

FINANCIAL ENGINEERING BLENDING WITH TECHNOLOGY

Introducing “Water Purification as a Service”

Presented by
Vikram Gulecha
Cofounder, OCEO WATER

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KEY CONSIDERATIONS

- Value Chain
- Missing Elements
- Entry Barriers
- Operator Risk
- Consumer Benefit
- Pricing Strategies



THE OPPORTUNITY

Our socio-economic study indicates that there is an under exploited willingness to pay for clean water of which we should take advantage



OUR APPROACH

- Consumer Needs
- Market Research
- Iterative Development
- Passionate Team
- Accounting Innovation



TO DO LIST

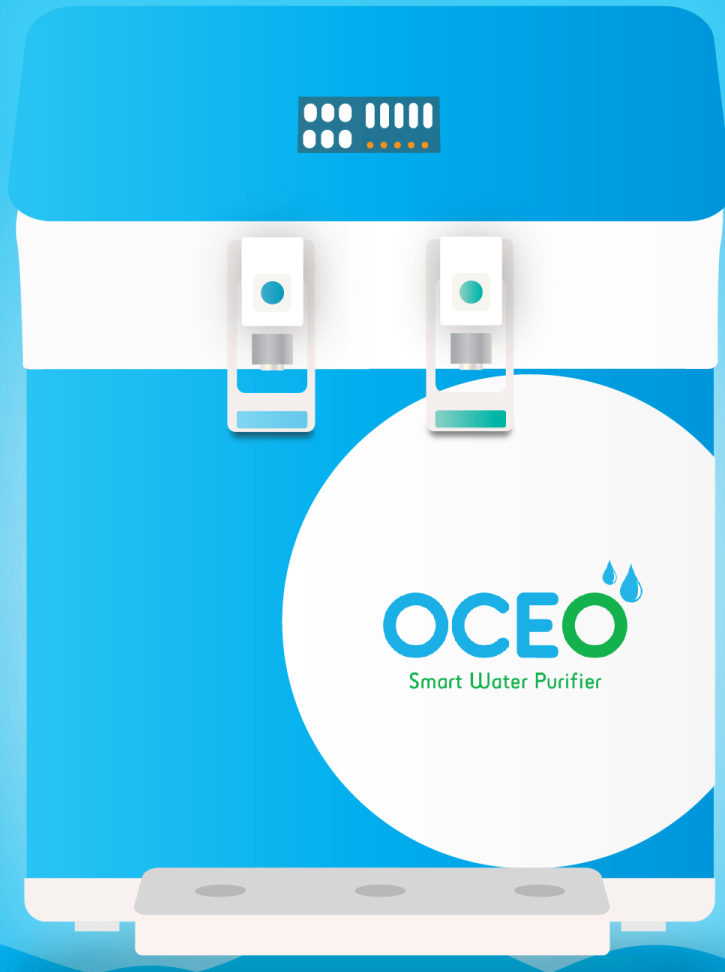
- Safety
- Intelligent Sensors
- Communication
- Convenience
- Sustainability
- Affordable



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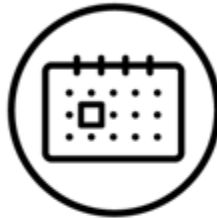
Safe Drinking Water
Challenge, Simplified

BUSINESS MODEL



Buying
Cost

₹ 0



Rental Fees
for Lifetime

₹ 0



Maintenance Charges
for Lifetime

₹ 0



Installation
Charges

₹ 0



Deposit
Amount

₹ 0

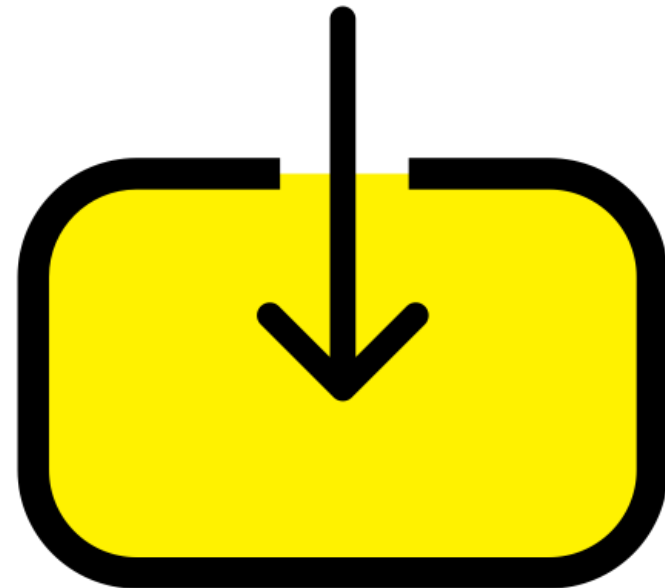
All You Pay Is Only For Water Purification

INR 1 Per Litre

**Introducing
Water Purification as a service**

CHALLENGES

- Industry Competition
- Consumer Behaviour
- Good Vs Right Talent



GOOD TURNAROUND

- Global Opportunities
- Urbanisation
- Increase focus on Health
- Bottled Water Impact
- Digital Tools



**BEST WAY TO GET
TO THE FUTURE**

BUILD IT YOURSELF



collaborations and comments are welcome

website: www.oceowater.com

email: india@oceowater.com