

# Lars Føleide

💧 Social & Impact  
Entrepreneurship  
Researcher

💧 17 years in higher education

💧 Computer Science

💧 Marketing

💧 Entrepreneurship

💧 Finance

💧 Social Innovation



# Water.Gift



[www.Water.Gift](http://www.Water.Gift)

**Universal Access to Clean Water**

*... a financial business model innovation*



# Impact Entrepreneurship



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD

**1** NO POVERTY



**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**6** CLEAN WATER AND SANITATION



**7** AFFORDABLE AND CLEAN ENERGY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS



**SUSTAINABLE DEVELOPMENT GOALS**

# Water, a Human Right?



- Water is necessary for all life on earth!

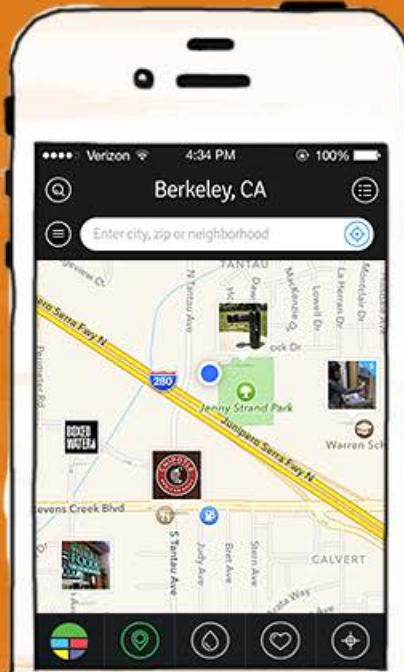
[Water.Gift](http://Water.Gift)





# product overview

SEARCH



FIND



FILL



FINALLY, ACCESS TO CLEAN WATER IS JUST A TAP AWAY

Water.Gift





Amici

### Refill Locations

Near Berkeley, California

- 1.1 mi Jenny Strand Park, 37000 Howard Dr
- 1.3 mi Crispello, 2302 Stevens Creek Blvd
- 1.7 mi Warner University, 3420 Montebello Rd

### Water Quality

Berkeley, California



### Local Deals

Within 10 mi of Berkeley

- 1.1 mi Custom Key with Ice, 23000 Stevens Creek Blvd
- 1.3 mi Baked & Brewed, 3420 Montebello Rd
- 1.7 mi Redwood Inn, 3420 Montebello Rd

### Track Your Impact

Every refill counts

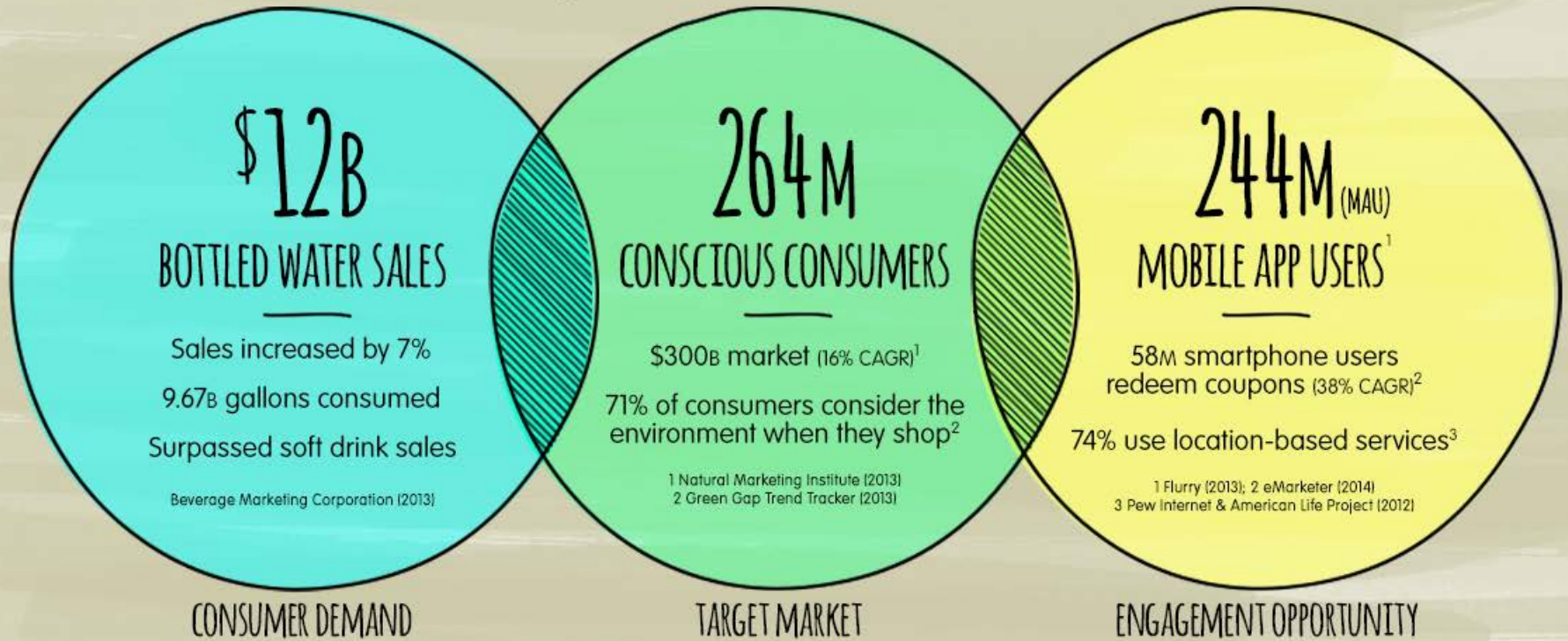
- 1.1 mi \$1.17 saved
- 1.3 mi 31oz less plastic
- 1.7 mi 4oz less paper
- 1.7 mi 6oz less waste

### Saved Locations

4 nearby



# market-opportunity



WHERE NECESSITY AND CONVENIENCE MEETS CONSCIOUSNESS

Water.Gift



# Opportunity



**\$6.9b Market Cap**



**Potential:**



**Financial independence**



**Volunteer Tourism**



**Secure Pension**

**Water.Gift**



# Solution



## BLOCKCHAIN

# Water.Gift



# WaterCoins



1 WaterCoin =



1 Volunteer Hour =

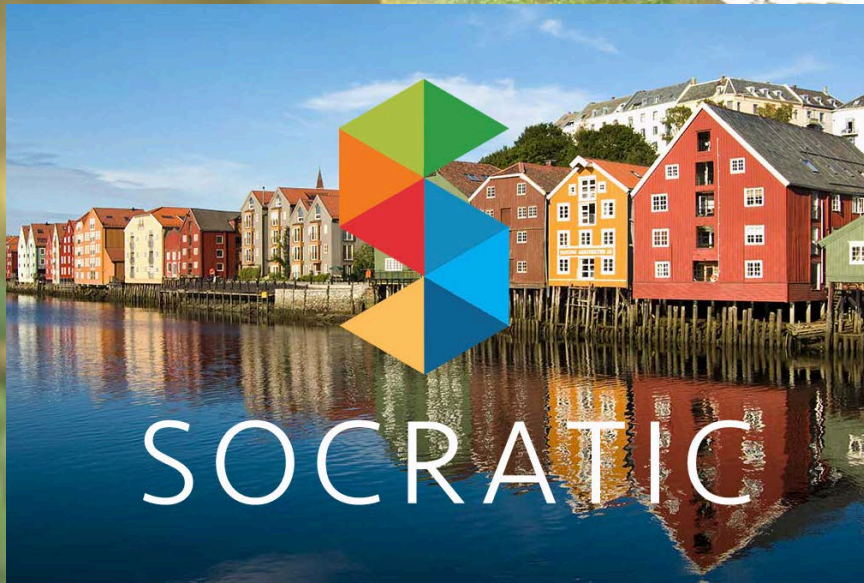


1 Liter Clean Water

[Water.Gift](http://Water.Gift)

# Impact Management University

- 🌍 Nordic's Best City for Studying
- 🌍 Trondheim City
- 🌍 Hub for Sustainable Development







Thank you!

Visit:

[Water.Gift](http://Water.Gift)

# Water.Gift

- Freemium
- Subscription

Water.Gift



- Movement!
- WaterCoin

3  
Psychology

1  
Economy

2  
Convenience

- Personalized
- Location





# SINGULARITY UNIVERSITY



Environment



Water



Security



Governance



Global Health



Food



Space



Education



Disaster Resilience



Energy



Prosperity



SOCRATIC





**INNOVATION  
NORWAY**



Lars Føleide

**Visjonær og alt-mulig-mann**

**15 år i høyere utdanning**



Thomas Flemming

**Senior Utvikler**

**Master i  
Informatikk**



Yiting Xue

**Data-analyse Guru**

**Master i Miljø og Utviklingsøkonomi  
PhD in Bio-Statistikk**

# Water.Gift

**Verdiløfte og forretningsplan**

*We give local ideas global opportunities*

Company Name:

Water.Gift

Navn på bedrift:

Date:

11. april 2015

Dato:



INNOVATION  
NORWAY

8

Key Partners  
Partnere



Automatprodusenter

Automatverter

7

Key Activities  
Kjerneaktiviteter



Administrere  
automater

Merkevarebygging

6

Key Resources  
Ressurser



Automater

Lokalisering

2

Value Propositions  
Verdiløfte



Kortreist sunt vann  
fra automat, gjort  
tilgjengelig med en  
lav årsavgift.

4

Customer relationship  
Kunderelasjon



Selvbetjening

3

Channels  
Kanaler



Automater

Nettside

App

1

Customer Segment  
Kundesegment



Studenter

Øvrig helsebevisst  
befolkning som er  
opptatt av miljøet

9

Cost Structure  
Kostnader



Drifte automater

5

Revenue Streams  
Inntektsstrøm



Abonnement



# Forretningsplan:

**1** Hvilket problem (behov) i markedet skal dere løse?

Tilgang på kortreist sunt vann.

**2** For hvem (kundesegment) løser dere dette problemet?

Studenter og øvrig helsebevisst befolkning som er opptatt av miljøet.

**3** Hva er deres løsning på problemet?

Kortreist sunt vann fra automat, gjort tilgjengelig med en lav årsavgift.

# Forretningsplan:

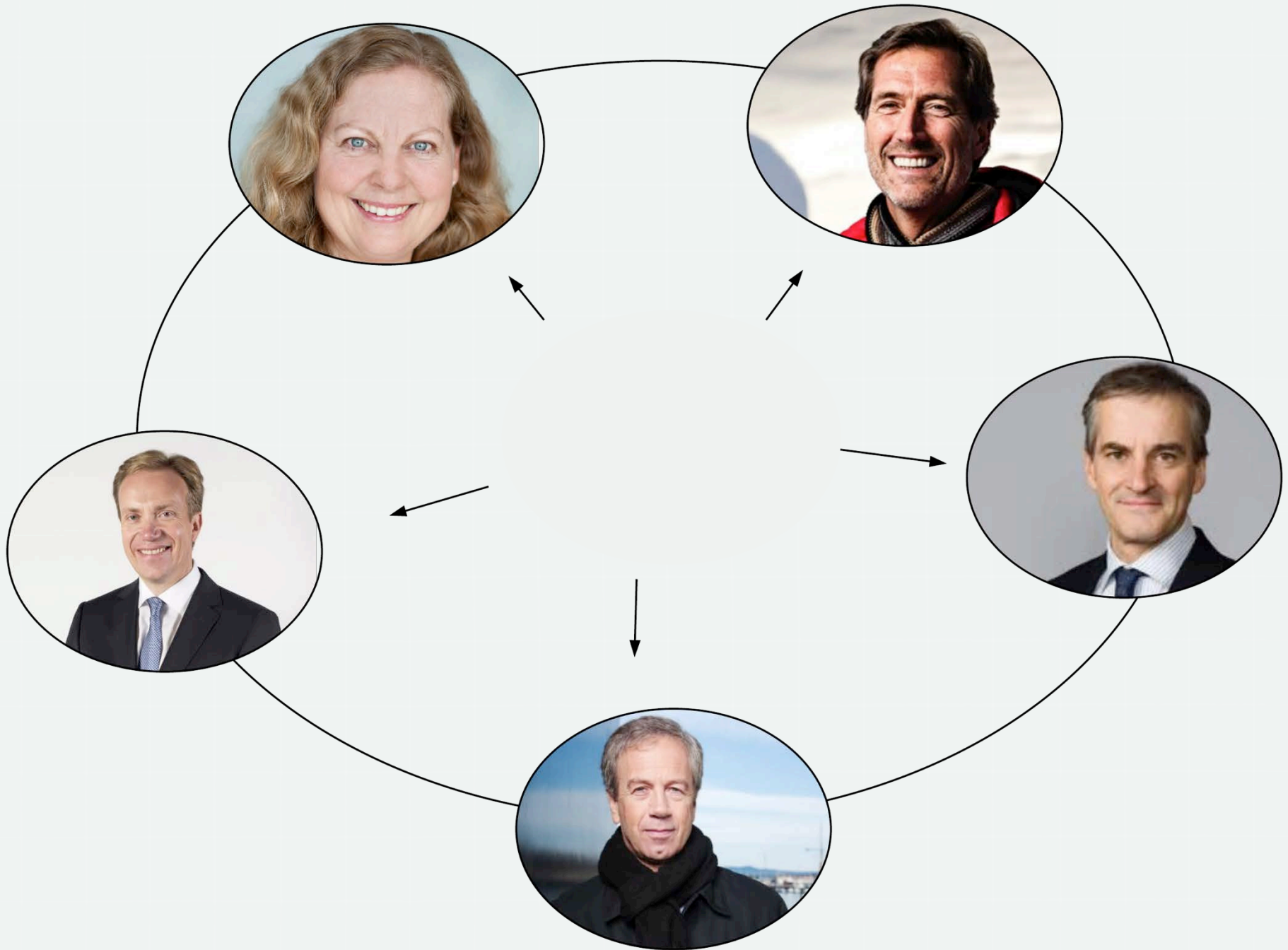
**4** Hvorfor er kunden villig til å betale for denne løsningen?

Lett tilgjengelig, avkjølt, sunt og kortreist vann til en lav årsavgift vil gi betydelige årlige besparinger.

**5** Hvordan skal dere ta betalt, og hvor mye er kunden villig til å betale?

Årlig avgift kr 100 for våre medlemmer, og kr 20 per flaske for ikke-medlemmer. Vi aksepterer kontanter, kort, app, sms og fingeravtrykk.





# Self-Realization!

Self-actualization

morality,  
creativity,  
spontaneity,  
problem solving,  
lack of prejudice,  
acceptance of facts

Esteem

self-esteem, confidence,  
achievement, respect of others,  
respect by others

Love/belonging

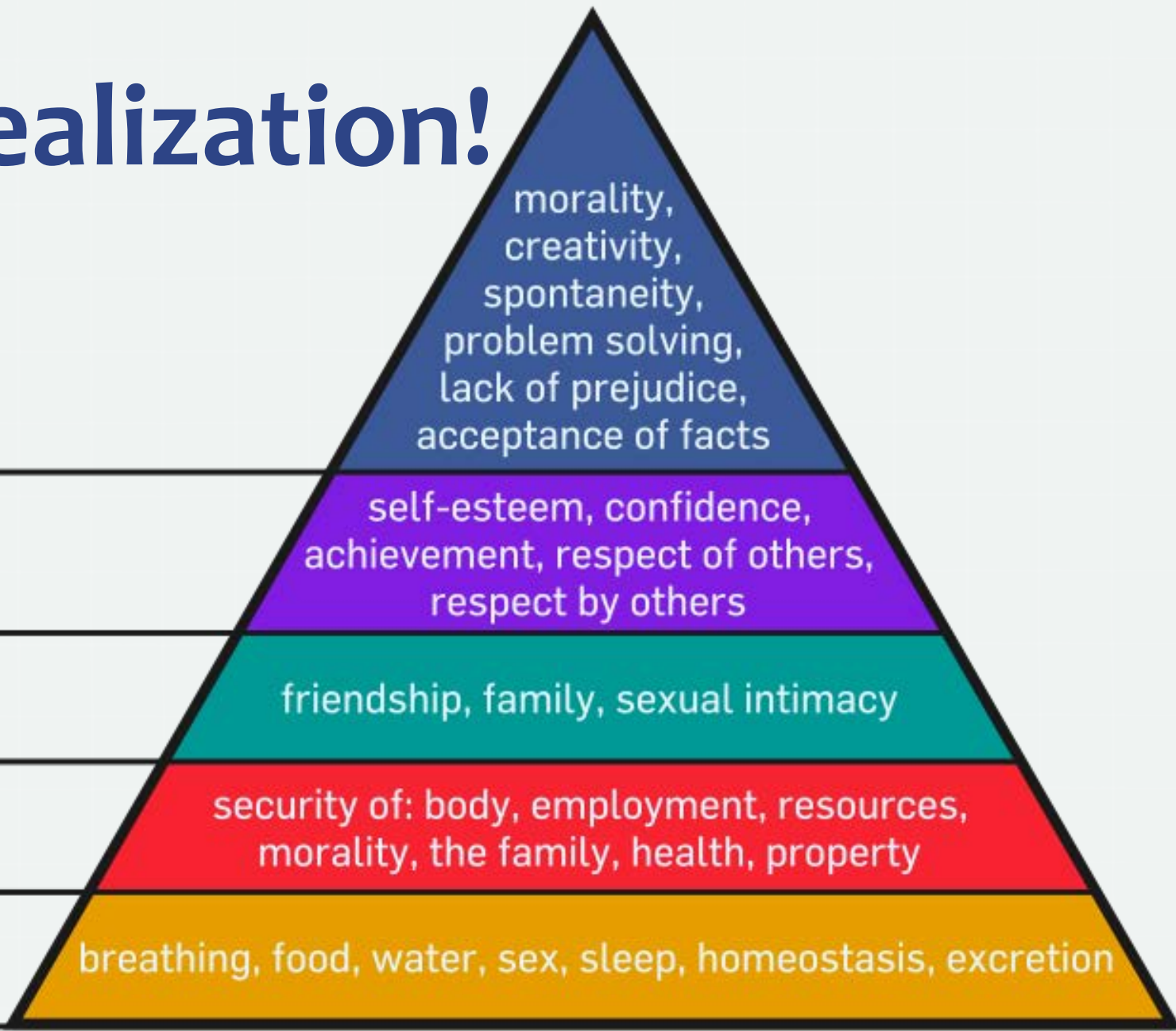
friendship, family, sexual intimacy

Safety

security of: body, employment, resources,  
morality, the family, health, property

Physiological

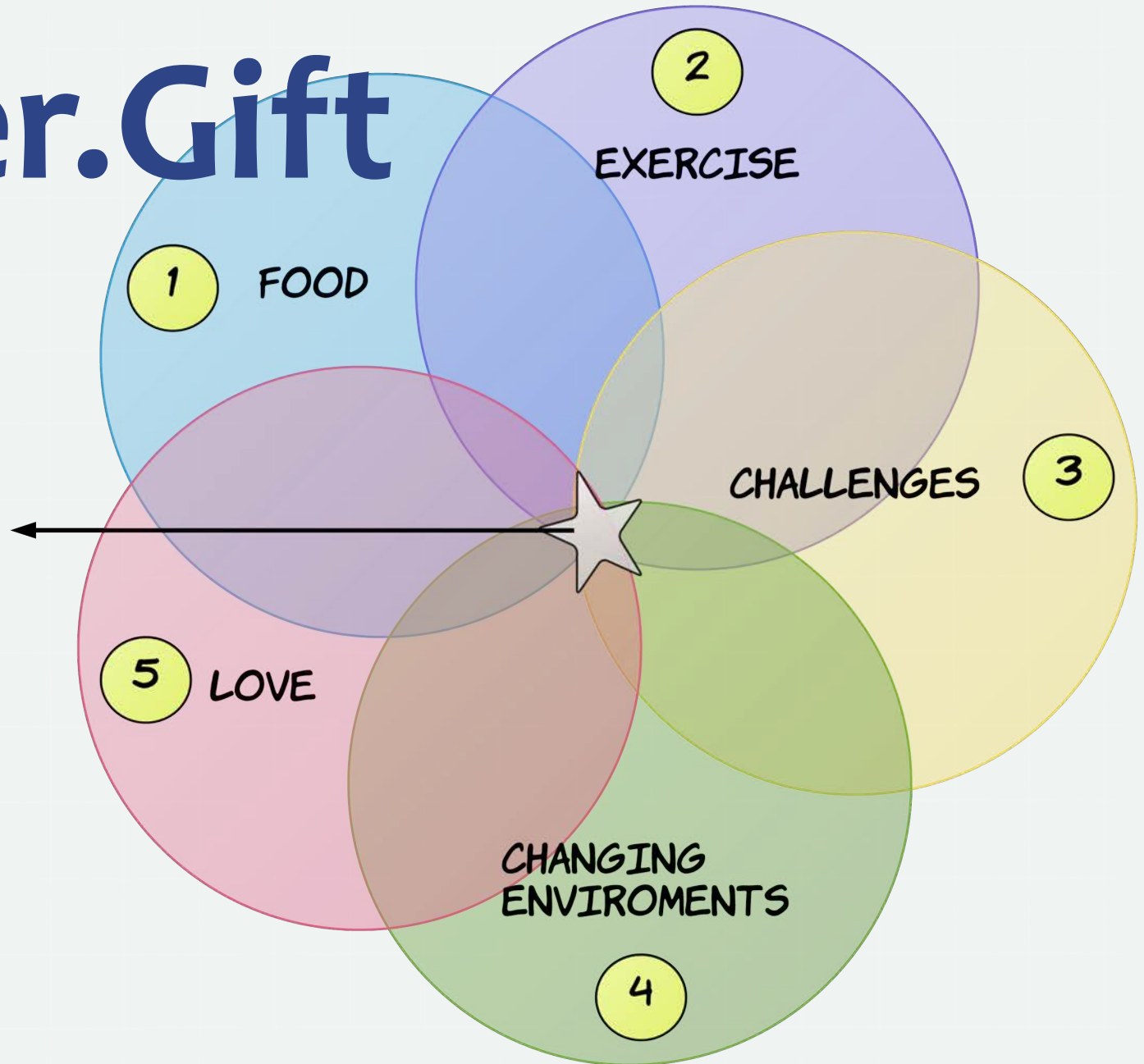
breathing, food, water, sex, sleep, homeostasis, excretion





# Water.Gift

**SWEET SPOT!**

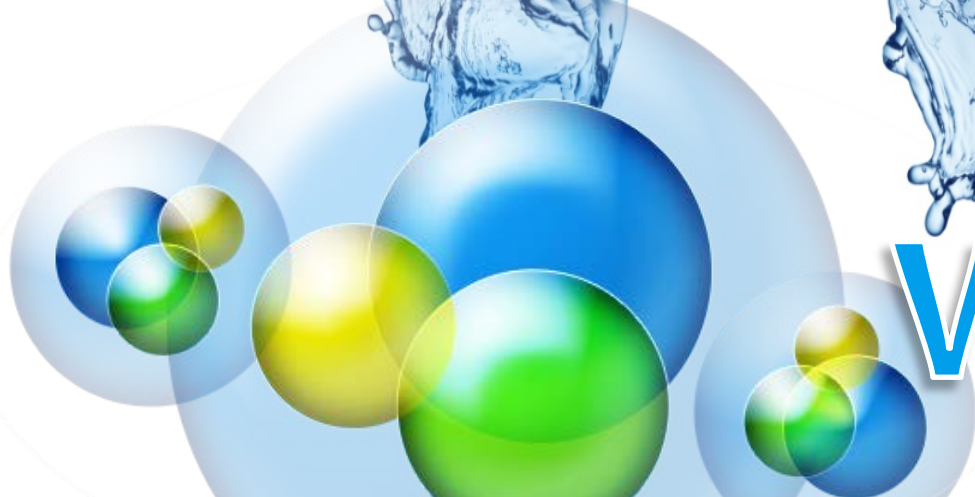


A dynamic splash of clear blue water against a white background, with various droplets and larger splashes scattered across the frame.

**Thank you!**


Visit:

**Water.Gift**





# What do we need?

 Marketers Geniuses, Finance Gurus,  
Designers, Developers, Project Leaders,  
Creative Wizards, Water Purification  
Ninjas, International Development  
Rockstars, Volunteering Enthusiasts,  
Innovators & Early adaptors!

 Water.Gift

# the - problem



## PLASTIC POLLUTION

Sixty-six billion water bottles are consumed in the United States every single year; on average, only 13% are recycled.



## LACK OF REGULATION

Recent studies found harmful chemicals, including fertilizers, arsenic and pharmaceuticals, in many brands of bottled water.

THE COST OF BOTTLED WATER IS GREATER THAN ITS CONVENIENCE





## FINANCIAL BURDEN

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On average, bottled water is a thousand times more expensive than tap; nearly 50% of bottled water is sourced from the tap.



## WATER PRIVATIZATION

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Corporations seize control of public water resources and prioritize profits over the needs of the communities they serve.

THE COST OF BOTTLED WATER IS GREATER THAN ITS CONVENIENCE

# market trends



## BUSINESSES & RETAILERS

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Thousands of businesses, such as grocery stores, restaurants, coffee shops, cafés and gyms have installed water dispensers; many have banned bottled water.



## COLLEGES & UNIVERSITIES

---

Since 2009, over 100 colleges and universities—including Harvard, Loyola and UC Berkeley—have banned the sale of bottled water and retrofitted existing fountains.



# market-trends



## CITIES & PARKS

---

Cities such as Concord and San Francisco have passed legislation to ban the sale of bottled water and have readily installed water dispensers in cities and parks.



## TRAVEL & LEISURE

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Many of our nation's airports, rest stops, train stations and tourist sites have installed drinking fountains and filtered dispensers to encourage refilling.

our\_impact

\* FIGURES REPRESENTED IN MILLIONS

- **REVENUES (USD, in millions)**
  - Local deals and coupons (60% of revenues)
  - Affiliate products, equipment and merchandise (22%)
  - Native ads and paid placement (9%)
  - Enterprise subscriptions (8%)
  - Data licensing (1%)
- **ENVIRONMENTAL IMPACT (Reduced CO<sup>2</sup> emissions, PPM)**
  - Reduced plastic pollution
  - Decreased bottled water production
  - Donations made to environmental organizations
- **SOCIAL IMPACT (Lives changed, in millions)**
  - Increased health benefits
  - Reclamation of local water supplies
  - Measurable financial savings
  - Donations made to global water infrastructure projects

2014

2015

2016

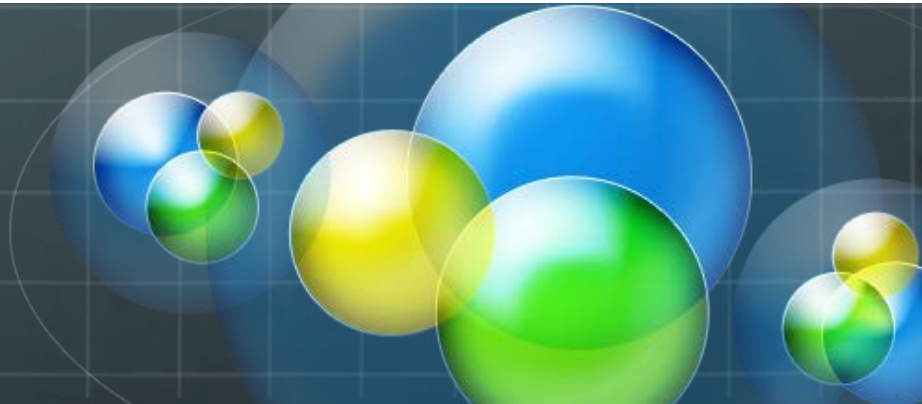
20

15

10

5

OUR TRIPLE BOTTOM LINE: PEOPLE, PLANET AND PROFITS



# Water.Gift



# The Secret Sauce!

- 🌐 Coins are time-stamped
- 🌐 Initial Coins -> Collector Items
- 🌐 Initial Coins -> Social Status



Water.Gift

# value-proposition



## CONSUMERS

Cleaner, safer, healthier water; measurable financial savings; exclusive product coupons; deals from local businesses; freedom of choice and a clear conscience.



## BUSINESSES

Increased patronage and brand visibility; customer engagement and retention opportunities; and a unique point-of-purchase sales and marketing platform.

WE MAKE FILLING YOUR REUSABLE BOTTLE AS EASY AS BUYING A NEW ONE





## AFFILIATES

---

Brand recognition and increased sales through cross-promotions, recommendations and product placement; and a targeted sales and marketing platform.



## MOTHER EARTH

---

Reduced plastic pollution and energy conservation resulting from decreased manufacturing, transportation and disposal; aid for global clean water initiatives.

WE MAKE FILLING YOUR REUSABLE BOTTLE AS EASY AS BUYING A NEW ONE



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