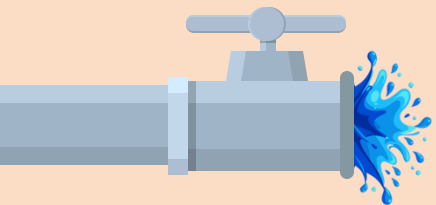


**SEA THE
WATER**



OUR PURPOSE

Our purpose is to help people save money and protect the environment through smarter water usage

THE PROBLEM

INVISIBLE WASTE WITH VISIBLE COSTS



Most users have **no idea** how much water they consume daily

Leaks often go undetected for **weeks** or **months**



Water bills are **rising**, and climate pressures make conservation **urgent**

Traditional meters **don't alert** you, when the bill arrives, the **damage is done**

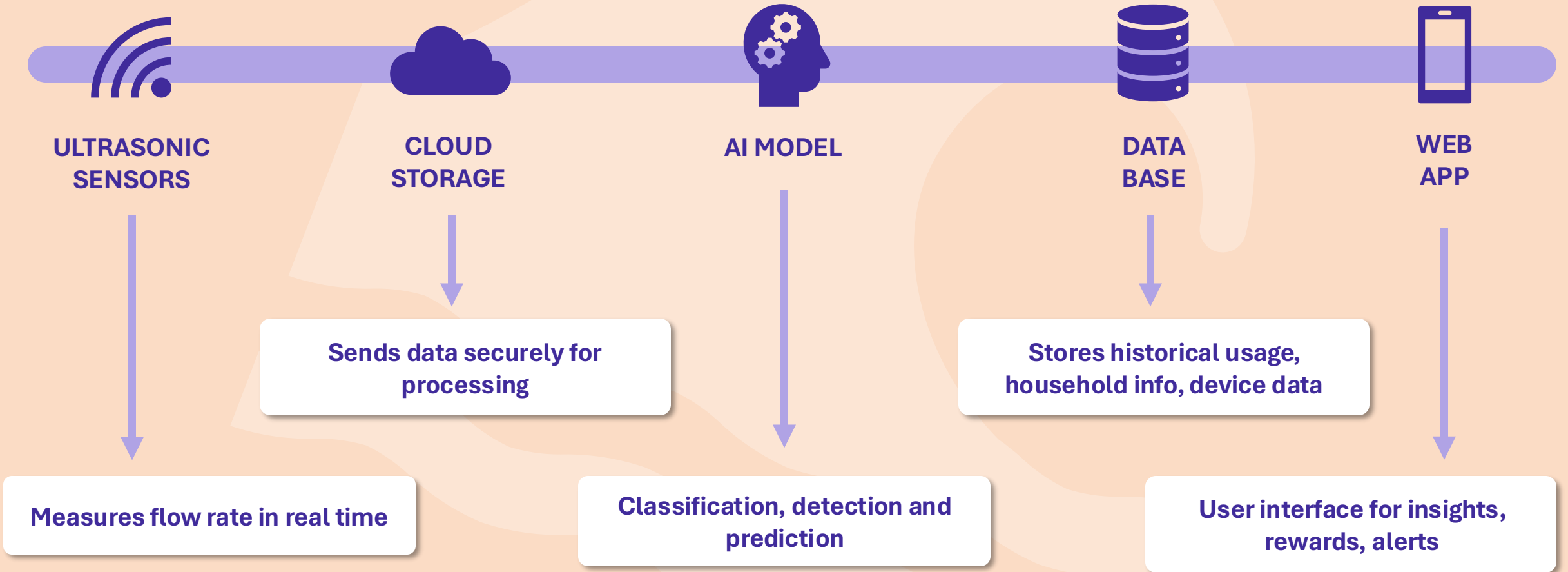


OUR SOLUTION

Our solution is to detect water leaks, analyze water flow, and to help save your water bill and the environment through data driven analytics!

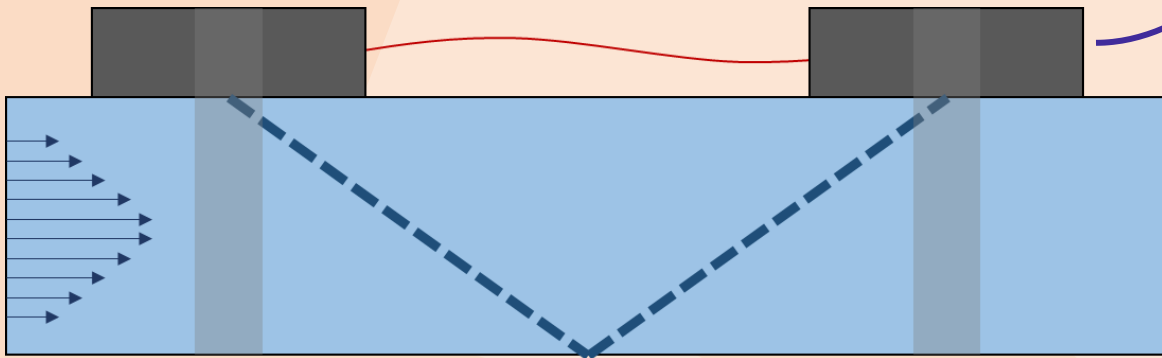
OUR SOLUTION

MEET BLU – THE SMART, NON-INVASIVE WATER MONITOR



ML MODEL

PREDICTING THE FUTURE



Transit Time = Forwards Time – Backwards Time

INPUTS

Flow rate and timestamp

MODEL PARAMETERS

Confident scores for each category
and time

OUTPUTS

Activity classification and
estimated flow rate

OUR APP

YOUR WATER-SAVING COACH



SHOWER SMARTER

Try reducing your shower time by 2 minutes. You could save up to 300L per month.



TURN OFF THE TAP

Turn off the faucet while brushing your teeth or washing your hands, save up to 6L per minute.



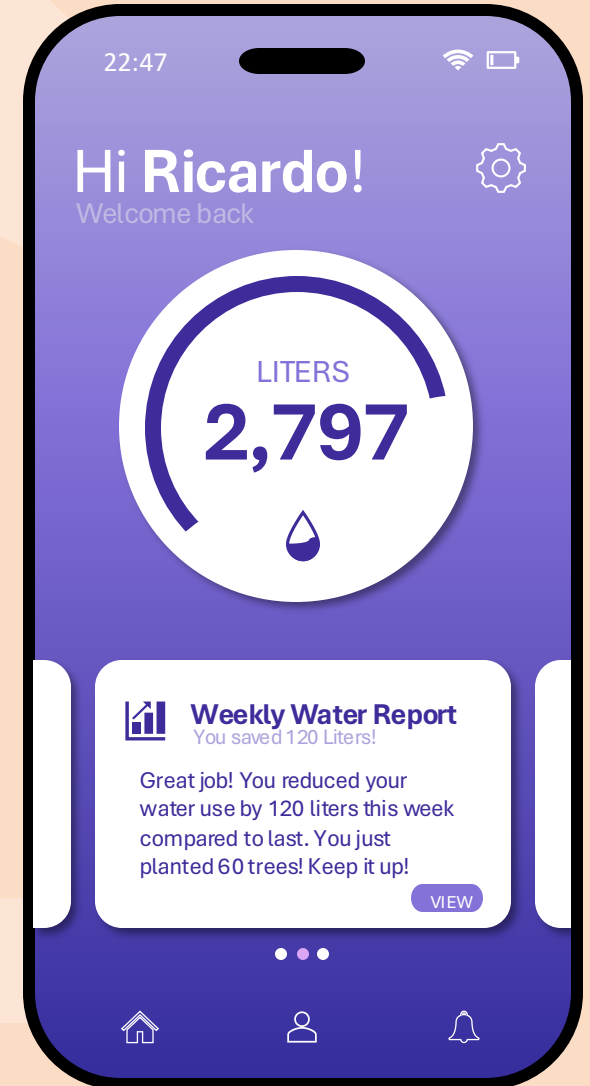
DISHWASHING HACK

If washing by hand, fill one sink for washing and one for rinsing instead of letting water run.



FIX LEAKS FAST

A dripping tap can waste over 1,000L a month. Don't ignore small leaks!



SEA THE WATER

Track your daily consumption

Search... [User Icon]

MENU: Home, Usage, Billing, Rewards, History, Settings

junho de 2025

SEGUNDA	TERÇA	QUARTA	QUINTA	SEXTA	SÁBADO	DOMINGO
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

27% Toilet

18% Faucets

12% Dishes

23% Shower

17% Washing Machine

3% Other

Water Usage by Category

Time of Day Water Consumption

SEA THE WATER

Welcome Back, Ricardo!

Search... [User Icon]

MENU: Home, Usage, Billing, Rewards, History, Settings

436 Liters per Day

1.92 Euros per day

0 Real Time Usage

47 Liters Saved

Water Usage Breakdown

Daily Water Consumption

SEA THE WATER

View and manage your payments

Search... [User Icon]

MENU: Home, Usage, Billing, Rewards, History, Settings

BILLING

Payment Summary

MONTH	WATER USED (L)	PRICE PAID (€)	BUDGET (€)
January	3850 L	€26.80	€25.00
February	3670 L	€24.00	€25.00
March	4010 L	€27.50	€25.00
April	3920 L	€24.20	€25.00
May	1150 L	€6.20	€25.00

Month (e.g. June) | Water Used (L) | Price Paid (€) | Add

Blu Assistant

Hi! I'm your Blu Assistant. Ask me anything about saving water, analyzing your usage, or managing your consumption.

Ask a question...

SEA THE WATER

Your past usage and trends

Search... [User Icon]

MENU: Home, Usage, Billing, Rewards, History, Settings

USAGE HISTORY

Usage History

DAY | MONTH | YEAR

MONTH	WATER USED (L)	PRICE PAID (€)	CHANGE VS PREV
December	3880 L	€25.80	↑ 8%
November	3600 L	€24.00	↑ 3%
October	3480 L	€23.30	↑ 5%
September	3325 L	€22.20	↑ 7%
August	3100 L	€20.70	↑ 9%
July	2850 L	€18.90	↓ 4%
June	2980 L	€19.80	↑ 159%
May	1150 L	€6.20	↓ 71%
April	3920 L	€24.20	↓ 2%
March	4010 L	€27.50	↑ 11%

MARKET SIZING

WHO ARE WE SOLVING THIS FOR?

Europe

- Assume only 5% are tech-savvy, Wi-Fi-connected, and interested in sustainability solutions

€1.65B

Portugal, Spain, France

- 40 million households
- Adoption rate 3%

€180M

Portugal

- 4.1 million households
- Adoption rate 1%

€6.15M

THE COMPETITION



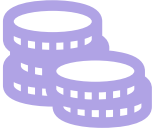
HOW BLU BEATS THE ALTERNATIVES

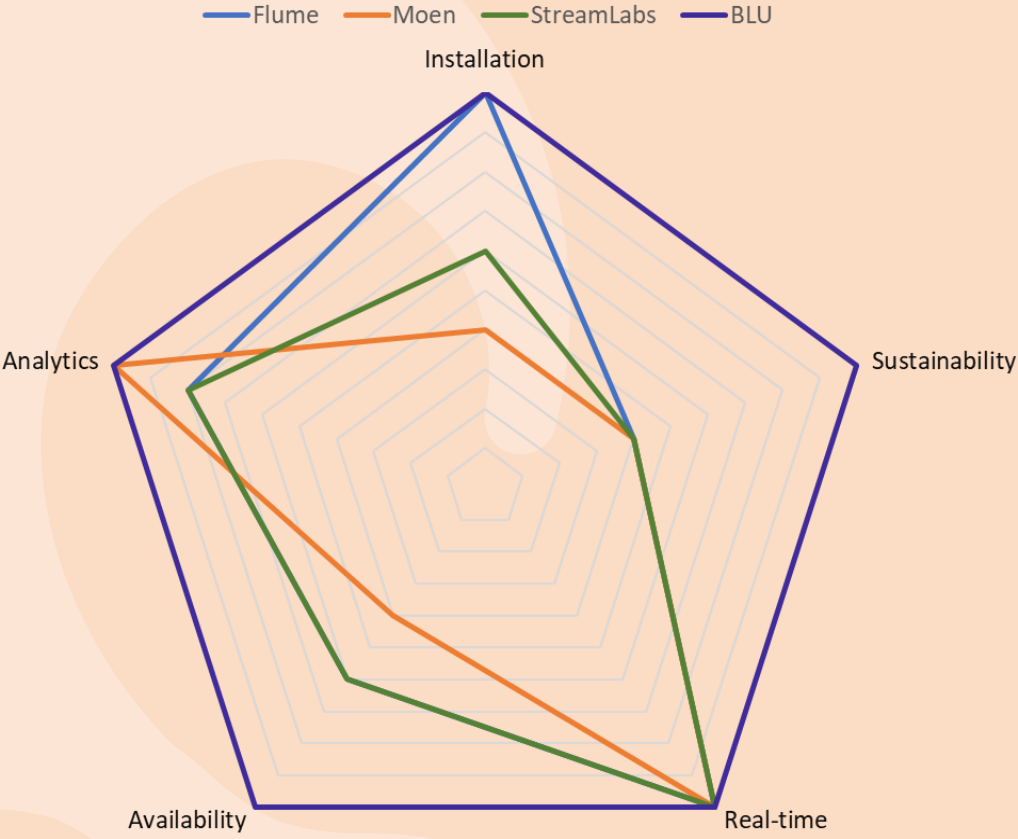
Feature	Flume	Streamlabs	BLU
Installation Type	Strap-on (non-invasive)	In-line (plumbing required)	Clamp-on (non-invasive)
Real-Time Flow Monitoring	Yes	Yes	Yes
Water Usage Stats	Yes	No	Yes
All-in-One Device	No	Yes	Yes
Activity Classification (AI)	No	No	Yes
Available for EU Homes	No	No	Yes
Price	250 \$	400 \$	180 €

THE COMPETITION

HOW BLU BEATS THE ALTERNATIVES

BLU

-  **EU Compatibility**
-  **Gamified Sustainability**
-  **Lower Cost & Easy Installation**



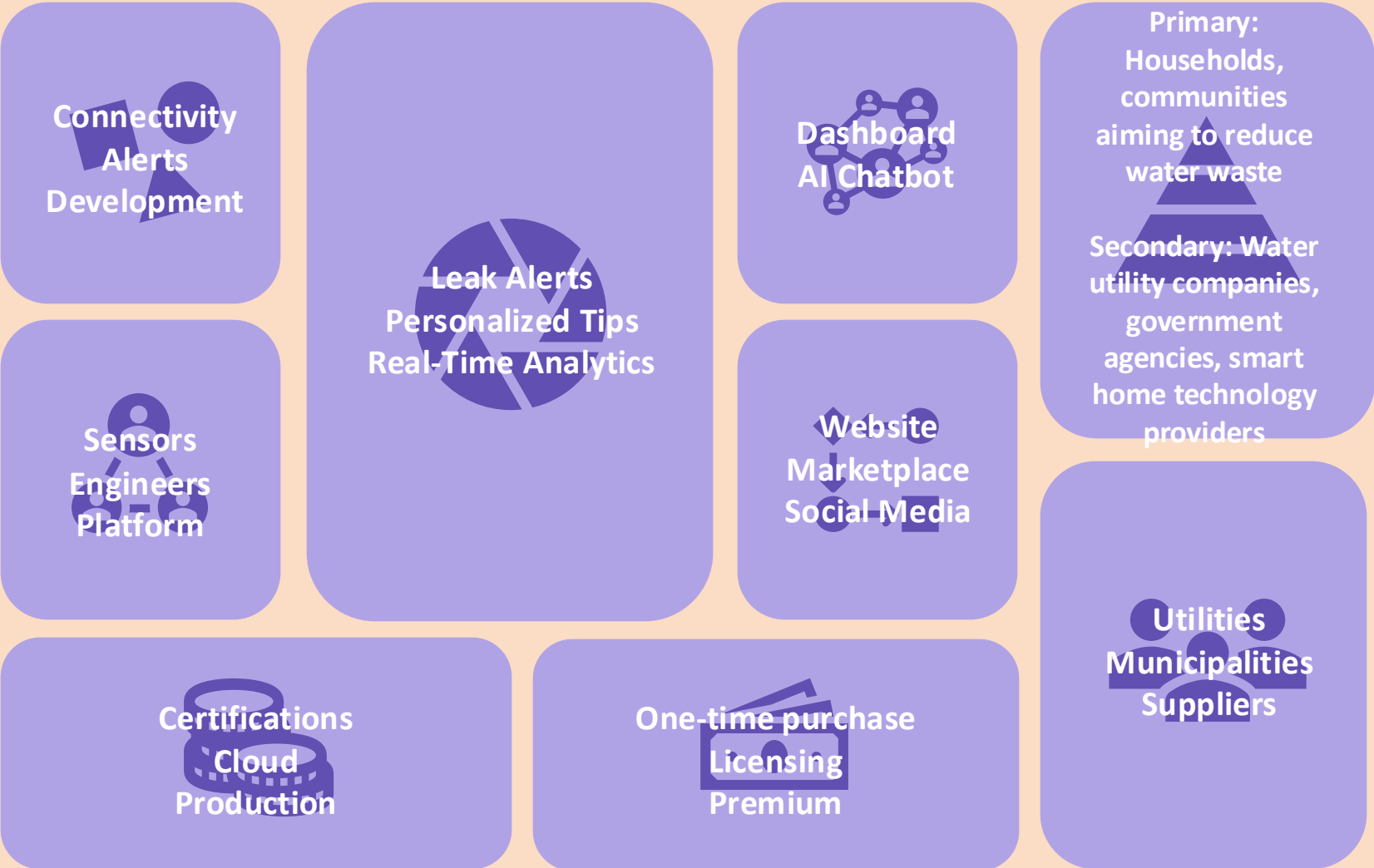
BUSINESS MODEL

HOW WE CREATE AND CAPTURE VALUE



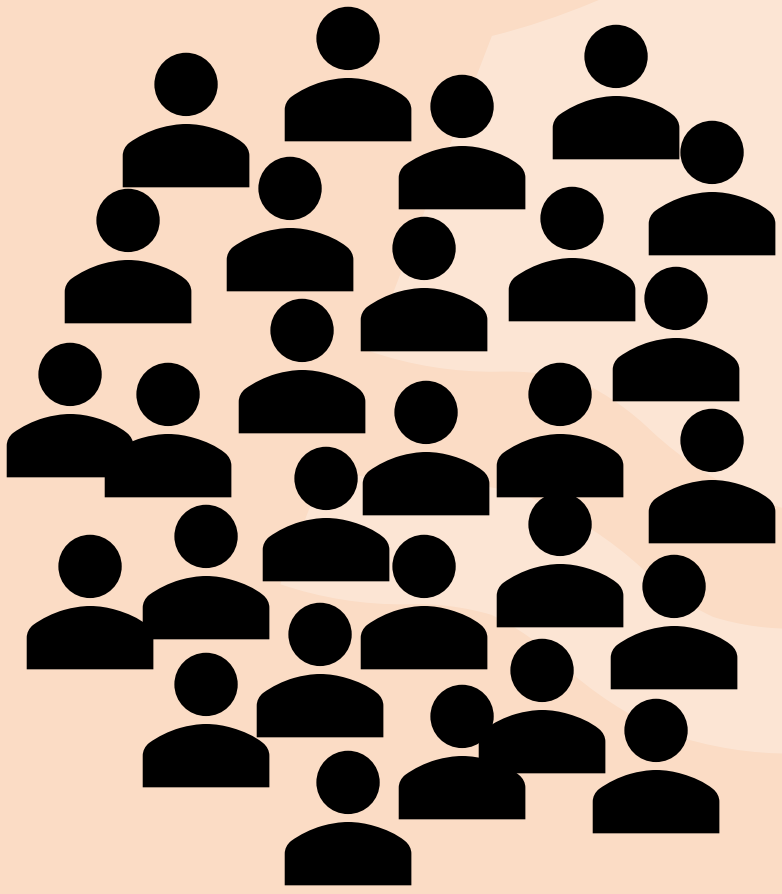
BUSINESS MODEL

HOW WE CREATE AND CAPTURE VALUE



INTERVIEWS & RESEARCH

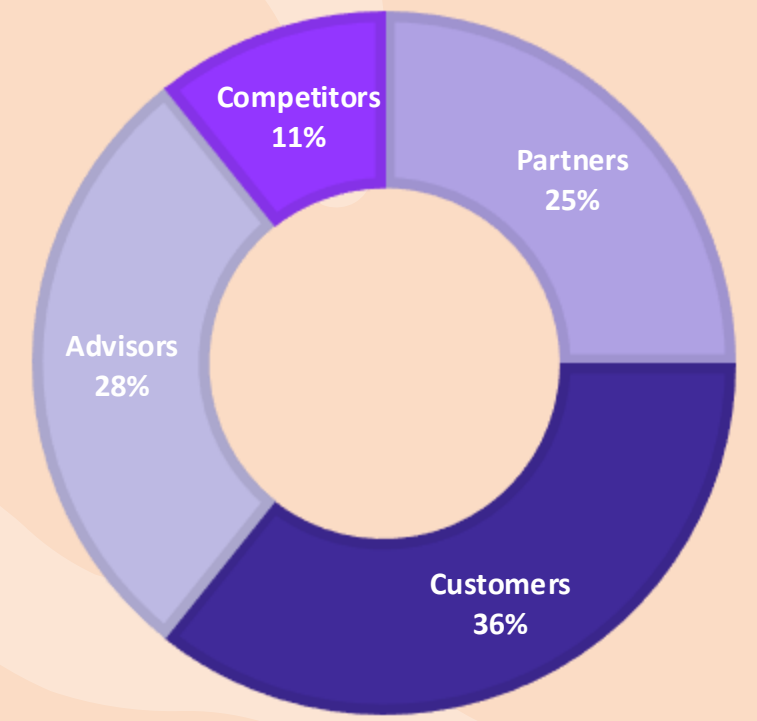
WHAT HAVE WE LEARNED FROM THE MARKET?



29
INTERVIEWS

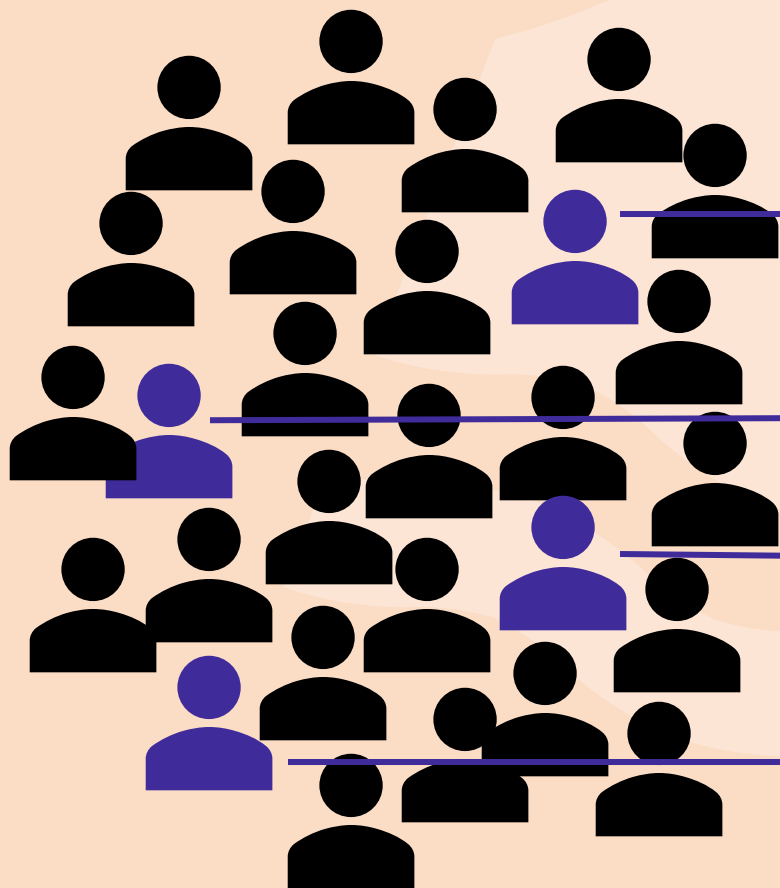
ROLE

■ Partners ■ Customers ■ Advisors ■ Competitors



INTERVIEWS & RESEARCH

WHAT HAVE WE LEARNED FROM THE MARKET?



UL STUDENTS

The **large volume of feedback** helped us kickstart our research

Carlos Nunes

The Commercial Director at SMAS was a key contributor to the project development

João Fernandes

Researcher at LNEC's Hydraulic Department who provided valuable insights from a civil engineering perspective

Sari Virtanen

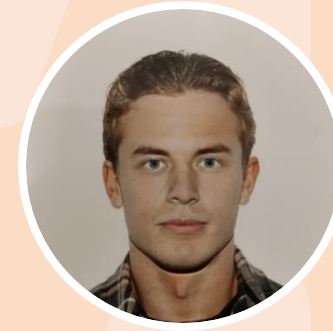
A **competitor's user** whose feedback helped us improve and refine our solution



Ricardo
Mechanical & Fluid
Engineer



Pedro
Electronics & IoT
Engineer



Arttu
Business and
Marketing Strategist



Jack
Software & Data
Engineer

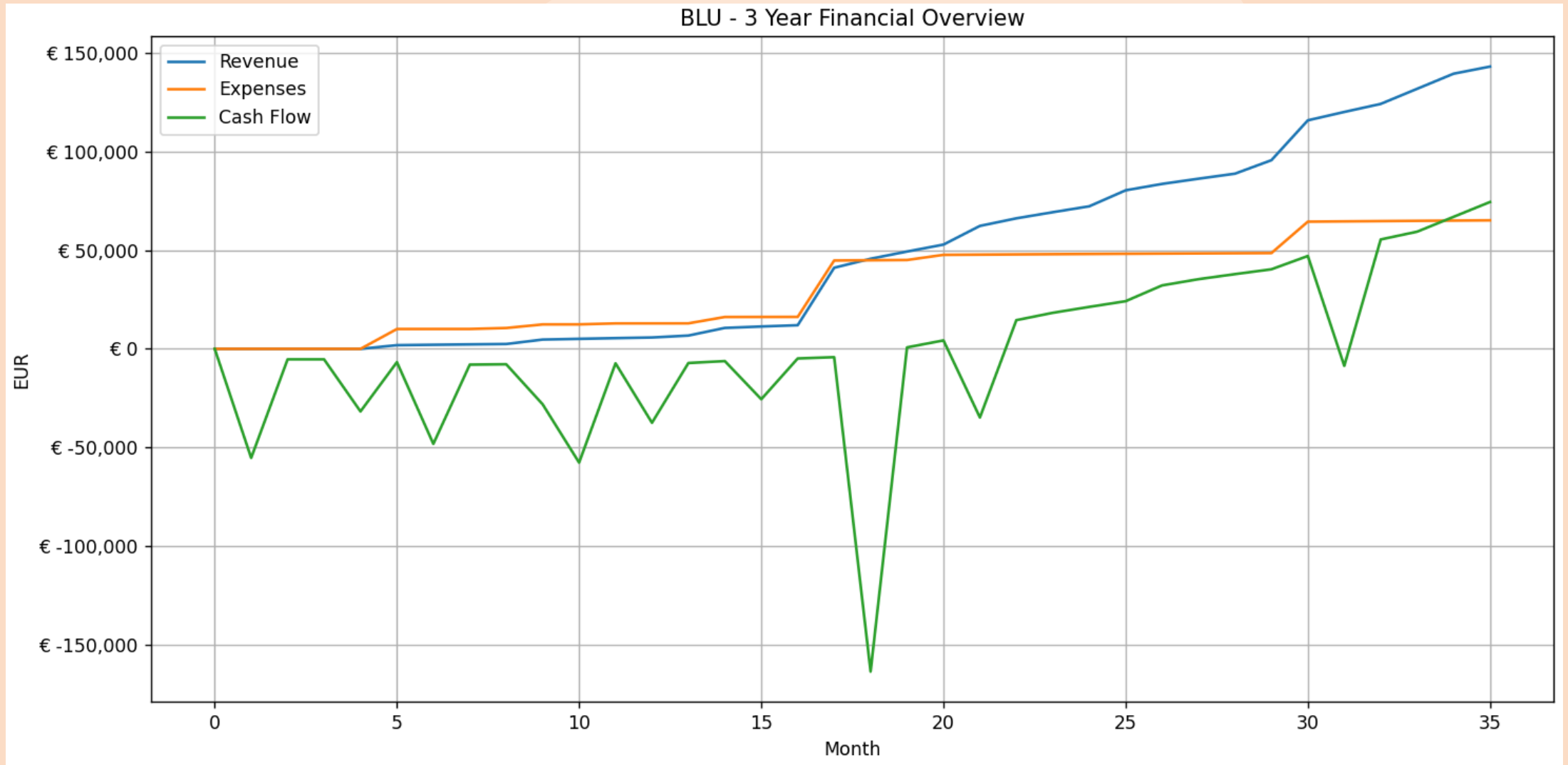


Duarte
Sustainability & Water
Policy Expert



Martim
Embedded Systems &
Firmware Engineer

3-YEAR FINANCIAL PERFORMANCE



FINANCIALS

	Year		
Metric	1	2	3
New Users	167	2765	7763
CAC	€ 30	€ 30	€ 30
ARPU	€ 144	€ 165	€ 224
Churn	3%	3%	4%
Revenue	€ 23,965	€ 433,545	€ 1,282,350
COGS	€ 8,927	€ 135,679	€ 270,449
Gross Profit	€ 15,038	€ 297,866	€ 1,011,901
Gross Margin	63%	69%	79%
SG&A	€ 99,040	€ 265,135	€ 408,960
EBITDA	-€ 84,002	€ 32,731	€ 602,941
Free cashflow	-€ 299,002	-€ 187,269	€ 542,941
Investment	€ 215,000	€ 220,000	€ 60,000
Marketing	€ 5,000	€ 83,000	€ 233,000
Ending Cash Balance	€ 59,798	€ 117,829	€ 360,770
Estimated Exit Value	€ 71,895	€ 1,300,635	€ 3,847,050

MILESTONES & FUNDING NEEDED

Funding:
495,000 €

Year 1: 215,000 €

- Finalize MVP
- Run pilot programs
- Start certification (CE mark, IP rating, compliance)
- Apply for government and EU grants

Year 2: 220,000 €

- Launch commercial version
- Secure municipal contracts
- Reach 1 000 active users
- Release expanded AI model with collected data

MILESTONES & FUNDING NEEDED

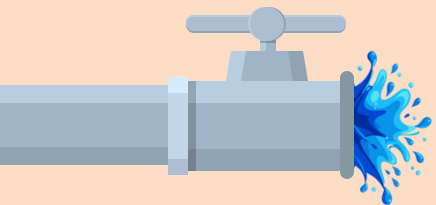
Year 3: 60,000 €

- Scale production and reduce per-unit cost
- Expand to new EU countries
- Reach 10 000 users
- Explore partnerships with utility companies and insurers

Our Ask:

- 50,000 € in seed funding
- Strategic partnerships
- Mentorship and network access

**SEA THE
WATER**



Thank you

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