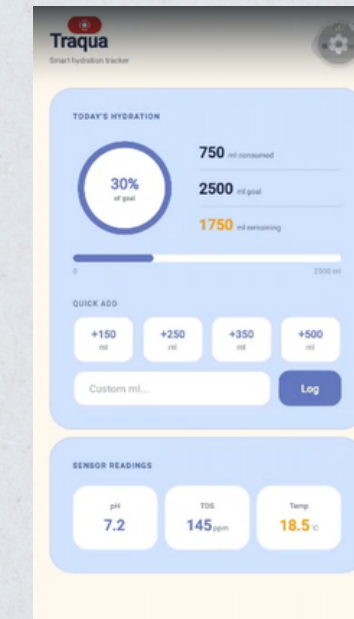
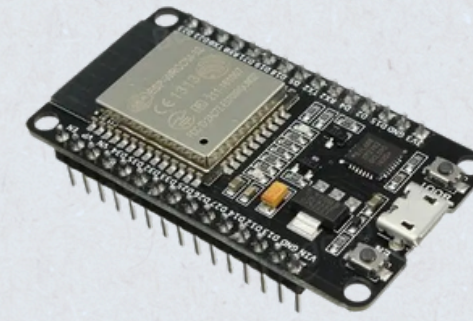


Smart system



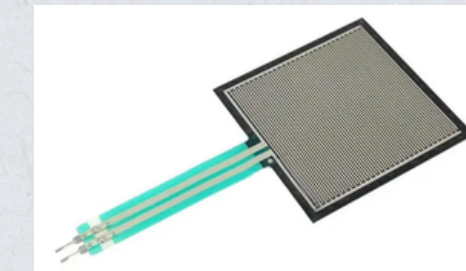
TRACK

App for constant reminders and daily goals



MEASURE

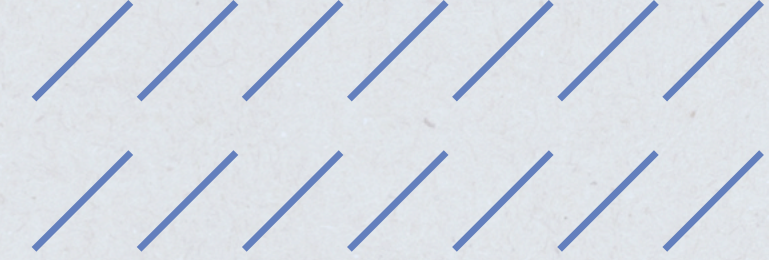
Measure the amount of water consumed & quality



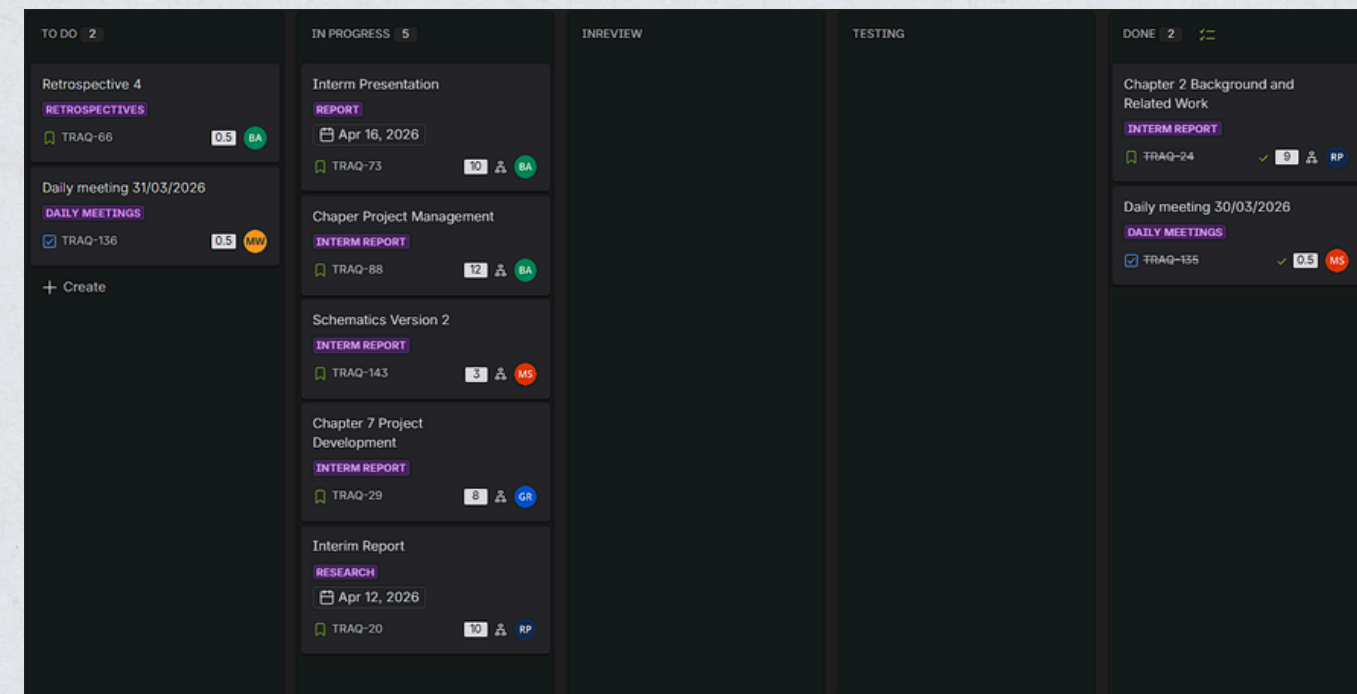
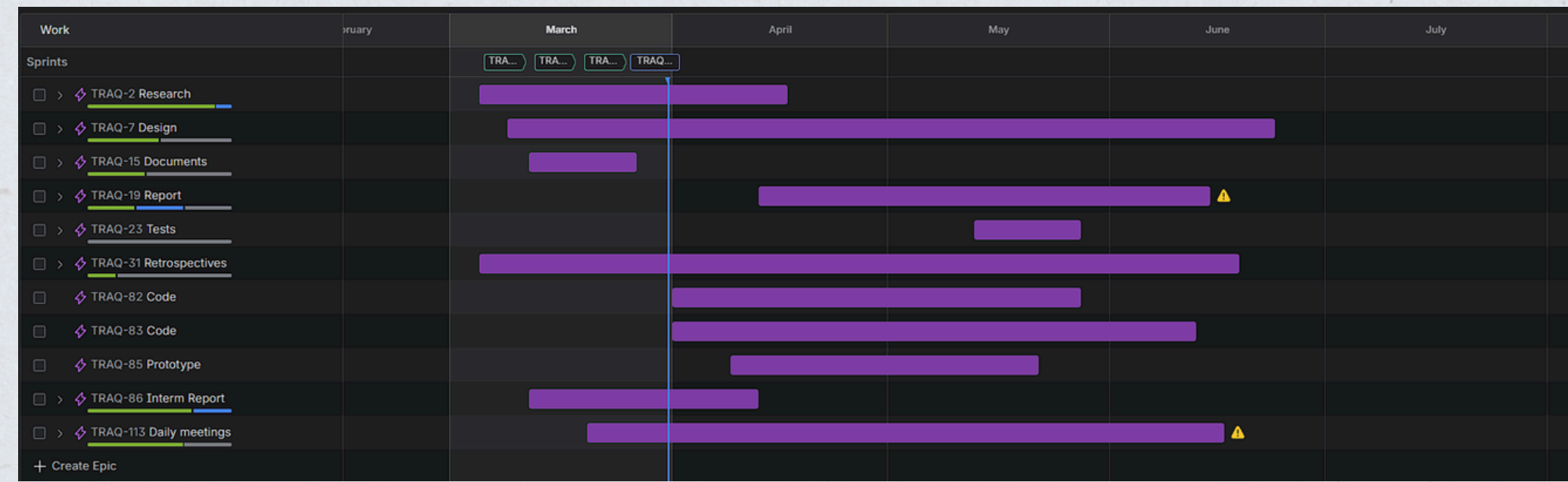
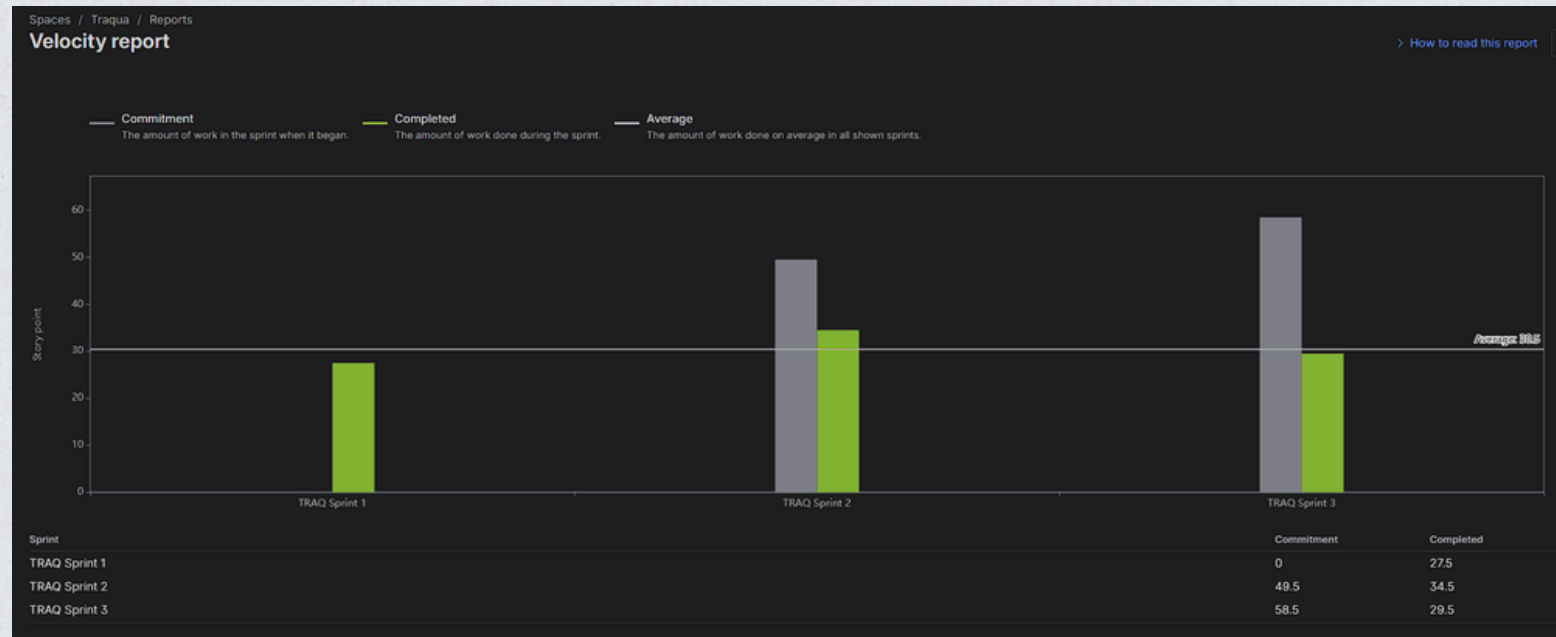
CLEAN

UV-C bottle cleaning & water filtering





Project Management





Conclusion



- Clear problem-solution fit
- Strong marketing plan
- Practical and feasible design
- Focus on sustainability
- Consideration of engineering, marketing and environmental ethics
- Integrated smartsystem (Measure, Track & Clean)
- Solid project management

Questions?